



YOUNG WOMEN ENTREPRENEURS (YWE) ANNUAL REPORT 2024

www.ywe.co.tz

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YWE Chairperson Statement



Reflecting on the strides and accomplishments, we've achieved in 2024, I am immensely proud to lead a dynamic and impactful organization like Young Women Entrepreneurs. Throughout the year we have focused our efforts on conducting capacity building workshops and business trainings that are in line with our mission to empower and connect young women entrepreneurs with the resources that they need to succeed in business. Our participation in government level meetings has enabled us to advocate for a better business environment for young women entrepreneur's this has also allowed us to highlight various challenges such as high taxes and registration fees which impact the growth of YWE.

As an organisation we have received numerous recognitions for our work which stand as a testament to our unwavering commitment to ensure that young women entrepreneurs are connected to the right resources to achieve business growth. Moving forward we remain committed to our mission of economically empowering young women entrepreneurs in Tanzania and across the globe.

As we look ahead, YWE is committed to expanding our reach across all regions of Tanzania and across the globe, deepening our impact, and launching new programmes that respond to the evolving needs of young women entrepreneurs both locally and globally. The future looks bright, and I am confident that we will continue to build and grow more young women entrepreneurs in Tanzania. I invite you to explore more about our 2024 programs in the following pages of our annual report. Thank you for your unwavering support.

Yours Sincerely,

Dr.Jesca Nkwabi

Chairperson

Abbreviations

ABWCI: Association of Businesswomen in Commerce & Industry

AFCFTA: African Continental Free Trade Area

AFG: Angel Forks Group Limited

AGRA: Alliance for Green Revolution in Africa

COMESA: Common Market for Eastern and Southern Africa

COMFWB: Comesa Federation of Women in Business

GEF: Generation Equality Forum

SDG: Sustainable Development Goals

YWE: Young Women Entrepreneurs

YWE Profile

Young Women Entrepreneurs (YWE) is a membership organization established by young women entrepreneurs in 2021 and formerly registered as a company limited by guarantee in 2022. The aim is to promote entrepreneurship among women between the ages of 20-35. YWE does not primarily exist to pursue members' interest, but to empower and create conditions for other young women to successfully start and navigate the entrepreneurial journey. Being entrepreneurs themselves, members understand that compare to their male counterparts, young women entrepreneurs face disproportionately higher barriers in terms of skills, information, inspiration, and compliance with regulations and YWE seeks to address the challenges by providing business consultancy services, entrepreneurship workshops, as well as business visibility to its members and advocating for an enabling policy environment.

The vision of YWE is “to become the focal organization that promotes multisectoral economic activities to empower young women entrepreneurs with presence in all regions in Tanzania”.

The mission is “to promote and connect young women entrepreneurs to the resources and tools and give them knowledge needed to advance and succeed in business”.

YWE Values



- Accountability: We ensure that we are all accountable for our actions.
- Transparency: We promote open communication across our organisation and with various stakeholders.
- Integrity: We promote integrity across our organisation.
- Trust: We promote trust and teamwork fostering all with a conducive working environment.
- Diversity: We have inclusive programs that target youth between the age of 20 to 35.

Sustainable Development Goals

SDGs	Title	How YWE Contributes – with examples
SDG 1	No Poverty	YWE empowers young women entrepreneurs with business skills, mentorship, and resources. For example, through the Leadership Development Training and Top

		50 YWE Programme, over 3,000 women have benefited directly or indirectly—reducing financial dependence.
SDG 3	Good Health and Well-being	YWE promotes wellness by creating safe, inclusive environments for peer learning and self-development.
SDG 4	Quality Education	Through structured programmes such as Coffee with YWE and Kijana Amka Changamkia Fursa, young women gain practical knowledge in marketing, financial literacy, and digital skills—providing quality, non-formal education opportunities.
SDG 5	Gender Equality	This is at the heart of YWE’s mission. The Top 50 YWE Recognition Programme celebrates women leaders.
SDG 8	Decent Work & Economic Growth	YWE equips members with skills and resources to start or grow businesses, creating jobs and livelihoods. Over 50 million TZS has been invested in training and workshops.
SDG 9	Industry, Innovation & Infrastructure	YWE supports innovation by exposing women to digital tools and formalisation strategies.
SDG 10	Reduced Inequalities	By focusing on young women, YWE reduces access gaps in economic opportunity and education.
SDG 16	Peace, Justice & Strong Institutions	YWE participates in government meetings to advocate for better policy and reduced business barriers for women.
SDG 17	Partnerships for the Goals	YWE collaborates with organisations like ABWCI and participates in global forums, such as COMFWB and AGRA Africa workshops.

