



DIGITAL TANZANIA TRAINING PROGRAM FOR WOMEN

SECOND COHORT REPORT



JULY - OCTOBER 2023

ABOUT US

Introduction:

The Launchpad Tanzania, a non-profit organization established in 2017, is dedicated to sustainable development and the growth of human capital, with a focus on gender equality and equitable inclusion. Prioritizing marginalized groups, particularly young people, women, and individuals with disabilities, our initiatives aim to promote sustainable development.

Vision and Mission:

The Launchpad Tanzania aspires to be a comprehensive civil society organization, concentrating on youth and women's progress initiatives. Utilizing a gender-sensitive and youth-centric approach, we aim to foster sustainable development, human capital development, education transformation, and gender equality.

OBJECTIVES OF THE REPORT

- Provide an overview of Launchpad Tanzania's mission and scope.
- Present the outcomes of the Digital Tanzania Training Program for Women (Second Cohort).
- 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, striving to empower their minds, enhance their skills, and create a supportive environment conducive to their economic rights and justice.

Recognizing 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

LP Digital, an arm of Launchpad Tanzania, specializes in digital inclusion through capacity building and advocacy. The Digital Tanzania Program, under LP Digital, aims to bridge the digital divide and contribute to human capital development, safety, and linkages toward a prosperous digital economy.

Digital Tanzania Training Program for Women - Second Cohort:

This digital training program focuses on enabling young women to acquire digital skills, emphasizing coding, UX/UI design, and digital marketing. The second cohort, spanning from July to October 2023, faced challenges related to dropouts and electricity disruptions.

The second cohort, focused on coding with trainer Gabriel, UX/UI design with trainer Francis, and the combined course of digital marketing and content creation with trainer Raymond.

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 May 2023

[Co'2 -Digital Tanzania Training Program for Women - Google Forms](#)

PROGRAM DETAILS

Courses Offered:

- Coding - Trainer: Mr. Gabriel
- UX/UI Design - Trainer: Mr. Francis
- Digital Marketing and Content Creation (merged) - Trainer: Mr. Raymond

Program Duration:

The program spanned three months, from July 17, 2023, to October 21, 2023.

- Coding: 2 months
- UX/UI Design: 2 months
- Digital Marketing and Content Creation: 3 months (combined)

20-2 Time TABLE
Sheet1

	A	B	C	D	E
1					
2			DIGITAL SKILLS TRAINING		
3					
4	Module Name	Duration	Number of sessions per module	Number of trainees	Trainer
5	Coding	12 weeks	27	10	Gabriel
6	UX / UI	12 weeks	27	10	Francis
7	Digital Marketing & Content creation	12 weeks	15	10	Festo
8					
9			SCHEDULE 17th July - 17th October		
10					
11		08:00 - 10:00	11:00 - 13:00	14:00 - 16:00	
12	MONDAY		Coding	Digital marketing & Content creation 14:00-17:00	
13	TUESDAY	Coding			
14	WEDNESDAY		Coding	UX/UI Design	
15	THURSDAY			UX/UI Design	
16	FRIDAY		UX/UI Design	Digital marketing & Content creation 14:00-17:00	
17	SATURDAY				
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CHALLENGES

- Dropout Rates:**
 Dropout rates remained a significant challenge during the second cohort, affecting all three courses.
 Strategies need to be devised to address and mitigate participant dropout, ensuring a higher completion rate.
- Electricity Issues:**
 The program encountered challenges related to electricity, impacting the training sessions and creating disruptions.
 Exploring alternative power sources or implementing backup plans is crucial for future cohorts.
- Financial Issues:**
 This program is offered without charge to anyone who wants to participate, but it is not sponsored, which is why the organization was only able to provide three classes during this cohort. A few classes, including virtual assistant and graphic design, were eliminated.

RESULTS AND OUTCOMES

Coding

The coding course within the Digital Tanzania program achieved significant outcomes, particularly notable in empowering girls through tech education:

Completion Rates: with over 95% of enrolled participants successfully finishing the program. This demonstrates the program's effectiveness in engaging and retaining students throughout their learning journey. Notably, the program prioritized girls' participation and made substantial strides in empowering young female learners in tech.

Skill Development: Throughout the course, participants acquired fundamental coding skills and knowledge in various programming languages and software development tools. The curriculum was designed to be accessible and empowering, enabling participants to develop practical skills applicable in the technology industry.

Project-Based Learning: Participants engaged in project-based learning, allowing them to apply their coding knowledge to real-world scenarios. This hands-on approach fostered creativity, problem-solving abilities, and the development of innovative tech solutions among the participants.

UX/UI Design:

The UX/UI design course showcased remarkable success, primarily attributed to the exceptional commitment and consistency displayed by its participants throughout the program:

High Commitment Levels: The participants demonstrated exceptional commitment to the UX/UI design course, consistently engaging in all modules, workshops, and hands-on sessions. Their dedication was evident through regular attendance, active participation in discussions, and eagerness to learn and apply new concepts.

Consistency in Learning: Participants exhibited a determined approach to learning the intricacies of UX/UI design. Their efforts were reflected in their progress, as they continually honed their design skills, explored design principles, and embraced industry-standard tools and methodologies.

Adherence to Project Deadlines: One of the standout attributes was the participants' commitment to meeting project deadlines. They consistently delivered high-quality design projects within specified timelines, showcasing not only their creativity but also their ability to manage time effectively and produce results on time.

Active Engagement in Practical Assignments: They eagerly applied theoretical knowledge to real-world scenarios, consistently seeking feedback and refining their designs to achieve optimal user experiences.

Example :

<https://www.figma.com/file/isTZ7GJ1y4NtB7Q18KcImU?node-id=103:2&locale=en&type=design>

Digital Marketing and Content Creation

The course provided a comprehensive understanding of both digital marketing strategies and content creation techniques. Participants gained a holistic skill set encompassing social media marketing, SEO, content planning, copywriting, graphic design, video creation, and more.

Participants displayed increased creativity and innovation in their content creation endeavors. They learned to craft compelling and visually appealing content across various platforms, harnessing their newfound skills in graphic design, video editing, storytelling, and creative writing.

RECOMMENDATIONS FOR IMPROVEMENT

- Addressing dropout rates:
Implement strategies to enhance participant commitment and reduce dropout rates.
- Consider mentorship or peer support systems to encourage consistency and completion.
- Electricity Challenges:
Develop contingency plans for electricity-related disruptions, such as alternative power sources or scheduling adjustments.
- Promotion and Outreach:
Enhance promotional efforts to attract a more dedicated pool of trainees for future cohorts.

CONCLUSION

Despite facing challenges, Launchpad Tanzania's Digital Tanzania Training Program for Women, Second Cohort, has made significant strides in equipping participants with digital skills. The organization remains committed to refining its programs, fostering gender inclusion, and contributing to Tanzania's digital economy and women's empowerment.

Continuous evaluation and improvement are essential, ensuring that training courses align with the specific needs and interests of the target audience. Launchpad Tanzania looks forward to future cohorts, addressing challenges and providing valuable opportunities for the empowerment of youth and women in Tanzania.