



# CEEWA-Uganda e-Bulletin

Issue 01

July 2008

**W**elcome to the first e-Bulletin of Council for Economic Empowerment of Women of Africa-Uganda chapter (CEEWA-Uganda) issue 01. It is an electronic bulletin compiled once in every two months. It is intended to update you on what CEEWA-Uganda does.

## In this issue:

	Page
▪ CEEWA-Uganda at a glance.....	1
▪ Popularizing the National Gender Policy.....	2
▪ Engendering the National Export Strategy.....	3
▪ CEEWA-Uganda beneficiaries start Wine Making.....	4
▪ An Internet platform in their own language.....	5
▪ Empowerment Resource Centre.....	7
▪ Tips on packaging advocacy messages.....	7

## CEEWA-Uganda at a Glance

CEEWA-Uganda is a Non-Government and Non Profit making Organization established in 1995.

**Mission:** To promote the economic empowerment of women in the development process through research, documentation, advocacy, training and information dissemination.

**Goal:** To increase the level women's access to and control over economic resources namely land, credit, agricultural extension and information.

### Thematic areas:

- Gender and Economic - Decision making (GEDM)
- Women and Agriculture (WOA)
- Women and Finance (WOF)
- Women and Entrepreneurship Development (WED)
- Popularizing the National Gender Policy

## Popularizing and Operationalising the Uganda National gender Policy:

CEEWA-Uganda in partnership with The Danish Association for International Co-operation (Ms Uganda) launched a program: **Popularizing and Operationalising the Uganda National gender Policy**. The main problem to be addressed is repressive social norms and structures that are undemocratic and



render segments of the population, especially women and youth, powerless to influence decisions.

The root cause of the problem is the patriarchal setting of society which privileges men and renders women subordinates and marginalized.

*Launch of CEEWA-Uganda-MS Uganda partnership at CEEWA Secretariat*

The problem affects the women and youth in society in that they have no control over resources as they are considered subordinates of male members of the family and lack assertiveness and confidence to express their views. Without their views being listened to outside the family, they are not considered in planning and decision making thus programs do not cater for their needs and they remain in poverty.

The program targets Local Council III and V Councilors, health, agriculture/Production and education employees of the districts of Koboko, Apac, Bukedea and Nakapiripirit will be the primary targets. The project is estimated to cover 480 direct beneficiaries but more will benefit through the capacity building sessions in gender responsive planning and budgeting which will incorporate needs of all people and thus lead to improved livelihoods in the community.

CEEWA-Uganda works with Ministry of Gender Labour and Social development in partnership with the Local NGOs including Koboko Civil Society Network (KOCISONET) in Koboko district, Apac NGO Link Forum in Apac district, Yiga 'Ng'Okola (NYO) in Bukedea district, Association for World Education (AWE) in Nakapiripirit district.

## Engendering the National Export Strategy:

Owing to its cause of women economic empowerment with the core principle of ensuring that gender is mainstreamed in all processes and Policies, CEEWA-Uganda has been selected to be part of the core gender team of making the **National Export Strategy** (NES) gender sensitive.

This exercise was commissioned on the 28<sup>th</sup> May 2008 by the Minister of Tourism, Trade and Industry, is expected to end by September 2008. The Uganda Export Promotion Board (UEPB) coordinates the exercise supported by the International Trade Centre (ITC) with the overall vision of achieving “a dynamic and competitive export-driven economy for national prosperity and development”

The initiative is a result of the recognition that “there is a robust and positive correlation between Africa’s economic growth and the unleashing of female talent” *Augusto Lopez-Claros, Chief Economist, WEF.*

The Core Gender Team is comprised of Civil Society Organizations, the private sector, public sector and the academia, namely CEEWA-Uganda, Uganda Women Entrepreneurs Association Limited, Uganda Small Scale Industry Association, Ministry

of Trade Tourism and Industry, UEPB, Women and Gender Department of Makerere University.

The committee has so far been able to;

- Identify existing gender gaps in the NES and make strategic recommendations to mitigate the gaps so as to promote women participation in the export sector.
- Identify and adopt criteria for sector selection in the NES with gender dimension. Among the sectors prioritized include Handicrafts, Fruits and vegetables, tourism, natural ingredients, garments as well as cereals, pulses and oil seeds.