Board members



Dr. Jesca Nkwabi
Chairperson



Njile Bwana
Vice-Chairperson



Irene Simon Ivambi
Board member



Mercy Marrealle
Board member



Beatrice Kimaro
Board member



Dorice Mgetta
Board member

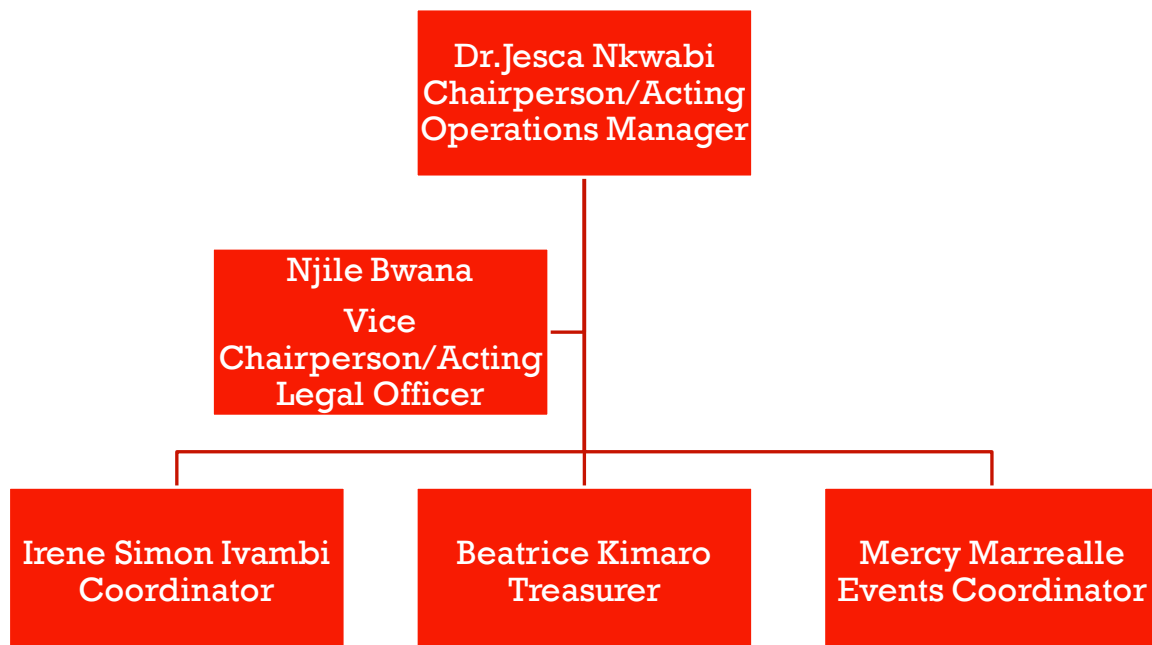


Munira Ndossy
Board member



Jessica Mshama
Board member

Management Team



Annual Performances

Our 2024 Year In Numbers



LinkedIn
200 Posts
37905 Impressions
1900 Reactions
1126 Followers



Instagram
911 Posts
3099 Followers

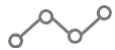
2024 Key Milestones

S/NO	ACTIVITY	DATE
1.	Coffee With YWE	27 th /01/2024
2.	Kijana Amka Changamkia Fursa	8 th /02/2024 to 23/05/2024
3.	Leadership Development Training	15 th /06/2024
4.	Generation Equality Forum (GEF)	18 TH /09/2024
5.	Top 50 YWE 2024	21 st /09/2024
6.	TOP 50 YWE Global Launch	21 st /09/2024
7.	TOP 50 YWE Alumni Event	7 th /12/2024

Our 2024 Impact In Numbers



More than 3000 women impacted through trainings.



Over 400 applications received and 150 women recognised to date through our Top 50 YWE program.



More than 30 million TZS invested in Trainings and Capacity Building Workshops.

