



ORGANIZATION PROFILE

1. The Organization overviews.

Small Enterprises Institutional Development (SEIDA) was originally established under the CAP 212 Laws of the URT in September, 2000. However, in August 2019 the organization transitioned from the company status into Non-Governmental Organization and granted registration Nos: 00NGO/R2/000488, and acquired 10 years certificate of registration to operate in Tanzania Mainland. Thus, SEIDA is a non-partisan Civil society organization working in collaboration to support country development partners, Government, Agencies, Local Authorities and programmes through Public-Private Producer Partnerships (4P's) Frameworks to ensure the productive poor women, men, and youth in Tanzania have increased and sustained income and employment opportunities.

2. Mission Statements:

To collaborate, partner with Development agencies, Government, Programs and other like-minded organizations to spearhead facilitations of demand driven, people centred and evidence-based livelihood solutions.

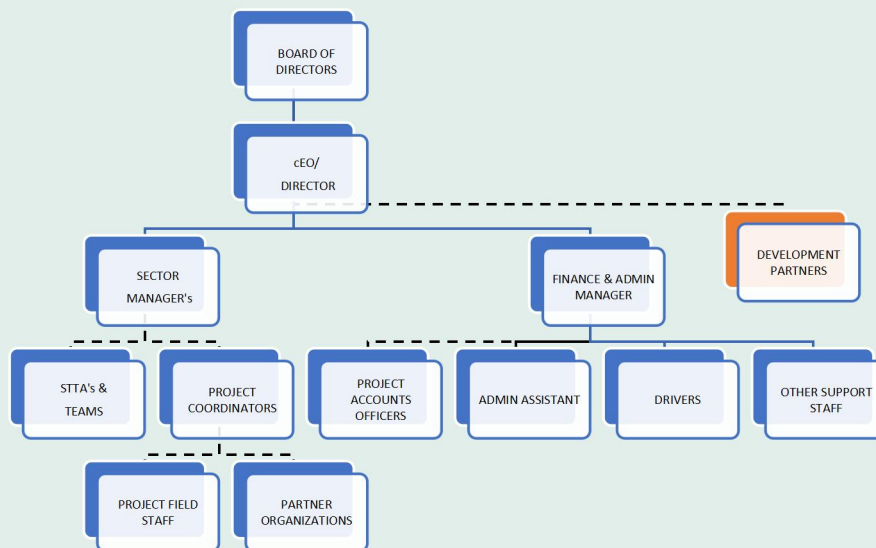
3. Vision

To be the leader and preferred provider of smallholder agrobusiness, SME's livelihoods Solutions.

4. Our Motto:

Unity and Self-reliance are pillars of Success.

5. Management Structure



SEIDA operations are guided by an Advisory Board, with directors drawn from Private Sector; Academic/ Research Institutions and CSO's. In execution of its activities, SEIDA is headed by the Chief Executive Officer assisted by professional staff specializing in different disciplines of the organization areas of operations.



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6. KEY PROGRAMS/ AREAS.

While the organization is able and capable to support implementation of various programs and sectors, but the below areas have been outstanding since inception of the organization in 2000

6.1. Inclusive Agriculture value chains and Market systems Development

Smallholders as well as programs that support the sector face significant challenges that hinder their participation in new marketing opportunities. Markets in the developing world are characterized by pervasive imperfections such as lack of information on prices and technologies, high transaction costs, and credit constraints. Moreover, procurement systems often expect larger supply volumes, favouring larger farmers. With the increasing number of free trade agreements affecting both national and international commodity markets, smallholder farmers are forced to compete not only with their local peers, but also with farmers from other countries as well as domestic and international agribusinesses.

In response to the above and others, SEIDA supports amongst others;

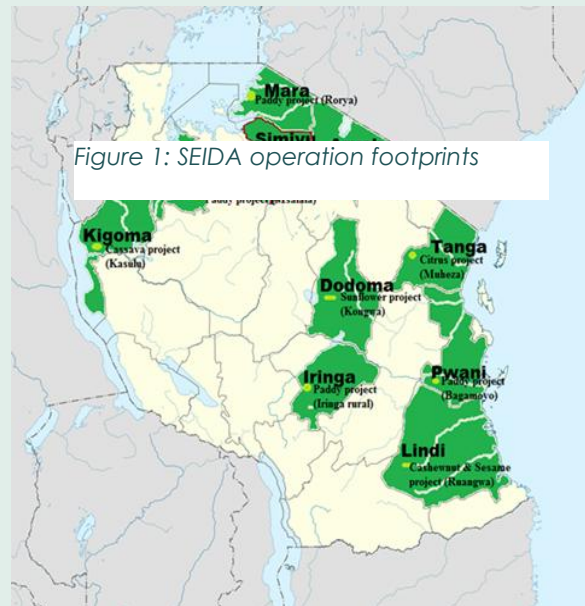
6.1.2. Institutional arrangements

Simple and understandable rules increase compliance within organizations because they are easily monitored and reduce governance and coordination costs. There is also a need for established accountability and enforcement mechanisms. We help smallholder members to craft rules themselves and adapted to the local context (as opposed to the rules imposed from the outside of the group) have a higher likelihood of being understood and followed, which contributes to the effective-ness and sustainability of collective actions and efforts.

