



**EXPLORING INTERSECTIONS: WOMEN'S STUDIES AND BUSINESS STUDIES IN  
TANZANIA**

Sample Program



## PROGRAM OVERVIEW

This program focuses on entrepreneurship in the Arusha region, analyzing women's empowerment programs and grassroots initiatives within the context of the country's layered cultural, historical, social, political and economic frameworks. In the Tanzanian context, utilizing an intersectional framework is key to understanding business practices and entrepreneurship. An intersectional perspective of business recognizes that various factors (for instance, race, class, gender and culture) intersect to form, perpetuate and transform the economic realities of people's lives. Tanzania is home to several natural wonders, including the Serengeti, Africa's highest peak, Mount Kilimanjaro, and Africa's largest lake, Lake Victoria. Tanzania is one of the most politically stable countries in Africa, currently under the leadership of President John Magufuli.

The country boasts an incredibly diverse population, with more than 120 ethnic groups and a diverse range of religions. Arusha, the city where this program will be based, is the ideal launchpad from which to explore business. The city is a bustling centre for trade, international diplomacy and multiculturalism, but it is also ideally situated near the northern safari circuit, in close proximity to some of the greatest national parks and game reserves in Africa.

### Educational Site Visits

- **Nelson Mandela Institute of Science and Technology**
- **Cultural Arts Center at Tumaini Makumira University**
- **Faraja House**

## LEARNING OUTCOMES

By the end of this program, students should be able to:

- Analyze the multiple contextual factors that influence opportunities for and challenges to women in Tanzania
- Evaluate the position of female entrepreneurs in Northern Tanzania
- Develop insight into attitudes towards sustainability in business practices in a majority-world economy
- Develop insight into the intersections, parallels, and contrasts of business studies and women studies in a global context
- Enhance intercultural and professional competencies through workshops, activities and language lessons

Note: Specific learning outcomes and activities can be constructed in collaboration with EDU Africa's dedicated curriculum development team.

## DAILY PROGRAM

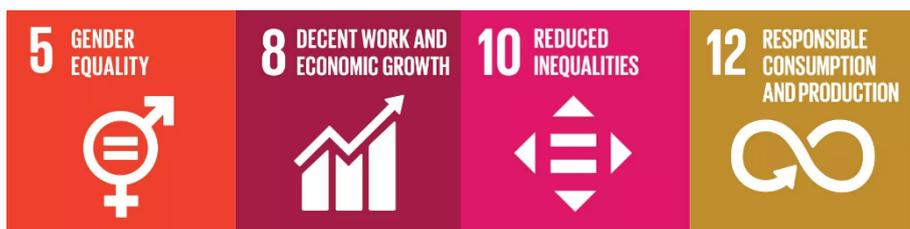
Day	Travel	Accommodation	Style	Meals Included	Activities
1	Arrive Arusha	Outpost Lodge	Lodge	D	Orientation & cross-cultural training Question and answer session
2		Outpost Lodge	Lodge	BLD	Market challenge Dinner and dance
3		Outpost Lodge	Lodge	BLD	Morning Lecture from Dr Janeth Marwa Discussion with Tina Irmakeson about cultural concepts and social constructs Afternoon: Visit to Cultural Arts Center
4		Outpost Lodge	Lodge	BLD	Introduction to Faraja House and various projects
5		Outpost Lodge	Lodge	BLD	Morning: Talk from female entrepreneur Brainstorming and business workshop sessions with sewing initiative
6		Outpost Lodge	Lodge	BLD	Project work at Faraja House
7		Outpost Lodge	Lodge	BLD	Symposium at Faraja House
8		Outpost Lodge	Lodge	BLD	Spend day at leisure
9	Travel to Isoitok via Taringe	Isoitok Lodge	Lodge	BLD	Maasai medicine walk
10	Travel to Karatu	Country Lodge	Lodge	BLD	Project work at Kiretono

11		Country Lodge	Lodge	BLD	Project work at Kiretono
12		Country Lodge	Lodge	BLD	Project work at Kiretono
13	Travel to Arusha	Outpost Lodge	Lodge	BLD	Visit the Ngorongoro Conservational Area and embark on a game drive
14	Depart for USA			BL	Final reflection and lunch at Kimemo Coffee Farm

Abbreviations: B: Breakfast, L: Lunch, D: Dinner

## SUSTAINABLE DEVELOPMENT GOALS

Our programs engage students with the principles of the following United Nations Sustainable Development Goals:



## LOCAL PROGRAM FACILITATOR

All EDU Africa programs are administered by an expert Local Program Facilitator. The facilitator meets the group of students on arrival at the airport and accompanies them for the full duration of their time on the ground. The facilitator is available at all times to assist with any student and educator needs, thus ensuring the smooth running of the program.

