



# DIGITAL TANZANIA TRAINING PROGRAM FOR WOMEN

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## FIRST COHORT REPORT



**JANUARY - APRIL 2023**

## **ABOUT US**

### **INTRODUCTION**

The Launchpad Tanzania is a non-profit organization that was founded in 2017 with the primary goal of supporting initiatives for sustainable development and the growth of human capital. Our initiatives are founded on gender equality, equitable inclusion, and sustainable development, and we prioritize the marginalized groups in society, such as young people, women, and people with disabilities.

### **Vision and Mission**

The Launchpad Tanzania strives to be a one-stop civil society organization with a focus on youth and women's progress initiatives. By utilizing a gender-sensitive and youth-centric approach in our initiatives, our objective is to promote and strengthen sustainable development.

We are at the forefront of sustainable development in Tanzania, actively involving youth, women, and people with disabilities, creating demand-driven, customized development programs with targeted solutions, and promoting human capital development, education transformation, gender equality, and equitable inclusion as sustainable approaches to leaving no one behind.

### **OBJECTIVES**

The primary objectives of this report are to:

- Provide an overview of Launchpad Tanzania's mission and scope.
- Present the outcomes of the Digital Tanzania Training Program for Women.
- Offer recommendations for program improvement.
- Conclude the report with key takeaways.

### **OUR TARGET GROUP**

Our primary focus is on Tanzanian girls and young women aged 18 to 35, aiming to empower their minds, enhance their skills, connect them with resources, and create a supportive environment conducive to the economic rights and justice of young women.

The women population is higher than men according to the Tanzania Sensa Report of 2022 and due to global change women also highly contribute to the economic development of the country, therefore, Launchpad Tanzania demonstrates gender inclusion, especially in technology where there is a large divide between genders.

Recognizing the higher female population and the significant contribution of women to the country's economic development, Launchpad Tanzania is committed to promoting gender inclusion, especially in the technology sector.

## **LP Digital**

The Launchpad Tanzania is an NGO with an arm called LP Digital that specializes in digital inclusion through capacity building and advocacy. LP Digital has different initiatives, such as Mitandao Na Sisi and the Digital Tanzania Program, which target youth and women for digital skills training, storytelling, and advocacy on digital inclusion through digital literacy, citizenship, and rights. Our motivation for all our digital inclusion projects is bridging the digital divide and contributing to human capital development, safety, and linkages toward a prosperous digital economy as an avenue for decent work and economic growth. Mitandao Na Sisi translates to "The Internet and Us" in Kiswahili.

## **Digital Tanzania Training Program for Women**

This digital training program focuses on enabling young women to achieve digital skills through Digital training. The program targets girls and young women in Dar es Salaam between 18 and 35 in mindset powering, skills transformation, linkages to resources, and cultivating an enabling environment for young women's economic rights and justice.

The Launchpad Tanzania continues to leverage digital technology to facilitate the scaling of youth, girls, and women by enhancing the digital skills training that promotes the growth of the digital economy. In this, we planned on training 36 girls and women for three months, from January to April, through our Digital Tanzania program. The next cohort will start from July to October this year when another 36 women and girls will be admitted for digital training.

The Launchpad Tanzania ensured that girls and women not only acquire merely theoretical knowledge about digital use but also practically use available tools and skills in day-to-day operations. The team has successfully conducted different activities both online and offline just to reach as many women as possible.

## The Program

Developing digital skills is critical both for job success and to participate fully in a digital society. Although young people have been called “digital natives”, most of them still lack sufficient job-relevant digital skills to fill vacancies. According to a recent ITU report (*Measuring Digital Development: Facts and Figures 2021*), 40% of individuals in 40% of countries surveyed reported carrying out an activity that requires basic digital skills in the last three months.

Tens of millions of future jobs in the online economy will require far more advanced digital skills. As such skills become increasingly important for employment, substantial “talent gaps” may emerge between workers proficient with information and communication technologies (ICTs) and those lacking ICT skills or familiarity

LP Digital Tanzania has launched a pilot program to train women from the age of 18-35 years old for the digital economy in Tanzania and beyond.

We offered 6 **SPOTS for FREE** for each of these courses;

- **Coding - 2 months**
- **UX/UI design - 2 months**
- **Digital Marketing - 1 month**
- **Content Creation and Management - 1 month**
- **Graphics and 3D design - 2 months**
- **Virtual Assistant - 1 month**

The program was intense and it was 2 hours per day X 3 days a week for 3 months and required commitment, consistency, and completion for one to be certified. At the end of the program, Trainees received a certificate from LP Digital and any one of these Coursera/EDX/Alison (LP Digital paid for these certificates upon completion of the courses)

The program was held at the LP Digital Offices in Sinza Dar es Salaam where trainees had access to trainers, and facilities such as computers, and WIFI. We did not offer any allowance as this in-house program where LP Digital continues to push for digital inclusion and the digital economy in Tanzania.

## OBJECTIVES

- Empower young women with digital skills.
- Promote economic empowerment and justice.
- Bridge the digital divide in Tanzania.
- Foster human capital development and contribute to a prosperous digital economy.

## ADMISSION PROCESS

Trainees were randomly selected from the application they have done from the Google form we provided whereby the duration of the application was two months and the pieces training began on 23rd January 2023

## TRAINING

Our training began on the 23rd of January 2023, the was to start with 6 trainees in each class.

The program aimed to develop job-relevant digital skills, given their increasing importance in the digital economy. It covered coding, UX/UI design, digital marketing, content creation and management, graphics and 3D design, and virtual assistant training.

- **Coding - 2 months**

Our coding trainer Mr. Gabriel begins the training early on Monday with 6 trainees.

