

DADA GENGE HUB

JUNE 2024



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INTRODUCTION

On June 27, 2024, TIBA hosted an insightful session at the DADA Genge Hub focused on water and sanitation in public places. The event targeted small-scale women vegetable entrepreneurs and was facilitated by Yohana Matiko. The primary objective was to highlight the importance of cleanliness and its impact on business, particularly for women entrepreneurs.

INTRODUCTION

The Water and sanitation are critical issues in public marketplaces, significantly affecting the operations of women entrepreneurs. These women face unique challenges, including the financial burden of paying for toilet facilities and inadequate water infrastructure. Addressing these issues is essential for improving business conditions and promoting gender equity in market environments.



TARGET AUDIENCE

**Small scale women vegetable
vendors and farmers group
leaders**

METHODOLOGY



01

Moderation: The approach centered on open dialogue, allowing women entrepreneurs to share their personal experiences and challenges related to hygiene and sanitation in public marketplaces.

02

Work plan: This plan focuses on three main strategies: media tours to raise public awareness, advocacy efforts to engage policymakers, and community awareness campaigns to educate market users and stakeholders about the importance of Water, Sanitation, and Hygiene (WASH) in marketplaces.

MOVING FORWARD

Media Tour: This initiative will aim to raise public awareness about the specific sanitation issues women entrepreneurs face in markets, highlighting their stories and the broader impact on business and health.

Advocacy: Engaging with policymakers to address the high costs and limited availability of toilet facilities, and to push for improvements in water infrastructure. The goal is to create more equitable conditions that support women entrepreneurs.

Community Awareness: Implementing educational campaigns to inform market users and stakeholders about the critical importance of maintaining hygiene standards. These campaigns will foster a culture of cleanliness and mutual support within the market communities.

CONCLUSION

The session at DADA Genge Hub was a significant step towards addressing the sanitation challenges that hinder the success of women entrepreneurs in public markets. By developing a targeted action plan, participants have established a foundation for meaningful improvements in market conditions. Continued efforts in advocacy, public awareness, and infrastructure development are crucial for creating a supportive and hygienic environment. These initiatives will ultimately empower women entrepreneurs, contributing to their business success and enhancing gender equity in marketplace environments

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