## PROGRAM CONTRIBUTORS

### Tina Irmakeson



US born, Tina Irmakeson founded Aid Tanzania in 2007 alongside her Ngorongoro-born husband, Wantay Irmakeson. Tina has intimate knowledge of straddling US and Maasai cultural norms and practices, and heads Kiretono Resource Organization, which also has a Women's Empowerment program. Tina is a gifted speaker and is very passionate about sharing her international business knowledge about social and economic development in Tanzania.

### Randall Stubbs



Randall Stubbs holds an M.M. Organ Performance And Pedagogy, an M.M. Choral Conducting from Northern Illinois University, USA and a B.M. Music Education B.A Music Performance, Washington State University, USA. Randall has been performing and producing multi-cultural events in the states for more than 15 years and in Tanzania for the past 9 years. He has an extensive background also in music and theatre stage production. He was the author of the proposal that led to this Cultural Arts Centre project at Makumira and is passionate about preserving and promoting Tanzanian culture for local and international audiences.

### Laangakwa Tati



Laangakwa trained at the University of Dar es Salaam for the duration of his undergraduate education, majoring in Sociology and Cultural Anthropology. Following his graduation in 2014 he worked with a non-governmental based organization as project coordinator. He later joined an International research-based organization specializing with public health and community development research as assistant researcher. In 2017/18 he worked as a core researcher documenting the intangible cultural heritage of the Maasai culture with UNESCO. Currently he works as a managing director and the core founder of a community-based organization called Naboishu Development Initiative (NDI). His Organization is dedicated to enhancing the economic, social, environmental and educational development of Pastoralists to improve their own livelihoods and lead their future by safeguarding access to essential social services and economic empowerment.

## ACCOMMODATION

### Outpost Lodge

This lodge was Arusha's very first B&B, opening in 1992. It has received accolades from many sources and has good volumes of repeat guests. They are proud to be one of Arusha's first establishments that is 'disabled friendly'. Set in a spacious low density leafy suburb, the grounds are shaded by African tulips, wild fig trees, banana and palm trees. Outpost is a calm, friendly oasis away from the hustle-and-bustle of Arusha city life, but still easily within walking distance of the town center. It offers clean, comfortable and affordable rooms, tasty fresh cuisine, hot and cold drinks, free travel advice and a warm, safe atmosphere.



### Isoitok Camp Manyara

Isoitok Camp Manyara is set in a rich wild Savannah bush location with an altitude of 1075 meters above sea level. It backs onto the Losimingorti mountain range, acting as a natural wildlife corridor from the Ngorongoro highlands through to Manyara conservancy and on into Tarangire National Park. The camp offers high-end safari tents that boast en-suite bathrooms and creature comforts and is committed to sustainable tourism – a portion of all proceeds from the camp is given to the neighbouring Maasai.



### Country Lodge, Karatu

Country Lodge Karatu symbolizes simple country comforts, providing pleasant and affordable lodging in the heart of Tanzania's rich and scenic highlands. They are the ideal 'Stepping Stone' for safaris into Ngorongoro Crater and beyond, as well as other travellers visiting the area. Rooms are comfortable and tastefully furnished, and the lodge itself boasts a high ceiling bar, dining room, and communal lounge with fireplace.



## EDUCATIONAL ACTIVITIES

### Projects at Faraja House

Faraja House (House of Consolation) is a centre established by Consolata Missionaries to cope with the growing issue of "street children". The young people that are welcomed at Faraja House are children who have been abandoned by their families, by their parents' death or of the escape of the child from their family environment. Faraja offers these young people a safe and nurturing environment, where they receive holistic care and counselling as well as training in a variety of areas. Faraja hosts an inhouse cooking class/program, hair salon, sewing section and nursery to care for children while their mothers are learning new skills.

