

2021 And 2022 EVALUATION REPORT.

BACKGROUND

Pamoja Nguvu is a non-governmental entity that actively helps underprivileged women, as well as young adult graduating from Happy Watoto to become economically successful and independent, its vision is to improve economic and social living conditions of our target group by granting micro loans to grow their small business and by giving basics education about economic principles, family Planning and gender violence.

Since the start of the project in 2019 Pamoja nguvu has been able to support more than 500 women, In 2021 and 2022 alone Pamoja Nguvu had supported more than 380 women with fresh/first start up loans, and another approximately half of that number with second loans(this are bigger loan) to expand their businesses. Additionally Pamoja nguvu has supported this women with Health insurance that covers a family of six people that is the women, their partners and their children who are under the age of 18 years.

This insurance is for a period of one year, and is used in all government hospitals from dispensary level to referral level, it also covers everything including minor and major operations.

A part from financial assistance and health training Pamoja nguvu has a dedicated team that carries the vision of the project hence the team members are not only bankers but developers too, therefore they also offer basic psychological support to the women by advising them accordingly whenever they encounter any kind of Gender violence related topics from their husbands as well as the community at large.

OBJECTIVES.

This evaluation is different from other evaluations that we have done before, the main focus is to learn from the setbacks that we have encountered in the past 21 months especially in business and household developments. Hence the topics covered are: Business development, Group gurantorship, household changes and finally Success rate.

Why did we focus on this topics? The reason behind focusing on this topics is due to the current inflation rate which keeps increasing by day, as well as global climatic changes which has affected many business drastically especially cereals, maize and beans to be specific because that is the staple food in this country. Hence the huge need to evaluate this and see where we need to put more efforts in the coming years.

This evaluation report carries feedback of One hundred and twenty women who were all involved in a one on one survey, this women are from 2021 and 2022 intakes, and they are a mixture of first and second loaners.

A. BUSINESS DEVELOPMENT

- **Business Development.**

Visual business growth is usually the first aspect we look at and tell if the loan was of any help at all or not on this part we were checking if the loan was most helpful, mid helpful or less helpful and how or why, here is the feedback from our participants:

71% of the women admitted that their businesses had grown, some of the reasons that were mentioned for the growth include capital increase, stock maintenance, meeting customers demand, being able to run the business on a daily basis .

1. Capital increase- Since the start of this year prices of commodities have rocket shot so when they got a loan of pamoja the loan was used to increase the capital hence they could manage to buy goods despite of the high prices.
2. Stock Maintenance-this was another reason that was mentioned ,it's been difficult to maintain stock or even have enough stock due to the high prices of the commodities and scarcity of some commodities like staple food hence the loan was very helpful in supporting the women to be able to maintain their stock or even have enough stock.
3. Meeting Customers' Demands-Women in clothing business especially tailors were able to meet their customers' needs by

being able to provide the number uniforms that they were to supply in schools.

4. Operation Cost- Since the loan helped in covering those aspects that's I have mentioned above then it was also easy for the women to operate their business smoothly on a daily basis.

13% of the business have not developed so much hence they only are able to maintain the stock and the running cost.

16% of the business have not developed at all due to inflation, prices of goods have gone high, Government measures all the business that were operating along the road closed down due government measures of cleaning the streets.

- I. Inflation-caused some of the women to shut down their business especially those selling perishable goods," Nowadays everyone that comes to the market is on a budget so most of the days I would not finish selling my tomatoes hence they get bad and I end up throwing them away I got losses every day and finally I had to close down my business" Anna Didas- tomato seller.
- II. High prices-High prices and scarcity of some good was another reason of some of the business not to developer even shut down completely.
- III. Government Measures-since the government shifted the local entrepreneurs along the road side most of the business operations stopped.

- **Multiple Business.**

Since the prices of commodities have been rocketing some of our women decided to spread the risks by having more than one business for example one would sell vegetables but not only focus on one vegetable but rather have a mixture of different vegetables and cooking oil etc so if she doesn't sell vegetable then she will sell cooking oil etc etc.

Or sell vegetable in the market for two market days but not only vegetables but also sell eggs the list goes on and on.

31% have multiple business and the remaining 67% do not have multiple business. And the remaining 2% are not doing business any more.

- **RECORD KEEPING.**

Record keeping is one of the topics that we offer in our training, but at the same time where we face a big challenge when it comes to practice, whenever we go to the field most of the time we do and re do that topic, we have been able to get a good percent to keep record though not in a more organized way but at least we don't miss the sales and margin part in records.

50% is keeping records on a notebook though like I mentioned earlier not everything is recorded most of the time, the sales and margin part is always recorded.

43% doesn't keep record reason being they can't read and write, too lazy to record when they come back from business, not much stock they can remember everything off head.

7% occasionally keeps record.

- **WEEKLY SALES.**

We also had a look on the average weekly sales, this is very crucial point for our growth especially on the amounts of loans that we would like to continue giving moving forward, we are quite aware of the increase in price of commodities hence we would like to review the loan amounts that we give the women to help them, but at the same time give an amount that can make them grow financially and is repayable.

The average weekly sales varies between Tsh30.000-195.000.