Our 2024 Activities

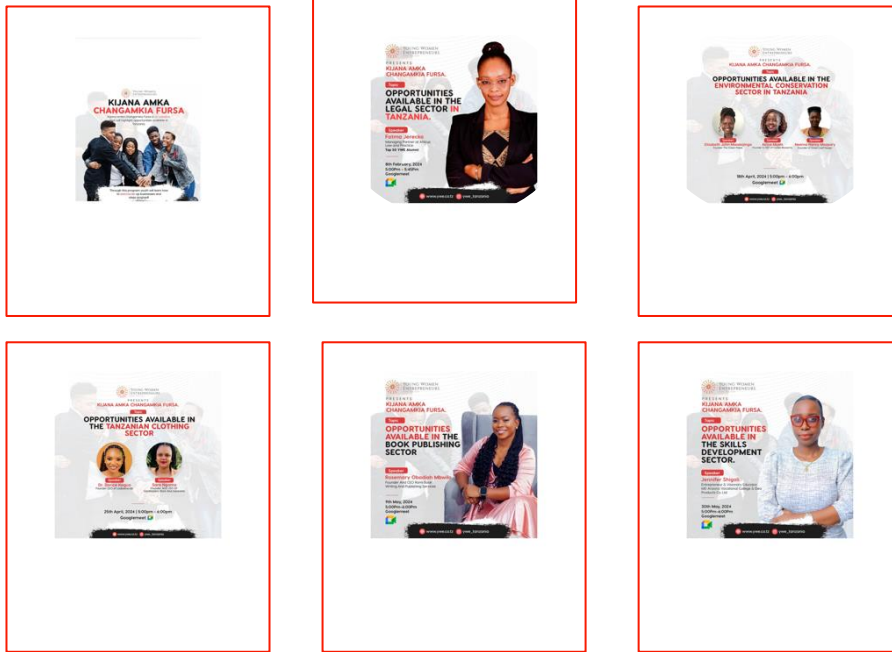
Coffee With YWE

Our 2nd Coffee with YWE Session was held on 27th/01/2024 at Johari Rotana. 10 YWE were trained on effective marketing strategies. To date more than 30 women have participated in the coffee with YWE sessions and have received financial and strategy trainings.



Kijana Amka Changamkia Fursa

- Our Top 50 Alumni through our flagship program Kijana Amka Changamkia Fursa conducted a series of virtual workshops on various opportunities available in their sectors and shared their business experiences. Our Kijana Amka Changamkia Fursa platform which was launched in 2022 enables TOP 50 YWE Alumni to share opportunities mentor and guide aspiring entrepreneurs wishing to start and grow businesses. To date more than 20 workshops have been conducted both virtually and physically to share opportunities and guide other young women entrepreneurs to start managing and grow businesses in their respective sectors. More than 200 young women have benefitted directly, and more than 3000 young women have benefitted indirectly from the workshops.



Leadership Development Training

The Leadership Development Training took place 15th/06/2024 at Mbezi Garden Dar es Salaam. The Workshop was facilitated by Justine Massaba. The workshop delved into two key themes: building winning teams and enhancing emotional intelligence skills for business leaders. The team-building segment covered the following topics: Understanding the significance of teamwork in business, Essential ingredients for team success. Identifying different types of teams and selecting the most suitable one, addressing challenges encountered in building winning teams, utilizing evidence-based management approaches in team building, applying leadership principles to foster effective teams, Strategies for conflict management within teams and Utilizing team assessment tools for business leaders. The second part of the workshop focused on discussions surrounding emotional intelligence, including: Introduction to soft skills and their importance, Understanding the concept of emotional intelligence, Exploring the role of emotional intelligence in fostering team and business growth, Methods for measuring emotional intelligence, Contrasting soft skills with hard skills and their relative significance, Techniques for enhancing emotional intelligence, Utilizing emotional

intelligence assessment tools for leaders and teams and Engaging in emotional intelligence improvement quizzes and interactive games.



Generation Equality Forum 2024

On 18th/09/2024 our chairperson Dr.Jesca Nkwabi attended the Generation Equality Forum (GEF) held at Johari Rotanna. The Generation Equality Forum (GEF) is the world's leading initiative to accelerate investment and implementation of gender equality. In December 2021, the President of the United Republic of Tanzania,Dr.Samia Suluhu Hassan established the GEF National Advisory Committee to monitor and advise on the implementation progress of the Generation Equality Forum (GEF) initiatives. To fulfil Tanzania's GEF commitments.

The Forum was graced by the chair of GEF Hon Angellah Kairuki. The forum was focused on Activating Private Sector Engagement and Action: Scaling up Generation Equality Commitments in Tanzania. As an organisation YWE contributes to women's access to use control and own productive resources.