Students will get involved in these various projects at Faraja house in an attempt to exchange knowledge and skills in context.

### Symposium at Faraja House

At the end of the students' time at Faraja House, both women's studies and business studies students will partake in a symposium alongwith select ladies at Faraja House to work on a joint design project that, for example, merges business and social development aims in context. The aim of the symposium is to enhance communication and collaboration skills, integrate disciplines and promote creative responses to problem solving.

### Kiretono Resource Center

The Kiretono Resource Center provides a variety of programs to support Tanzanian women and children. They assist Tanzanian women in generating an income through a cottage industry, beading or helping them find seasonal employment locally. Kiretono has also admitted 28 Maasai girls from four primary schools in Ngorongoro into its Residential Enrichment Program. These girls are provided with room & board, tutoring in English and other core subjects, education in adolescent reproductive health, and general life skills. Students will get involved in projects with these girls during their time in the Ngorongoro region according to Kiretono's needs; the project involvement will be interactive, challenging, hands-on and engaging, and will utilize place-based materials and experience.

## RECREATIONAL/CULTURAL ACTIVITIES

### Arusha Market Challenge

The Arusha Challenge is a team-building exercise and a great way of getting to know a small village, the local culture and the people in the community. Your group will be divided into teams and given a range of exciting tasks to complete as a team – there are points to be gained for speed, linguistic skills, artistic abilities and creativity. It is a half-day event, and the tasks will take you around the village to people's homes, shopping stalls, schools and more. More can't be said without giving the game away, but suffice to say it's a challenge each student will want to accept.

### Via Via Cultural Café

Located in the center of Arusha Town, Via Via is a lively cultural café with a tropical garden and is a meeting place for people and culture. Start off the evening with a lesson in local Tanzanian dance and then dance the night away after a delicious Swahili dinner.

### Cultural Arts Center

The Cultural Arts Centre (CAC) is a non-academic program of Tumaini University Makumira (TUMA) near Arusha, Tanzania. It was formed from their Music Department and received initial funding from a grant from the European Development Fund, TUMA, and donors from the United States.

At the CAC, students can partake in making a traditional drum, African dance workshops, cooking and eating a traditional meal, cultural tours of Maasai Bomas and medicines, and lectures on Tanzanian politics and history. The Center also has fully equipped conferencing facilities, recording studios, a music library, and an on-site grand piano – legend has it, the only one in Tanzania.

### **Maasai Medicine Walk**

Take a leisurely late afternoon walk through the bushland surrounding the Isoitok campsite accompanied by a skilled Maasai guide. As students walk to one of several viewpoints overlooking Lake Manyara and The Great Rift Valley, they will learn about the different root and plant extracts still being used by the Maasai to treat ailments today.



### **Ngorongoro Crater**

The Ngorongoro Crater is a prime game-viewing area, making it one of Tanzania's major attractions. Within the crater rim a daily wildlife drama is played out as large herds of zebra and wildebeest graze near lions, leopards, elephants and black rhinos. Outside the crater, Maasai herdsman live side by side with the wildlife in the Ngorongoro Conservation Area.

## ITINERARY FLEXIBILITY AND COST

The itinerary is correct at the time of submission. It is flexible and may be adjusted to meet students' needs. In all cases, we will do our best to preserve the quality of the what is presented herein. However, we reserve the right to modify the itinerary, locations, accommodations facilities and costs if any changes so dictate. All quoted accommodation is subject to availability and confirmed numbers.

### Cost for the program based on per person sharing:

Number of paying persons	Free of charge faculty (land arrangements only)	Price per person USD
10 – 15	2	TBC
16 – 20	2	TBC

### What this includes:

- All transport, fuel, tolls and road taxes
- Full use of bus with driver for the duration of your program
- 24-hour services of an EDU Africa Program Facilitator
- All accommodation as listed above
- All meals as specified in the daily program
- All activities as listed above

### What this excludes:

- All meals and drinks not specified above
- Laundry
- All flights
- All optional extra activities
- Travel and medical insurance
- Items of a personal nature, personal insurances, visas and gratuities

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