Efforts of the gender sensitive NES are envisaged to yield among others greater recognition to key gender issues constraining women’s participation in export trade and create opportunities for their greater involvement in the sector.

You and I, interested in women economic emancipation, are enthusiastic about a successful gender sensitive NES exercise and a beginning of actual implementation manifested in enhanced women participation in the export sector.

For further information contact the coordinating officer Peter Simon Okiring (UEPB) at [pitasimon@yahoo.com](mailto:pitasimon@yahoo.com).

## CEEWA-Uganda beneficiaries start Wine Making

**C**EEWA–Uganda’s ICT project empowers women especially those in rural areas with entrepreneurship and business management skills, utilization of ICTs for enterprise development.

In April 2008 the project beneficiaries from Mukono site were trained in pineapple wine making conducted by Ms Lubega Regina of Bukerere and a CEEWA Community Based Trainer at CEEWA-Uganda’s Mukono Information and Communication Centre. The product is made out of locally available materials within the means of rural communities. According to Ms Lubega the wine takes three months to be ready for consumption.

On 9<sup>th</sup> July 2008, the group unveiled the product with a lot of excitement for the big achievement made. A big party was made to celebrate the milestone made by the women.

The function was attended by beneficiaries, CEEWA-Uganda staff and community members.

Mr. Senfuka Samuel Programme Officer CEEWA-Uganda presided over the function and was very



**Participants training at Mukono Centre**

impressed by the women for using the acquired skills to start wine making. He encouraged them to use ICTs at the centre to market the wine and also share such knowledge with their colleagues in other project sites.

“This is our first step but we need to move to standardization and packaging of our wine so that it is easily marketed. As women we need to demand government starting at local level to support such innovations to facilitate rural communities move out of poverty”. Senfuka said.

Follow the link to read more about pineapple wine making  
<http://www.ceewauganda.org/ceewa/Wine%20Making.pdf>

## An Internet platform in their own language

A decade ago, Ugandans took to the excitement of the internet and its hopes for development through information provision and sharing. The most talked about change was that amongst the farmers whom it was said would be able to access market information, and access advice on how to increase production and yield.

And soon the government joined the excitement, and in 2006, a full ICT ministry was set up to promote the use of ICTs for development and ensure access especially amongst the rural communities. The decision by government to establish an ICT ministry shall enhance the development of good policies and infrastructure for ICT.

But even with all these steps, while more rural people are beginning to access Internet through telecentres, challenges remain. For most of Uganda's rural people, the commonly spoken and understood language is Luganda and the internet is mainly in English.

However, realizing such a challenge remained, CEEWA-Uganda decided to take internet to the rural communities in a language that they understand. Today the first ever discussion group (dgroup) on the internet known by its almost 500 members as online ***Kimeza*** is fully operational. It has brought about change amongst the rural people who are registered as members and offer each other support, share information and seek advice on the platform.

The online group makes it possible for the rural people with high illiteracy and



***Beneficiaries learning Internet applications at The Source of Life Café and Resource Centre, Jinja***

whose understanding of the English language is low, use the internet and benefit from it. It is giving them an opportunity to access the internet which was before out of their reach due to language barrier.

Uganda is among developing countries with the highest illiteracy rate in Africa. Uganda Demographics represent a trend whereby the illiteracy rate increases as one moves from the city center to the rural area. According to the 1991 population and housing census, 35 percent of the estimated 22 million Ugandans cannot read and write. Women account for 75 percent of the illiterates. Women are at a higher disadvantage because most Ugandan communities have always denied the women equal access to education and information opportunities.

CEEWA-Uganda's online ***kimeza*** which borrows its name from the common radio programmes that mostly discuss politics and social issues seeks to help rural farmers and grassroots entrepreneurs address issues that affect their production and sales. It

also aims to ensure that the farmers amongst themselves help each other learn through sharing of information. It is more than a mailing list, goes further than an online chat because it is part of an internet phenomenon called "dgroups."

Once members join the "dgroup", they partake in topical discussions, all in Luganda, under a registered 'forum' moderated by CEEWA-Uganda project leaders.

