• About 75-85% of Tanzanians live in rural areas, depending on land for livelihood security (World Bank 2012).
• Agriculture being the main economic activity.
• Entrepreneurship forms the majority of small and medium businesses for about 95% contributing less than 35% to the National GDP.
Tanzania being a developing country with majority of population living from subsistence economy, the country is embarking on strategies that encourages entrepreneurship.

- Investment in small, medium and large industries
- VISION 2025
- National Strategy for growth and reduction of poverty (NSGRP)
- Political environment
- Socio-cultural environment
CHALLENGES OF ENTREPRENEURSHIP IN TANZANIA

• Entrepreneurship and business is a growing sector in Tanzania with majority of young generation “thinking” of getting involved

• Entrepreneurship has many challenges (internal and external)
  ▪ Development of good/selling ideas and the ability to give them a chance
  ▪ Opportunities recognition
  ▪ Planning skills
  ▪ Organization skills

Women Selling Fruits and Vegetables at Soni, Lushoto Tanzania
CHALLENGES OF ENTREPRENEURSHIP

• Management
• Innovation
• Decision making
• Marketing and promotion
• Capital
  ▪ Personal investments, partnerships
  ▪ Loans (small loans and bigger loans, discipline of money, repayment)
  ▪ Entrepreneurial culture (An open, inclusive culture which facilitates social interaction and the communication of ideas)
CHALLENGES OF ENTREPRENEURSHIP

- Laws and regulations (conducive, less bureaucratic processes)
- Competition and value addition
- Customer analysis
  - Creating loyal customers
  - Customers satisfaction
  - Customer care
  - Understanding and respect of customers diversity
  - Fear of failure (perseverance and resilience)
  - Networking
SEKOMU AND BUSCO PROJECT
VISION

“To be a leading African institution of higher learning that fully recognizes and actively professes the human value and dignity of all society members, including people with disabilities, and whereby everyone is able to learn and live in harmony with god, fellow human beings and all creation”.

MISSION

“To provide high quality university level education that produces graduates who can integrate the needs, rights and potentials of people with different abilities into a holistic perspective of life and creation in various fields of expertise, building upon traditional knowledge simultaneously as we open creative ways for new and constructive innovations”
In line with the vision and mission, The University’s key functional areas are

- Teaching
- Research
- Consultancy
- Outreach work

• All these intends to serve the Tanzanian Community especially the Usambara Mountains community to recognize all humankind as equal despite of many differences i.e. different disabilities, gender
Therefore the project will be a cornerstone in realizing SEKOMU vision and mission by addressing the challenges mentioned above.

MAIN GOAL OF THE LIVING LAB

• To improve community’s livelihood through entrepreneurship activities by identifying and promoting income generating activities (IGAs) and training within the community.
SPECIFIC OBJECTIVES;

• To instil entrepreneurship skills, attitude and culture to the targeted community

• To promote awareness to the communities’ about different income generating activities (businesses)

• To sensitise the community about financial management, value addition and marketing strategies for their products. Emphasis on the use of information technology in business development
KEY STAKEHOLDERS

• Teachers, staff and students of the university involved in the project
• Potential and local entrepreneurs
• People from the community /villages particularly, the vulnerable groups such as women, youth, abused and persons with disabilities
• NGO representatives
• Local government authorities and representatives of business associations
ACTIVITIES

• Baseline assessment: mapping the relevant stakeholders, establishing the networks, mapping the curriculum development needs related to entrepreneurship

• Entrepreneurship living lab needs assessment regarding entrepreneurship skills among local stakeholder groups (e.g. In agriculture production, beekeeping, handicrafts, soap making, poultry raising), by the students

• Inventing ways to include entrepreneurship studies and living lab methods to the curriculum and workshops for stakeholders.
ACTIVITIES

• Design of the new curricula: business/entrepreneurship and community development in collaboration with local stakeholders, building the framework for curriculum review work

• Building a sustainable model for coaching and mentoring of small businesses. Students involved option for Finnish student’s thesis on business studies linking business studies with local microfinance programme in supporting the entrepreneurship: thematic one-day trainings for young entrepreneurs’ groups at Lushoto living lab, SEKOMU students involved.
ACTIVITIES

• Linking business studies with local microfinance programme in supporting the entrepreneurship: thematic one-day trainings for young entrepreneurs’ groups at Lushoto living lab, SEKOMU students involved.
• Training of student trainers and local trainers (incl. Planning, materials, organizing the training)
• Planning the trainings for the local stakeholders by the TOT (students) and key experts
THANK YOU