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**Contact Information:**  
**Lilian Nsemwa**  
**Public Relations Advisor**  
[Lilian@feminahip.or.tz](mailto:Lilian@feminahip.or.tz)  
**0752108723**  
[www.feminahip.or.tz](http://www.feminahip.or.tz)  
[www.chezasalama.com](http://www.chezasalama.com)



## Ruka Juu na Fema TV Talk Show

**<<Name of winner>>** is the winner of Ruka Juu na Fema TV talk show entrepreneurship competition. **He/She** has won 5 million TSH to help build and improve **her/his** business.

Ruka Juu hit the airwaves this March 12, and saw its immediate success reaching the hearts and minds of many Tanzanians. Six young entrepreneurs have been competing for the opportunity of their lives.

Viewers have been participating through SMS voting and commentary. "Ruka Juu, I love your show because it assists young people, mums and dads to save themselves from difficult life problems".

Ruka Juu na Fema TV talk show was a response by Femina HIP to address the fact we have over a million youth leaving the school system every year, ready to enter the labour market aspiring to find employment. However, the reality is that there are few employment opportunities and most youth have to become self employed and find their own ways of generating income.

Ruka Juu was Femina HIP's first reality – based entrepreneurship and financial education competition designed to get people thinking, talking and acting to build their lives.

Today Femina HIP is the largest civil society multimedia platform in Tanzania, working with youth, communities, and strategic partners across Tanzania. We engage with more than **10 million people every week through print, TV, radio, web, sms and face to face interactions**. Through our media platform we have been able to educate about how to treat customers, acquire financial skills, build and register a business, and make healthy lifestyle choices.

Ruka Juu followed the **six contestants and their businesses**, in their communities. They were put through various challenges relating to best practices for running a business. The winner, announced during the live final show was voted for by the public as well as judges. **He/She** has shown true micro entrepreneurial skills, the willingness and ability to learn, understand and tackle challenges in a dynamic way within their home setting. All six contestants have demonstrated entrepreneurial and leadership skills.

Femina HIP would like to give a special thanks to our inspirational judges and all participants. We would also like thank our generous partners who made the production possible; particular thanks to the Financial Sector Deepening Trust (FSDT), AON insurance brokers, Tanzania Media Fund, National Microfinance Bank (NMB) as well as Sir Ronald Grierson (a private philanthropist from the UK).

**Tanzania it is time to “Ruka Juu and build your lives”!!!!!!**

## **Ruka Juu na Fema TV Talk Show**

- **Genre:** Reality entrepreneurship competition
- **Target viewership:** Youth, ages 16 - 35
- **Platform:** *Fema TV Talk Show*, a Femina HIP brand since 2003.
- **Reach:** *Fema TV Talk Show* viewers, 3.4 million
- **Name:** *Ruka Juu na Fema TV Talk Show*
- **Language:** Swahili
- **Number of contestants:** 6
- **Age of contestants:** 18 - 30
- **Prize:** 5 million Tanzanian shillings (TZS)
- **Time:** 60 minutes per episode
- **Occurrence:** Weekly
- **Number of episodes / pilot series:** 11
- **Show aired period:** 12<sup>th</sup> March – 21<sup>st</sup> May 2011
- **National Tanzanian TV broadcast stations:** ITV, TBC1 and Clouds TV