As YWE we committed to scale the following areas:

- Capacity-building, mentorship spaces and training for YWE.
- Lobbying for gender-responsive policies, equal pay, and improved workplace conditions while highlighting the needs of women within their sectors.
- Fostering a network of industry-specific women-owned businesses and promote inclusive procurement practices.
- Supporting YWE in accessing supplier chains, investment opportunities, and partnerships.

- Facilitating workshops that focus on business formalization, scaling, and financial management.
- Creating a database of experienced women professionals with detailed profiles highlighting their expertise, leadership, and achievements to help companies recruit, promote, and partner with top female talent for leadership roles, board positions, and high-impact projects.



Top 50 YWE 2024

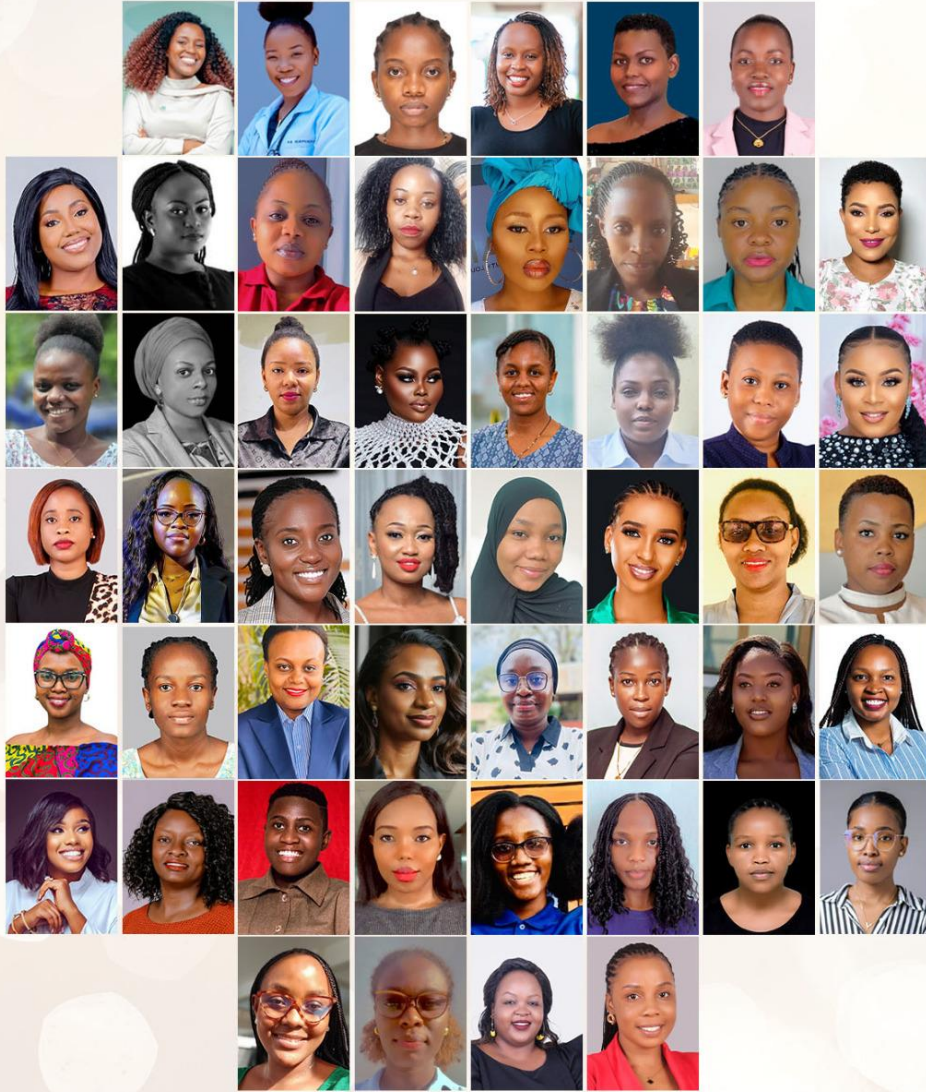
Our Third Edition of the TOP 50 YWE was held on 21st September at Urban City Blue where 50 YWE from various sectors were recognised. Guest speakers shared insights on How can YWE network effectively to attract new business opportunities and collaborations, Essential Budgeting Strategies , strategies YWE can use to grow their businesses through digital platforms and building resilience as an entrepreneur. To date the TOP YWE has recognised 150 YWE from various regions in Tanzania.



YOUNG WOMEN
ENTREPRENEURS
One Voice!