- **SAVINGS.**

Savings is one of the topics that has been put into practice by a big percent of our women this past two years compared to 2019-2020, in this survey we did not only look at the figures that were saving or not but we went further and checked also the saving methods that were preferred which were Formal, Informal, Or not saving at all:

First and foremost 84% of our women were saving and mostly they saved on either a daily basis or weekly basis and very few on a monthly basis, the remaining 16% was not saving.

- Formal Saving System – This are the likes of the Banks and mobile money only 7% saved through this forms reason being there is more security of their money “When you save in a bank there is a pride, when I tell my friends hey wait let me get cash from the ATM they respect me” Sara J Juma-selling cooking oil.
Therefore formal saving system is seen as more secure and gives more pride and respect in the community.
- Informal Saving System – This is where a big percent of our women save into, and this are the local saving system like Village saving banks and merry go round, 77% save through this method.
Reason of preference is because no charges and government **levies**, this form is preferred for short and long term goals. So the women feels that when they save in a bank or on mobile money when it reaches that time when the money is supposed to be spent then the bank charges are very high.
- The remaining 16% do not save at all because they do not have enough money left for saving or they are not doing business any more.

We also looked at the average saving amount per week and its between 10-40.000 per week.

- **IMPORTANCE OF ENTERPRENUERSHIP TRAINING.**

All the women agreed that entrepreneurship training is very essential for their financial development, even the ones that have closed down their business still agree that entrepreneurship training is very important. Most of the answers that we got from this questions were: we have learnt how to differentiate sales and margin, Importance of savings, How to manage their business capital, Time management, customer care, market expansion, creativity, risk management and finally how to set goals using the SMART Approach.

B.GROUP GURANTEERSHIP

Here we analyzed character development and how to make our groups more interdependent for financial as well as social reasons, as the saying goes “Society is a beautiful concept when formed for a good purpose”.

So to get a deeper understanding in those topic we dived it into two parts basically to understand how they feel when working together in a group, I .e doing business together and creating a demand and supply chain among themselves.

The second part involved the idea of becoming each other’s guarantor, This was not taken well with some of the members they said it creates conflict between them since most of the time they are either neighbors or business neighbors.

- **Working together in a group.**

Here all the women agreed that group they feel connected when they work together in a group because they motivate each other and learn from each other. It also creates a bond that sometimes goes even outside of business but on matter social matters too.

- **Guaranteeing each other.**

75% of the total number were happy to guarantee one another, the remaining 22% was not happy when other group members are their guarantor, they opted somebody else from their close family (this mostly came from the poor repayers). The reasons for them not wanting to be guaranteed by fellow group members is mocking from other members/harassment when reminding them on repayments.

C. HOUSEHOLD CHANGES

Most of the time if the business has not grown then there has been positive changes in the household, from previous evaluations either the house has been roffed/ plastered etc etc.

95% of our women admitted that they had few household changes this include: moving to a bigger house, furnishing the house with cooking gas cylinders, installing a water tap, building a toilet, adding livestock, buying wheelbarrow to fetch water, built a chicken/cow shed, paid for electricity installation, able to pay school fees.

“Previously whenever I had visitors in my house I would really feel ashamed if the asked to visit the wash room, but now since I got the loan and put it my business ,the profit that I got I used to build a good pit latrine” Debora Nanyaro-keeps chicken and sells eggs.

The list goes on and one some can now get water and light in their homes because of the loan. In short Pamoja Nguvu is transforming the society to be a better place for everyone.

The remaining 2% has not able to do any household changes because all the savings have been regenerated back to the business, some are not doing business anymore, the savings is not enough make any household changes due to big family responsibilities. For those with children in higher education level all the savings is used to pay school fees

D.SUCESS RATE.

This is a very important aspect for the growth and prosperity of the project hence we looked into this as well and categorized it as follow:

Please not that this segment involves monitoring the women in the entire loan period of six months for the first loaners and nine months for second loaners

- **Super Successful**

This are the cream ones they have the following characteristics:

- i. They repay on time.
- ii. Business has grown.
- iii. Keeps record
- iv. Saves
- v. Always in her business.
- vi. Household developments are positive
- vii. Children always going to school

- Successful
 - i. Repays on time.
 - ii. Business has grown though not as much as the super successful ones.
 - iii. Keeps record.
 - iv. Saves
 - v. Always in her business.
 - vi. Not much household developments.
 - vii. Children going to school.
- Sufficient
 - i. Repays but not most of the time.
 - ii. Business has grown slightly.
 - iii. Keeps record but only Sells and margin.
 - iv. Saves.
 - v. Not always in her business.
 - vi. No much household development.
 - vii. Children going to school.
- Under Average
 - i. Doesn't repay every time.
 - ii. Business has not grown.
 - iii. Doesn't save.
 - iv. Not always in her business.
 - v. No household development.
 - vi. Children going to school.
- Moderate.
 - i. Does not repay.
 - ii. Business is struggling.
 - iii. Does not save.
 - iv. Not in her business.
 - v. No household development.
 - vi. Children going to school

- Not successful.
 - i. Does not repay
 - ii. Business is shut down
 - iii. No savings
 - iv. Children are going to school not every day.
 - v. Cannot afford three meals a day

The graph below shows how this categories have been spread in the whole surveyed group.

Category	Super Successful	Successful	Sufficient	Under average	Moderate	Not successful
Percentage	13	48	21	11	4	3