In this class, we called 6 trainees, and eventually girls started to drop out of class one by one without serious explanations. We recall some other bunch of trainees 6 of them but it didn't work too. So the class remained with only 3 committed ones, this was among the very challenges we faced. The 3 trainees were certified.

[1 MAR LP - Google Drive](#)

- **UX/UI design - 2 months**

For the UX/UI design with our trainer Mr. Francis, the class started on 31 January 2023 a week later than every other training started because almost all trainees were university students who were very passionate about doing this so they all aligned to start when everyone was free. This was one of the best classes because they were committed, consistent, and punctual. All 6 trainees were successfully certified. Each one was able to create a prototype solution for a particular problem.

[23 FEB LP - Google Drive](#)

[6 TRN REELS - Google Drive](#)

- **Digital Marketing - 1 month**

The class on digital marketing with our trainer Mr. Festo, seemed so interesting, all the trainees were entrepreneurs so they needed basic knowledge of digital marketing for

their daily activities. All six trainers were able to attend the class and most of them started practicing the skill while in class which had a very positive impact on us.

<https://drive.google.com/drive/folders/1H2ebFsh16zAAIMPanMxswf2nUTGrMipH?usp=sharing>

- **Content Creation and Management - 1 month**

Content creation and management with our trainer Mr. Edson, this class had more trainers than every other class, we had nine students even though the target was six from each class we had to recruit them. This was one interactive class, all trainers were so active the class was positive.

[25 FEB LP - Google Drive](#)

- **Graphics and 3D design - 2 months**

The graphic design class had all 6 trainees since the other 2 quit in the middle of training which made it difficult for us to have other trainees because they could have been left behind. In this class, our trainer was Mr. Jabir

[28 FEB LP - Google Drive](#)

- **Virtual Assistant - 1 month**

This course was canceled on the first cohort since none of the students selected ever showed up for the training even after we selected the second batch only one showed up but we had to move her to a graphic design class so the class had to be canceled until the second cohort.

## **RESULTS**

**Coding:** Only three out of six trainees completed the program, highlighting challenges with participant commitment.

**UX/UI Design:** All six trainees successfully completed the program, demonstrating high commitment and consistency.

**Digital Marketing:** All six trainees attended the program, with positive outcomes, as participants started practicing skills during the class.

**Content Creation and Management:** Despite having more participants than initially planned, all nine trainees actively engaged in this interactive class.

**Graphics and 3D Design:** The program was completed by all six trainees, although two participants withdrew mid-training.

Virtual Assistant: The course was canceled due to low participant attendance.

Here are the links for the program.

[https://drive.google.com/drive/folders/1sI6CpimmDSPGuZ7f\\_DJFxQIPVzDJlvLb?usp=s](https://drive.google.com/drive/folders/1sI6CpimmDSPGuZ7f_DJFxQIPVzDJlvLb?usp=s)  
[hare\\_link](#)

## RECOMMENDATIONS

- Address challenges related to participant commitment to ensure higher completion rates.
- Continue offering diverse digital training courses to meet various skill needs.
- Enhance promotion and outreach to attract a more extensive and dedicated pool of trainees.
- Consider additional support mechanisms to facilitate training completion, such as mentorship or peer support.
- Evaluate the virtual assistant course to determine its viability for future cohorts.

## CONCLUSION

Launchpad Tanzania's Digital Tanzania Training Program for Women has made significant progress in equipping young women with valuable digital skills. While challenges were encountered in terms of participant commitment, there were notable successes in certain courses. The organization remains committed to promoting gender inclusion and digital literacy, contributing to Tanzania's digital economy and the empowerment of women.

The program underscores the need for continuous evaluation and improvement, as well as the importance of tailoring training courses to the specific needs and interests of the target audience. Launchpad Tanzania will continue its efforts to empower youth and women in Tanzania and foster digital inclusion and economic growth.

	A	B	C	D	
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2			<b>DIGITAL SKILLS TRAINING</b>		
3					
4	<b>Module Name</b>	<b>Duration</b>	<b>Number of sessions per module</b>	<b>Number of trainees</b>	<b>Train</b>
5	Coding	9 weeks	27	6	Gabri
6	UX / UI	9 weeks	27	6	
7	Graphics (2D & 3D)	9 weeks	27	6	Jabes
8					
9	Content Creation	5 weeks	15	6	Edso
10	Digital Marketing	5 weeks	15	6	Festc
11					
12			<b>SCHEDULE 23rd January - 24th February</b>		
13					
14		<b>08:00 - 10:00</b>	<b>11:00 - 13:00</b>	<b>14:00 - 16:00</b>	
15	<b>MONDAY</b>	Coding			
16	<b>TUESDAY</b>		Graphics & 3D Design	Digital Marketing	
17	<b>WEDNESDAY</b>	Coding	UX/ UI Design	Digital Marketing	
18	<b>THURSDAY</b>		UX/ UI Design	Content Creation	
19	<b>FRIDAY</b>	Graphics & 3D Design		Digital Marketing	
20	<b>SATURDAY</b>		Content Creation	Content Creation	
21					
22			<b>SCHEDULE 27th February - 24th March</b>		
23					
24		<b>08:00 - 10:00</b>	<b>11:00 - 13:00</b>	<b>14:00 - 16:00</b>	
25	<b>MONDAY</b>	Coding	Graphics & 3D Design	UX/ UI	
26	<b>TUESDAY</b>	UX /UI	Coding	Graphics & 3D Design	
27	<b>WEDNESDAY</b>	Graphics & 3D Design	UX / UI	Coding	
28	<b>THURSDAY</b>	Coding	Graphics & 3D Design	UX/ UI	
29	<b>FRIDAY</b>	UX /UI	Coding	Graphics & 3D Design	
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