TOP 50 YWE 2024



www.ywe.co.tz



[ywe_tanzania](https://www.instagram.com/ywe_tanzania)





TOP 50YWE Global

On 21ST September 2024 we launched our TOP YWE Global which aims at recognising young women entrepreneurs globally. The YWE Global Platform will enable YWE to connect globally, share business experiences and global opportunities and mentor other aspiring entrepreneurs.





YOUNG WOMEN
ENTREPRENEURS
One Voice!



GLOBAL

TOP 50 YOUNG WOMEN ENTREPRENEURS GLOBAL

OFFICIAL LAUNCH

 21st September, 2024 | 8:00 AM to 1:00 PM  Urban By City Blue Masaki

SPONSORS AND SUPPORTING PARTNERS

URBAN
by CityBlue

KOM
GROUP OF COMPANIES

REVEURSE

KKB
ATTORNEYS
AT LAW

AFRICAN STAR
By Dr. Jesca Mhaja Nkwabi


Coca-Cola

Dr. Jesca Mhaja Nkwabi
Foundation

Royal

ABWCI

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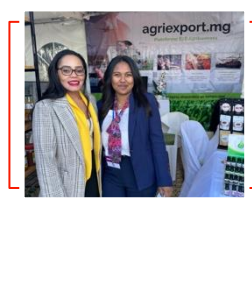
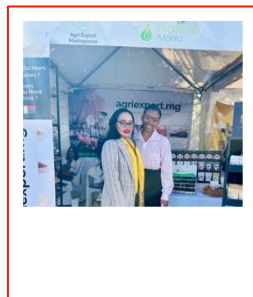
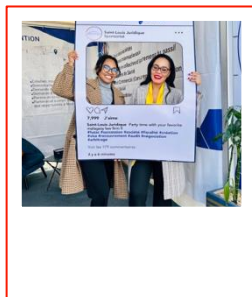
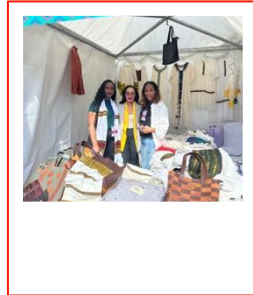
 [ywe_tanzania](https://www.instagram.com/ywe_tanzania)

International Forums and Platforms

YWE In Madagascar

Our Chairperson Dr. Jesca Nkwabi represented YWE at the 5th COMFWB Trade Fair and Business Conference, a major trade and economic event in Antananarivo Madagascar on 28th to 29th June. The main objectives of the event was to facilitate trade between women entrepreneurs, develop policies aimed at supporting women in Business and to raise funds for the construction of the state-of-the-art COMFWB Head Quarter Building in Lilongwe,

Malawi The theme for the Trade Fair and Business Conference was “Enhancing participation of Women Entrepreneurs in the COMESA regional Markets under the AFCFTA anchored on Green investment, value addition and tourism.”



YWE In Kigali

Our Co-Founder and Coordinator Irene Simon Ivambi represented YWE at A Workshop In Kigali For Assessing Advocacy Capacity Assessment For Women And Youth Networks In Africa powered by Agra Africa.



Top 50 YWE Alumni Engagement

Since the inception of the Top 50 YWE In 2022. The community has grown to 150 members. The Alumni community get an opportunity to share their business journeys to mentor other YWE and youth wishing to start businesses in their respective sectors. Annually the Alumni community comes together to network connect learn and share insights. To date the community has held 2 annual networking events covering topics such as Important strategies that YWE can adopt to network effectively and strategies that YWE can deploy to manage finances effectively for business growth, the Importance of personal and professional development to Young Women Entrepreneurs, How young women entrepreneurs can hone their negotiation skills, choosing the right business partner and a law firm that aligns with their business goals and Digital marketing and content creation.



Partnerships and Collaborations

Association of Business Women in Commerce & Industry (ABWCI) Joined forces with Young Women Entrepreneurs (YWE).By joining forces, ABWCI and YWE aim to create an enabling ecosystem and countless opportunities for young women in business.

ABWCI is a virtual global chamber for women entrepreneurs - enabling and celebrating women's business acumen & ambition through connecting members to industry leaders, professional development resources, and relevant opportunities.



2025 Outlook

In 2024 YWE made significant impact in promoting entrepreneurship among YWE.

