

## **PEDALS FOR PROGRESS – WOMEN EMPOWERMENT**



**CATEGORY: ECONOMIC UPLIFTMENT.**

**DATE: 8<sup>TH</sup> AUGUST 2025**

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## **LALJI FOUNDATION**

**Committed to women's empowerment,**

**Pedals for progress, Women with small businesses report,**

**Dar es Salaam Region,**

**Date: 8<sup>th</sup> August 2025,**

**Venue: Little Theatre**

### **1. Executive Summary**

The **Lalji Foundation** is a non-profit organization dedicated to uplifting communities through **healthcare, education, economic empowerment, orphans and social welfare initiatives** across Tanzania. Guided by the vision of creating sustainable change, the Foundation focuses on addressing immediate needs while fostering long-term community resilience.

The Rotary eClub of Masaki, through its commitment to community service and sustainable development, is preparing to launch the **Pedals for Progress** initiative. This program focuses on **empowering women with small businesses**, enabling them to enhance their livelihoods and independence.

Lalji Foundation partners with Rotary in this initiative to empower women with small businesses to help grow their businesses and improve livelihoods.

### **2. Objectives**

#### **Objectives of empowering women with small businesses**

- Enhance Economic Independence, enable women to generate sustainable income and reduce reliance on external support.
- Promote Poverty Reduction, improve household livelihoods by creating employment opportunities and increasing family income.
- Strengthen Community Development, empower women to contribute to local economic growth and community resilience.
- Encourage Gender Equality, provide women with equal opportunities to participate in entrepreneurship and decision-making.
- Build Capacity and Skills, equip women with financial literacy, business management, and technical skills to effectively run small businesses.

- Improve Access to Resources, facilitate access to capital, equipment, and markets to expand women-led businesses.
- Support Education and Well-being enables women to invest in children's education, healthcare, and improved living standards through increased earnings.

### 3. Event Overview

| Parameter                                                           | Details                        |
|---------------------------------------------------------------------|--------------------------------|
| Location:                                                           | Dar es Salaam – Little Theatre |
| Date preparation:                                                   | 1 <sup>st</sup> July 2025      |
| Handover Date:                                                      | 8 <sup>th</sup> August 2025    |
| Target Group:                                                       | Women's empowerment            |
| Organized by LALJI FOUNDATION in Collaboration with Rotary and ASAS |                                |

### 4. Partners & Stakeholders

| S/N | Partner/ Stakeholders  | Role/ Contribution |
|-----|------------------------|--------------------|
| 1.  | LALJI FOUNDATION       | Sponsor            |
| 2.  | ROTARY eCLUB of Masaki | project            |
| 3.  | ASAS                   | Sponsor            |

### 5. Outcomes & Impact

| SN | Key Indicators    | Target group                |
|----|-------------------|-----------------------------|
| 1. | Women empowerment | Women with small businesses |

## 6. Budget & Expenditure

| SN | ITEMS             | BUDGETED (TZS)    | REMARKS                                   |
|----|-------------------|-------------------|-------------------------------------------|
| 1. | Women empowerment | 15,000,000        | Women's empowerment with small businesses |
|    | <b>TOTAL</b>      | <b>15,000,000</b> | SPONSORSHIP                               |

### Key Achievements & Outcomes

- **Participation:** cyclists participated, including youth, women, and professionals.
- **Awareness Reached:** Public awareness campaigns reached an estimated people through media, social platforms, and community events.
- **Community Benefits:** Funds and awareness directly contributed to women with small businesses
- **Environmental Impact:** Increased awareness of sustainable transport alternatives and reduction of carbon emissions advocacy.

## 7. Challenges Faced

- Limited sponsorship compared to projected needs.
- Logistical difficulties in coordinating routes and ensuring participant safety.
- Limited cycling infrastructure in some areas.

## 8. Media Coverage

| SN | Platform             | Details                                                                                          | Type                 | Link / Reference     |
|----|----------------------|--------------------------------------------------------------------------------------------------|----------------------|----------------------|
| 2. | Television           | ITV                                                                                              | Events news features |                      |
| 3. | Print media          | Daily News                                                                                       | Article Coverage     | 3 July 2025- page 13 |
| 4. | Social media & Blogs | <ul style="list-style-type: none"><li>▪ Instagram</li><li>▪ Facebook</li><li>▪ YouTube</li></ul> | Photos updated       |                      |

## 9. Recommendations

- Early planning and broader stakeholder engagement are key to successful execution.
- Partnerships with local government and traffic police enhance safety and coordination.
- Using cycling as a platform is effective in uniting diverse groups and raising visibility for social causes.
- Continuous engagement post-event sustains impact beyond the activity day.

## 10. Conclusion

The Pedal for Progress event stands as a remarkable achievement in advancing women's economic empowerment and fostering community development. Through the careful preparation and coordination of **Rotary**, combined with the dedicated sponsorship from the **Lalji Foundation** and **ASAS**, the initiative successfully created opportunities for women to strengthen their livelihoods and take steps toward financial independence.

## 11. PHOTO HIGHLIGHTS















*PRESIDENT of Rotary Club of Masaki, Reshma Shah addresses reporters in Dar es Salaam recently ahead of pedal for progress marathon scheduled for July 8th in the city aimed at empowering women entrepreneurs. She is flanked by Vice-President, Umi Fawzi (right) and Laifi Foundation Chairman, Imtiaz Laifi, supporter of the marathon. (Photo by Robert Othman)*

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