

KILIMO KIDIJITALI FORUM 2024



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INTRODUCTION

The KILIMO KIDIGITALI FORUM 2024 served as a platform that united small-scale women vegetable farmers and vendors in urban area to address their challenges collectively; The 2024 forum, focused on increasing digital-financial literacy and launching of the 'CLEAN COOKING Campaign that promotes clean energy adoption like gas stove and increase market for women vegetable products through exhibitions, the platform gave a chance for women to market their products through media interviews, and sessions, that fostered empowerment, solidarity, and business growth among participants.

EVENT OVERVIEW

The event brought in 300 small scale women vegetable farmers and vendors from Kinondoni and Ubungo Municipal, media, government representatives, organizations and women entrepreneurs based in DSM



The event featured expert speakers who shared tips on accessing financial support from both private and government sector, climate change impact and solution, Gender based violence in market places and digital financing



TARGET AUDIENCE

Small scale women vegetable
vendors and farmers

Private and government sector
expertise such as VODACOM -
Mpesa

small scale women
enterprenurers

OBJECTIVIES



01

To empower and connect small scale women vegetable farmers and vendors in urban areas

02

To enhance right holders digital skills especially in the use of M-KOBA.

03

To increase awareness on various issues involving women including gender based violence [GBV].

04

To improve and strengthen knowledge in running VICCOBA groups and following the credibility procedures

05

A woman with dark skin, wearing a patterned orange and black headscarf and a matching patterned top, sits at a table. She is looking off to the side. On the table in front of her are several stacks of instant noodle cups (brands like R&A, Masala, and others) and several bags of snacks (like 'Pakky' and 'Maggi'). To her left is a large, light-colored pumpkin. The background shows a window with a view of a green landscape and a building. A watermark logo is visible in the center of the image.

06

KEY HIGHLIGHT

MEDIA COVERAGE:

During the forum, media outlets such as Channel 10, TIBA ONLINE TV, and Uhuru media covered success stories of women making significant strides within their groups. They interviewed TIBA about the forum's impact on women who have accessed numerous opportunities, highlighting forthcoming changes and empowerment.



GUEST SPEAKERS: the session was blessed by the Guest of honor Madam Marryvone Pool (Honorary Consul- Republic of Seychelles) and Two speakers, a community development officer from Mwananyamala ward and a gender expert from SUKITA, addressed participants on various topics. They discussed the benefits of VICOBA group registration and post-registration opportunities. Additionally, they provided insights on gender-based violence (GBV) and strategies for overcoming related challenges.

MOVING FORWARD

1

To overcome the significant challenge faced by small-scale women vegetable farmers and urban vendors in accessing loans and markets, proactive measures are being taken.

2

Empowerment of small-scale women vegetable farmers and urban vendors involves fostering skills, exploring opportunities for financial independence, and advocating for support from stakeholders, companies, and government to uplift marginalized groups.

MOVING FORWARD

3

clean energy campaign .access to clean stove among women vegetable vendors /farmers inorder to conserve the enviroment and healthy

CONCLUSION

This year's KILIMO KIDIGITALI forum was successful, paving the way for future empowerment initiatives for small-scale women vegetable farmers and vendors. TIBA aims to collaborate with banks and private institutions to facilitate support for organizing events and mentoring emerging groups for sustainability.

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