

Imarisha Dada Project – Quarter 2 & Final Report.

1. INTRODUCTION.

The Imarisha Dada Project concluded its second quarter with significant strides in empowering adolescent girls and young mothers (15–22 years) in Mukuru Kwa Njenga. Through targeted training in financial literacy, digital marketing, and menstrual hygiene awareness coupled with mentorship and business grants the project fostered economic independence, confidence, and dignity among participants.

Key Achievements:

- 25 young mothers completed financial literacy and marketing training, with 100% reporting improved business knowledge.
- 4 young mothers received business start-up grants to launch or expand their ventures.
- 80 adolescent girls and young mothers engaged in Menstrual Hygiene Day activities, breaking taboos and promoting health awareness.
- 100% of graduates received certificates and menstrual hygiene support, reinforcing dignity and sustainability.

The project's holistic approach Combining skills training, mentorship, and material support proved effective in driving tangible change.

2. PROJECT OVERVIEW.

- ❖ The Imarisha Dada Project aimed to equip young women with practical entrepreneurship skills, digital marketing knowledge, and menstrual hygiene awareness. By fostering financial independence and self-confidence, the project addressed systemic barriers to economic participation and health equity.

3. KEY ACTIVITIES & OUTCOMES.

3.1 Financial Literacy & Digital Marketing Training

Objective: Strengthen business acumen and marketing strategies for sustainable income generation.

Activities:

- Costing & Pricing: Participants learned to calculate costs (fixed, variable, direct, indirect) and apply pricing strategies (cost-plus, competitive, value-based).
- Marketing & Promotion: Training covered the 4Ps of Marketing, target customer identification, and low-cost promotional tools (word of mouth, referrals, posters). Social media marketing was introduced, though access challenges persisted.

Outcomes:

- ✓ 100% of participants improved their understanding of business sustainability.
- ✓ 80% gained confidence in pricing and promotion.
- ✓ Increased use of community-based marketing due to digital limitations.



Financial Literacy & Digital Marketing Training

3.2 Graduation, Mentorship & Networking.

Objective: Celebrate achievements, provide mentorship, and connect participants with opportunities.

Highlights:

- Mentorship Session: A representative from the We One Action Network (WOAN) shared her entrepreneurial journey, inspiring participants.
- Youth Fund Engagement: An official explained government loan access and benefits of forming registered youth groups.
- Business Grants: Four young mothers received start-up grants to launch their businesses.
- Certificates & Dignity Kits: Graduates received certificates and two packets of sanitary pads each.
- Networking Lunch: Strengthened peer and mentor connections.

Challenges & Learnings:

Absence of some invited guests (e.g., area chief) limited networking opportunities.

Late arrivals delayed proceedings—future events will emphasize punctuality.

Recommendation:

- ✓ Expand mentorship opportunities.





Graduation, Mentorship & Networking

3.3 Menstrual Hygiene Awareness (Menstrual Hygiene Day)

Objective: Combat period poverty, dispel myths, and promote health education.

Activities:

- Interactive discussions addressing taboos and misinformation around menstruation.
- Distribution of sanitary pads to 25 graduates.

Impact:

- ✓ 80 young women engaged in open dialogue, reducing stigma.
- ✓ Reinforced health knowledge and dignity among participants.

4. OVERALL IMPACT & LESSON LEARNED.

4.1 Key Results

- 📌 25 young mothers trained in financial literacy and marketing.
- 📌 4 businesses launched/expanded through grants.
- 📌 80% of participants reported increased business confidence
- 📌 80 girls & young mothers educated on menstrual hygiene.

4.2 Lessons Learned

- ♦ Holistic training works – Combining financial literacy, mentorship, and hygiene support maximized impact.
- ♦ Small grants drive big change – Even modest funding enabled immediate business growth.
- ♦ Peer learning is powerful – Participants benefited greatly from shared experiences.
- ♦ Follow-up is critical – Sustained engagement ensures long-term success.

5. RECOMMENDATION.

- ✓ Structured Follow-Up: Implement 6-month tracking to monitor business progress.
- ✓ Expand Grant Access: Increase funding amounts or beneficiary numbers.
- ✓ Peer Mentorship: Engage past participants as mentors for new cohorts.
- ✓ Digital Skills Enhancement: Incorporate e-commerce and online payment training.
- ✓ Diversify Partnerships: Seek additional donors for scalability and sustainability.





6. CONCLUSION.

- ❖ The Imarisha Dada Project has successfully equipped young women in Mukuru Kwa Njenga with the skills, resources, and confidence to pursue economic independence and improved well-being. The integration of financial literacy, mentorship, and health awareness created a transformative impact, setting a strong foundation for future growth. We extend our gratitude to our donors and partners for their invaluable support and look forward to scaling this initiative to reach even more young women in need.

7. FINANCIAL REPORT Q2.

DESCRIPTION	ITEM	FREQUENCY	UNIT	UNIT PRICE	TOTAL PRICE
Financial literacy and digital marketing workshop.	Refreshments	2	33	300	19800
Menstrual Hygiene Day	Dignity Kit				15000
Mentorship Networking and Graduation	- Certificates - Lunch	1			12000