

CONCEPT NOTE FOR IMARISHA DADA PROJECT 2025-

NIVALISHEPAD INITIATIVE

Introduction

NivalishePad Initiative is a registered Community Based Organization in Mukuru Kwa Njenga advocating for Sexual Reproductive Health and Rights, Mental health, Research, Policy Advocacy and development for Adolescents and young people with a focus in Advocacy on sexual reproductive health and rights (SRHR) best practices mainly in menstrual hygiene management.

1. Project Background

Teenage pregnancies in Embakasi South contribute significantly to Nairobi's overall statistics, accounting for 28% of such cases in the county. Factors contributing to this trend include poverty, limited access to education, and prevalent sexual and gender-based violence, especially in informal settlements like Mukuru Kwa Reuben and Mukuru Kwa Njenga. These areas also face challenges related to insufficient sexual health education and services. **Kenya Human Rights Commission (KHRC) and Nairobi Metropolitan Services (NMS) (2023-2024)**

The cycle of poverty and gender inequality is perpetuated by limited access to education, training and mentorship preventing young women from achieving financial independence and contributing meaningfully to their communities.

Imarisha Dada seeks to empower adolescent girls and young mothers aged 15-22 years economically through entrepreneurship training integrated with digital marketing to help them create business content and improve their businesses. By equipping them with skills to create sustainable income streams, reducing the risks of gender based violence. This holistic approach fosters financial independence, enables greater control over life decisions, and promotes economic growth, benefiting not only the women but also their families and communities while reducing gender-based violence.

The project also aims to create awareness on menstrual hygiene and support adolescent girls with dignity kits.

Goal

Empower adolescent girls and young mothers to break the cycle of poverty and gender inequality through economic empowerment and sexual reproductive health rights.

2. Project Objectives

- Increase the average income of 30 young women by providing entrepreneurship training and business grants with a focus on sustainable income generation.
- Increase access to menstrual products and education to eliminate period poverty.
- Create a safe space for conversations on ending gender-based violence among girls aged 15-22 years in Mukuru kwa Njenga.

3. Proposed Solution

Imarisha Dada will provide entrepreneurship training integrated with digital marketing. The training will enable 30 young women to create and sell products or services, establishing sustainable income streams. By also offering skills in digital marketing, the project will empower women to tap into broader markets and adapt to a fast-evolving global economy. This comprehensive approach will provide not only financial independence but also a path to personal empowerment, reducing vulnerability to GBV and early marriage. *Imarisha Dada* will also reach 30 adolescent girls with dignity kits and menstrual hygiene information.

4. Expected Outcomes

- **Reduced Gender-Based Violence:** Fewer young women will be forced into early marriages or teenage pregnancies.
- **Increased Income for young mothers:** By December 2025, participants will have created income-generating ventures, improving their financial independence.
- **Improved Digital Skills:** Participants will have developed digital marketing skills thus enhancing their entrepreneurial spirit

5. Activities and Implementation

- **Entrepreneurship Training:** Organize 5 workshops on entrepreneurship, financial literacy and digital marketing
- **Mentorship and Networking:** Facilitate a mentorship session with successful entrepreneurs and digital experts to guide young mothers in starting and scaling their businesses.
- **Awareness Campaigns on GBV and Period Poverty:** Conduct a safe space forum to raise awareness about gender-based violence, period poverty and its impact on young women's lives.
- **Digital Media Campaign:** create a video content on testimonials and success stories of impact on economic independence from participants after the training

6. Monitoring and Evaluation

- **Tracking Mechanism:** Create a document to track, monitor and evaluate the project
 - ❖ Create a document for Performance Tracking: Regularly measure key indicators such as the distribution of menstrual products, young mothers enrollment in training programs, and attendance consistency.
 - ❖ Conduct 2 focus group discussion to gather feedback and input from participants on project impact and challenges from young mothers.
 - ❖ Track deliverables such as the number of products distributed, workshops held, and participants trained on entrepreneurship.
 - ❖ Case Studies: Document success stories to highlight the project's impact on individual lives and communities.

- **Financial Reporting:** A Detailed financial report will be submitted outlining expenditure on training materials, facilitator fees, digital tools, and operational costs.

7. Conclusion

Imarisha Dada aims to empower young women in Mukuru kwa Njenga by equipping them with the skills needed to break free from the cycle of GBV and poverty. With this funding, we will provide the tools necessary for these young women to become financially independent, reduce their vulnerability to early marriage, and contribute to their community's economic growth. We look forward to collaborating with WOAN to make this vision a reality.