6.1.2.3. Market Linkages



As a market facilitator, or a “chain champion,” is crucial in supporting farmer groups to access profitable markets. We serve as a catalyst for collective action around marketing by providing information and technical assistance as well as building managerial and entrepreneurial capacity of producer groups and Associations. Such a role may even enable the farmers to renegotiate power relations along the value chain by introducing marketing and





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institutional innovations, which involve redefining roles and objectives, finding new ways to market a product, and accessing sources of funding and training opportunities. In sum, this actor would smooth the processes by which farmer groups overcome barriers to entry, such as low technical and organizational capacity, informational asymmetries, and often financial constraints.

Figure 2: Smallholders aggregates their rice for collective sales, Kahama, Shinyanga, Tanzania

6.2. Household Livelihoods Economic Support/strengthening.

The following discussion outlines SEIDA Economic Livelihoods program. It is rooted in our acknowledgement of the importance of building economic resilience as the foundation for mitigating economic vulnerability and food and nutritional insecurity, and promoting economic self-sufficiency. Without providing this critical foundation, more advanced microeconomic interventions that focus specifically on improving business performance and market access will collapse under the weight of the inevitable health and economic setbacks that inflict the vulnerable poor households.

SEIDA broader vision for economic livelihoods includes:

- Building economic confidence, self-respect and self-esteem of supported groups to discourage aid dependence and encourage active agriculture and productive behaviours.
- Improving economic behavioural practices of household savings, agriculture (land and animals) and micro income generation activities (IGA) to stabilize core household assets, smooth household consumption and to increase capacity to withstand cyclical household shocks.



Figure 3: Women group savings supported, Njombe, Tanzania

- Building financial safety nets to protect key household economic assets and stabilize food security.
- Increasing financial and business literacy and market readiness to maximize the return on investment from income generating activities, encourage and foster entrepreneurialism and higher value production, develop an understanding of commercial risk and how to make risk-sensitive decisions, and increase overall employability.

Specifically, SEIDA economic strengthening initiatives is based on the following three (3) theories of change as hereunder:

1. Objective One – Mobilizing Financial Safety Nets through

Savings. Support specifically focuses on empowering beneficiaries and their families to build group savings-based safety nets in partnership with trusted friends and relatives. Through a network of paid



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community technical officers and volunteer community-based trainers, thousands of cluster members will mobilize, form, manage and sustain Group Savings & Loans Associations. GSLAs are the focal point for all SEIDA economic livelihoods activities and the hub for the majority of all community level economic discussions and capacity building. Access to training and advanced levels of technical support will depend on the commitment of GSLA members to form and effectively manage their GSLA group.



2. Level Two – Maximizing Household Production. Group Savings and Loans Association members and other cluster households will learn basic skills in how to best improve the productivity of their households and increase their farm and non-farm income generation to increase standards and quality of living. Using modified best practices in behavior change and peer education, cluster members will learn skills on how to engage in *livelihoods-focused community dialogues* emphasizing values of peer accountability to adopt *productive behaviors* for stabilizing and expanding food security and household resilience. Most importantly, households will learn how to identify and better utilize household surplus, savings and assets to improve land, livestock and petty trading outputs.

Figure



Through the weekly GSLA groups meeting, thereafter discussions are held focused on productive economic behaviours (forming small internally- managed 'business clubs') and communities start investing in how to maximize their household plot production (through adopting new

growing or production techniques, investing in new equipment and planning better), SEIDA expand its technical assistance support into more advanced foundation economic livelihoods areas such as: urban / micro gardening (including *permaculture*), commercial poultry production management and disease mitigation, and piloting of specific locally-acceptable commodities such as mushroom production.

3. **Level Three – Increasing Market Readiness.** As production improves and households think about more advanced commercial activities, this support is designed to help interested and motivated project beneficiaries gain skills in business initiation (through well understood concepts of market dynamics and analysis of commercial risk) and prepare, plan, and improve access into local markets. Although only limited beneficiaries will be able to (or perhaps wish to) participate in such explicitly more market oriented, commercial activities, it is important that clusters have the basic skills and knowledge that will allow them to make solid commercial choices going forward.

7.0. References.

Since its inception SEIDA have supported and partnered successfully with many and varied country programs and development agencies, just to mention few the list includes;

Agricultural Markets Development Trust for “Pulses for Inclusive Growth Project” in Manyara Region from July,2021 to date; MIVARF/IFAD from July 2013 to March,2020. Others includes AMSD/ PMO/IFAD; German Technical Development Agency (GTZ) and Netherlands Development Agency (SNV).

7.1. Beneficiaries Satisfaction: Beneficiaries satisfaction is the source of our existence and where staff and members benefits stem from. We exceed our partners/clients’ expectations through continuous improvement in programs solutions, quality and response.

8.0. Integrity: The way we do business is by being just and honest in all assignments that we accept. We continuously keep our promises and abide by all terms and conditions of the contracts we enter. We conduct ourselves in accordance with our business rules and established code of ethics.

9.0. Our Staff: The organization maintains 11 permanent staff and 8 Associates partners with multi-disciplinary expertise appropriate for the company acquisitions. The Company also is able to recruit at a very short period possible additional professionals from the reserve list it maintains.

10. Innovation

We are committed to emerging technologies and solutions for our programs, processes and services. We seek improvement and innovation in every element of our engagements.

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