

IMARISHA DADA PROJECT (IDP) Q1 REPORT 2025

1. INTRODUCTION

Imarisha Dada seeks to empower adolescent girls and young mothers aged 15-22 years economically through entrepreneurship training integrated with digital marketing. 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 in Mukuru Kwa Njenga to break the cycle of poverty and gender inequality through economic empowerment and sexual reproductive health rights in 2025.

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.

2. PROJECT ACTIVITIES.

❖ 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 video content on testimonials and success stories of impact on economic independence of participants after the training

3. PROGRESS UPDATES.

Q1	Progress
Entrepreneurship training	-Interviewed and recruited 30 young mothers for the Project. - Conducted 2 workshops on entrepreneurship and financial literacy.
Awareness Campaigns on Gender-Based Violence	-Conducted 1 psycho-social and gender-based violence awareness session

3.1 Entrepreneurship Workshop 1

The first Imarisha Dada workshop brought Cohort two participants, they got to know each other, and understand the project. The session started with introductions, where participants shared their names, relationship status, age, where they're from, expectations, and a fun fact about themselves. They learnt about the partners of the project and expectations.

Key Highlights:

Participants set their class rules and agreed to meet every Thursday, 10:00 AM – 12:00 PM. Several key topics were introduced, including the importance of developing a growth mindset, which focuses on embracing challenges and fostering resilience. Participants were also encouraged to enhance their self-awareness and readiness for growth by reflecting on their strengths and areas for improvement. Additionally, they learned how to generate, identify, and select business ideas, providing them with tools to evaluate and pursue entrepreneurial opportunities.

Recommendation:

Participants suggested that the next session should focus on Gender-Based Violence (GBV), expressing interest in learning about its prevention, identification, and impact.



Entrepreneuri

al Workshop: 27th February 2025

3.2 Workshop on Gender-Based Violence

The second session was a significant engagement aimed at addressing the pressing issue of Gender-Based Violence (GBV), which continues to affect many women and girls in our communities. The session was attended by 30 young mothers. It provided a comprehensive exploration of the various forms of GBV, including physical, emotional, economic, and digital violence, as well as harmful cultural practices. Through personal testimonies, expert insights, and participatory discussions, attendees gained a deeper understanding of the underlying causes of GBV and the critical need for intervention.

Key outcomes of the session included heightened awareness of GBV and its manifestations, the identification of essential support systems such as safe spaces, counseling, and legal protection, and an in-depth examination of referral pathways available within Mukuru Kwa Njenga. The Mukuru Community Justice Center was highlighted as a key partner in providing psycho-social support, legal referrals, and justice follow-up for survivors. Additionally, the session underscored the importance of collective community involvement in tackling GBV and the role of knowledge empowerment in enabling individuals to assert their rights and access available resources.



Gender-based violence awareness session - 13th March 2025

3.3. Entrepreneurship Workshop 2

This workshop was held on 1st April 2025, an engaging session on financial literacy, focusing on the mindset and skills required to thrive in business. Participants explored strategies for identifying and seizing everyday opportunities to create sustainable and profitable ventures. The session emphasized the importance of innovation, resilience, and strategic planning in building successful businesses, particularly for young mothers seeking financial independence.

Additionally, participants took home a Business Model Canvas to help them generate and refine their business ideas. They also gained a strong understanding of SWOT analysis, enabling them to assess their strengths, weaknesses, opportunities, and threats in their entrepreneurial journey. Furthermore, they learned the essential components of developing a business plan, ensuring they can effectively structure, strategize, and implement their ideas into viable business ventures.



Financial Literacy Workshop - 2nd April 2025

4. LESSONS LEARNED

- ❖ Providing tools like the Business Model Canvas and SWOT analysis enables participants to translate theoretical knowledge into actionable business plans.
- ❖ Integrating entrepreneurship training with education on gender-based violence and financial literacy provides a more comprehensive support system, leading to more durable empowerment outcomes for participants.
- ❖ An internal post-session assessment revealed that over 80% of participants reported increased confidence in their ability to identify and develop viable business ideas, demonstrating the effectiveness of our entrepreneurship and business planning modules.

5. CHALLENGES

- ❖ Late arrivals for workshops; Although participants agreed to keep time, there were still instances of late arrivals, which disrupted the flow of the sessions. However, the participants suggested changing the day of the workshops, while keeping the time unchanged.

6. RECOMMENDATIONS

- ❖ Participants have requested the inclusion of life skills sessions like mental health, Gender Based Violence(GBV) and relationships to help them navigate both personal and societal challenges.
- ❖ Exploring partnerships with microfinance institutions to provide loan access, government institutions, and other community-based organizations for resource sharing and collaborative service delivery.

Many young mothers shared that, for the first time, they felt confident in their ability to turn everyday challenges into business opportunities. One participant noted,

'I used to think business was for others, but now I see I can actually create something of my own.' ~ Stacey

This shift in mindset was echoed by over 80% of participants, who expressed increased confidence in generating and planning business ideas after the session.”

7. FINANCIAL REPORT Q1

DESCRIPTION	ITEM	FREQUENCY	UNIT	UNIT PRICE	TOTAL PRICE
Entrepreneurship Training	Training Materials	1	1	10,000	10,000
	Refreshments	2	33	300	19,800
	Trainers	2	2	3000	12,000
	Admin Cost			7000	7,000
Total (Ksh)					48,800

8. PLANS FOR NEXT QUARTER

Planned Activity Q2	Due Date	Budget (Ksh.)	Responsibility	Expected Results
2 Financial Literacy and digital marketing workshops	8/04/2025 29/04/2025	19,800	Malyun Ibrahim	Increase financial literacy skills for young mothers
Menstrual Hygiene Management Day (Menstrual Health Session)	28/05/2025	15,000	Malyun Ibrahim	Reduce cycles of period poverty
Mentorship and Networking Session	May 2025	12,000	Rehema Yahaya	Bring mentors to guide young mothers in starting and scaling their businesses