In 2025 we aim to achieve the following:

- Onboard New external board members to be part of the YWE team.
- Onboard a new management team that will conduct the day-to-day activities of YWE
- Onboarding new YWE members to be part of our team and to increase our reach.
- Joining two other associations for our members to benefit through the various services that are offered.
- Conduct Business Formalization workshops but also to partner with our founder's company to launch a dedicated Business Formalization Hotline to help YWE to formalize their businesses.
- Launch programs and services such as access to finance, export market readiness to help our members and the TOP 50 Alumni Community to scale their businesses.
- To expand our reach all over Tanzania and across the globe.

Our Partners, Sponsors and Partners

To all our esteemed partners, thank you for your steadfast dedication, commitment, and support to driving entrepreneurship among young women in Tanzania. Together we are building a brighter future of economically empowering young women entrepreneurs who are transforming the economic development of Tanzania.

Let us keep joining hands to empower and develop entrepreneurs in Tanzania. Together, we can achieve greatness, together we can make lasting impact.



KOM GROUP OF COMPANIES



MREMBO NATURALS



BRAD REALTY



REVEURSE



TRADE MARK AFRICA



NAKUA NA TAIFA LANGU



SOUTHWAVE
COASTAL FREIGHT
LIMITED



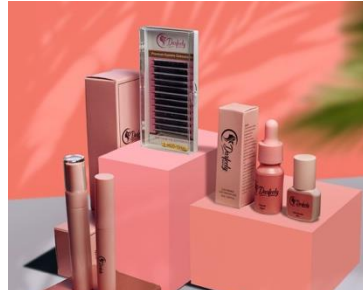
KISENGA
INTERNATIONAL
CONFERENCE CENTER



MOVING WOMEN
EMPOWERMENT
NETWORK

TOP 50 YWE Success Stories

- Filbertha Athumani Juma



Filibertha Juma Athumani is the founder of Darfeely Beauty company registered in 2023 it's committed to develop beauty and fashion , sale cosmetics and the provision of beauty services such as makeup, pedicures, manicures, facials and hair weaving

She started a brand (darfeelymakeup) in 2020 by opening a salon that deals in teaching makeup and selling jewelry.

In 2023 she decided to start her company (darfeely beauty)and started selling eyelashes with her brand name (darfeely beauty lashes) sells all type of lashes ,makeup set and all tools for lash extension.

Filibertha also owns a Darfeely beauty salon located at Dodoma which is deal with makeup ,lashes Extension,hairstyling and makeup classes.

According to Filibertha being recognised among the Top 50 Young Women In Tanzania has given her an opportunity to learn new techniques to expand her business.

“Being one of TOP 50 YWE has given me the opportunity to meet various people who help me to learn some new techniques that I can use to grow my business” (Filibertha Juma Athumani)

She further mentions that attending trainings and meetings organised by YWE have helped her to grow mentally and she has been able to learn new techniques to grow her business but to also mentor others

“I have been able to attend trainings and meetings organised by YWE which have helped me grow mentally and I have been able to learn methods to grow my business further. I have had the opportunity to meet people who I believe will contribute to my business. I have had the opportunity to mentor some of my friends through the techniques I learned from YWE, and they are helping us grow our businesses .

Filbertha vows to continue supporting young women by creating networking opportunities, encouraging skills development and being a constant support to other young women.

“As a mentor, I aim to create a positive and empowering environment where anyone can feel supported and encouraged to pursue their goals.” (Filbertha Juma Athumani)

- Esther Peter



Esther Peter Omary is CEO at Angels Fork Group Ltd (AFG) an agroprocessing based company, AFG Owns restaurant and cater Events and institutions.

Esther is also a co-owner at Super wheel Tanzania a car dealers Company. Since opening her business Esther has mentored 5 young women who now own their businesses.

According to Esther being recognised among the TOP 50 YWE in Tanzania gave her confidence to engage further in her business despite traditional barriers that limit women as illustrated below:

“Being recognized as one of the Top 50 has impacted me as individual and also in business in the Angle of Personal development as a woman leading business , women faces a lot of challenges in leading business but the major problem is African Culture from family level to the society they don't expect a woman will stand and be innovative in the society, they expect a woman will do only domestic works and these practices are still going until today so the recognition has made the fight easy and impacted the confidence in me as a woman leading business”(EstherPeter)

Esther vows to continue impacting women as she was also mentored by other women in Tanzania as shown in the comment below:

“As my journey as a businessperson has been inspired and mentored by other women in Tanzania, I will do the same” (Esther Peter)

Contact us

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