Today there are 597 women and men from six Luganda-speaking areas in Uganda (Goma in Mukono, Buwama in Mpigi, Nabweru/Nansana in Wakiso, Nakawa in Kampala, Budondo in Jinja and Bulamagi in Iganga). Online members that seek answers find solutions for all kinds of problems – business, health, environment, agriculture.

The idea is to combine new ICT initiatives and development ideas and use these to generate effective cross-community grassroots development. One example is such as one challenges faced by a farmer in Sango Buwama on pest control can be addressed by another in Bulowoza-Bulamagi Iganga through online discussion who has been faced by the same challenge. Or a villager suffering from warts, a skin disease, will seek advice on the forum and members of different communities will reply offering advice for treatment and prevention.

CEEWA-Uganda is taking that which is available, building on existing information and communication technology (ICT) initiatives by making sharing more interactive. The project also goes further by combining other information-sharing tools such as email, websites, cell phones, SMS and community notice boards.

**CEEWA-Uganda dgroup:** <http://www.dgroups.org/groups/hivos/ceewauganda/index.cfm>

Members also use "E-kimeza" to market their products. They have used the forum to sell eggs, passion fruit, watermelon, maize, seedlings and catering services. Ronald Kayiri from Nyenje Mukono says he received fruit seedling order through the platform. Over 80 percent of Uganda's population is engaged in agriculture. A small start but a big step. Access to markets is a big step for any farmer especially one in the rural communities of Uganda.

Gender-sensitive, the forum has acquired a number of women participants. Nalongo Fatuma, vice chairperson of Nakalama Women Milk Goats project, proudly says she was able to get information on the prevention of banana pests, as well as advice on which plants and local herbs could help treat her birds' ailments. After being trained by CEEWA-Uganda, she now helps train other community members at Iganga Computer and Resource Center. At this resource centre, members freely access the internet and post comments, ask questions or reply to queries on the platform.

While the successes of *e-kimeza* are numerous, limited access to the internet is a continuous challenge. "I do all the chores at home by myself while the children are at school and the information center is far away which limits by visits," says Nalongo Fatuma. *E-kimeza* proves that community development can be achieved through participatory, shared, efficient approaches. Access to relevant information must be emphasized in the process of rural development by the government, non-governmental organizations and other development partners.

# Empowerment Resource Centre

Empowerment Resource Centre (ERC) is a business arm of CEEWA-Uganda established as a one-shop centre to provide a range of support development services to the public in general and women entrepreneurs in particular, at subsidized prices.

## Services:

- Telecentre services including communication, secretarial and computer skills
- Hostel facilities for university students
- Consultancy work in Gender, agriculture, microfinance, business management and entrepreneurship, monitoring and evaluation among others
- Business counseling
- Motivational and empowerment sessions- This is a fascinating component that equips the public with particular skills like public speaking, confidence building, and inspirational training, self esteem among others.
- Library services. A well equipped resource centre that contains arrange of resourceful books, researches, reports, pamphlets, magazines, training manuals, video and CD documentaries. These are in categories of Gender, poverty, agriculture, microfinance, ICT for enterprise development, Business management and entrepreneurship, Human rights and democracy, Children, Environment, and HIV/AIDS among others.

For more information +256-31-2276303/256-41-4269477 email us at [erc@ceewauganda.org](mailto:erc@ceewauganda.org)

## Tips on packaging Advocacy messages:

- ✓ Concise and persuasive message or statement-to create action-Include the specific action you would like the audience to take
- ✓ Simple, translated and illustrated
- ✓ Stickers rather than detailed stories
- ✓ Message development linked to people's concerns
- ✓ Audio visual documentation of original and authentic voices of people
- ✓ Position papers that express a particular stand
- ✓ Messages based on facts-proof

***We welcome comments, suggestions and contributions using the contacts below:***

The Editor  
CEEWA-Uganda E-Bulletin  
Kansanga Kiwafu Road  
P.O Box 9063, Kampala,-Uganda  
Tel: 256-41-4269477/507, Fax: 256-41-4269469  
Email: [info@ceewauganda.org](mailto:info@ceewauganda.org)  
Website: <http://www.ceewauganda.org>