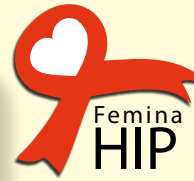


Issue No. 9: Quarter 1, 2011

Femina



IN THIS ISSUE:

- Updates from our New and Social Media PG 2
- Who is the latest celebrity to grace the cover of Fema? PG 3

Ruka Juu Is On Air!

WIRE



Contestants and presenters share a moment of fun at boot camp

As of this March, Fema TV Talk Show is back on air with a special season called Ruka Juu na Fema TV Talk Show. Focusing on entrepreneurship and self-empowerment, this exciting season follows six young micro-entrepreneurs from different regions of Tanzania, as they compete in several challenges for a cash prize. Promotion for the show was launched at Femina HIP's annual Youth Conference in January, where 110 students and teachers from all over Tanzania gathered to discuss the theme "Ruka Juu! Jenga Maisha Yako." ("Jump Up! Build Your Life.")

Of the 60 entrepreneurs our team met over months of travel in the field, six remain. Their services include selling soft drinks, generator power, meals, tailoring, beauty products and barbering. Each entrepreneur is contesting for a prize of 5 million shillings to invest in his or her business. Challenges include how to handle difficult customers and how to promote your business. They also attend a boot camp in Dar es Salaam, where they receive business training.

Viewers learn from the contestants as well as the commentary from a panel of experienced judges who give their views on how the entrepreneurs have performed after each challenge.

The contestants are ranked according to scores from the judges and SMS votes from viewers. The audience is able to vote by sending an SMS with the word "ruka", followed by the number of the contestant to 15665. No contestants are eliminated until the final show, although points do accumulate until the end.

For more information on Ruka Juu, visit rukajuu.feminahip.or.tz.



HAPPENINGS:

Femina HIP in Kagera:

Our Community Mobilisation team was out in the field in early March in Kagera region. They visited 28 schools and met several community organisations and local government officials across the region.

The Right to Safe Light:

This solar light campaign driven by d.Light and Femina HIP has seen good results. Approximately 50,000 lamps were sold for a highly subsidized price since the start of the campaign in January 2010. People who use the solar lamps have testified that study times have increased considerably and they experience improved health and safety.

Studies Underway:

From January until March, Femina HIP hosted several researchers who were examining the impact and efficiency of our work. Two studies about the One Love campaign are in progress right now and will come out later this year.

New and Social Media



The chezasalama.com home page

The year 2011 came with some exciting changes and improvements to our New and Social Media agenda. We restructured our interactive website chezasalama.com and gave it a new look. We are also enhancing the site through social media. Now that Femina HIP is on Facebook and YouTube and maintaining a blog, we are experimenting with ways to interact with young people in their territory, as well as reach out to them with information.

From YouTube, visitors can view video clips showing our work, including from Fema TV Talk Show. Facebook is proving to be a great way to combine chat and updates. Our blog is a great showcase for Fema Clubs and serves as a space where they can promote their good work with photos of their members and club activities.

Our newest addition is Sema na Fema, an SMS platform that people can use to speak up, comment on our products and activities or just whatever issues are important to them. Since mobile phones have become an indispensable means for people in Tanzania to communicate, we thought it was time to create a platform where young people, even those in remote areas with little access to other media, can express their opinions and also hear from us.

People can also use the Sema na Fema platform to vote for their favourite contestants in the entrepreneurship competition Ruka Juu na Fema TV Talk Show, as well as comment on the show and win prizes through a weekly quiz.

[Link with us on YouTube, Facebook and our blog from chezasalama.com and feminahip.or.tz.](#)

FIELD ANECDOTE:

After a week of challenges and learning at a business training boot camp in Dar es Salaam, the Ruka Juu contestants were ready for a little recreation and sightseeing. They spent an afternoon at Kigamboni, where some of the candidates, accompanied by some of our staff, had the chance to see the beach for the first time in their lives. It was a lot of fun, as you can see from this photo. Their trip also included a visit to the mall where they found additional inspiration on how to run their businesses.



ATTENTION PLEASE:

Ruka Juu website now online

<http://rukajuu.feminahip.or.tz/>

This new addition to our internet presence contains all kinds of information on Ruka Juu, including the latest voting results, the story behind the show, profiles of the contestants and judges and a section for Frequently Asked Questions (FAQs). The website can also be accessed by clicking the Ruka Juu logo on feminahip.or.tz or chezasalama.com.

Ruka Juu trailer on YouTube

<http://www.youtube.com/watch?v=e8JCdunUS3c>

Watch the video trailer for Ruka Juu online. It features the show's theme song, penned by Bongo Flava artist Ambwene Yesaya, better known as A.Y. You can also access the video clips by clicking the YouTube links on feminahip.or.tz or chezasalama.com.

QUOTED

“We cannot as a country purport to be dealing with gender-based problems such as violence against women, female genital mutilation and dealing with maternal deaths, when on one hand we are abusing the rights of future mothers and leaders.”

-From an editorial on teenage pregnancies, published 7 March 2011 issue of The Citizen.

CONTACTS

Femina HIP Patel Building, 5th Floor
P.O. Box 2065, Dar es Salaam, Tanzania
Email: info@feminahip.or.tz
Tel: +255 22 212 8265/6851
Fax: +255 22 211 0842
Web: www.feminahip.or.tz

