



## Empowerment of Maasai Widows Naserian Maasai Widows Organization

### 1. Executive Summary

Naserian Maasai Widows Organization, also known as Naserian Maasai Widows and Girls, is a community-based organization dedicated to the social and economic empowerment of widows and girls in local villages in Arusha Region, Tanzania, particularly within rural Maasai communities. The organization implements capacity-building initiatives aimed at enhancing self-reliance, promoting entrepreneurship, strengthening community-based social protection mechanisms, and increasing awareness of widows' rights. This report presents an overview of activities implemented to date, key achievements, challenges encountered, and a formal request for continued technical, financial, and partnership support. The growing demand for training across multiple villages demonstrates both the relevance and impact of the intervention, while also highlighting the need for scale-up and long-term sustainability.

### 2. Organizational Background

Naserian Maasai Widows Organization works to improve the livelihoods, dignity, and social inclusion of widows who often face poverty, discrimination, and limited access to economic opportunities. The organization's core focus areas include:

- Economic empowerment and income generation

- Rights awareness and advocacy for widows

- Community-based savings and investment systems

- Peer-to-peer knowledge transfer and leadership development

The organization operates primarily in rural communities where access to formal employment opportunities and financial services is limited.

### 3. Problem Statement

Widows in rural Maasai communities face multiple, interrelated challenges, including:

- Limited access to income-generating opportunities

- Low levels of entrepreneurship and financial literacy

- Social marginalization and limited awareness of legal and human rights

- Inadequate access to savings, credit, and social protection mechanisms

As a result, many widows remain economically dependent, increasing vulnerability for themselves and their children, particularly regarding basic needs, education, and long-term security.

### 4. Project Objectives

#### Overall Objective

To enhance the socio-economic resilience and self-reliance of Maasai widows through skills development, entrepreneurship training, and community-based financial systems.

#### Specific Objectives

- To equip widows with practical, market-relevant income-generating skills

- To strengthen entrepreneurship and basic business management knowledge

To promote collective action through savings and lending groups  
To reduce dependency and improve household economic stability  
To establish a sustainable peer-learning model in which trained widows train others

## 5. Implemented Activities

### 5.1 Training and Seminars

Naserian Maasai Widows Organization conducted a series of group-based seminars for widows across several communities. The primary training focus was soap making, selected due to its low start-up cost, ease of production, and strong local market demand.

### 5.2 Entrepreneurship and Group Development

In addition to technical skills training, participants received basic entrepreneurship education covering:

Small business planning

Savings and reinvestment strategies

Use of profits for household needs and child welfare

Widows were supported to establish group savings and share-based investment systems, whereby each member contributes a fixed share. These pooled funds function as a community-managed social finance mechanism, enabling members to access support for:

Emergency household needs

School fees for children

Expansion of small businesses

## 6. Results and Achievements

The intervention has yielded the following outcomes:

Increased knowledge and skills in income generation and entrepreneurship

Establishment of widow-led savings and investment groups

Improved solidarity, cooperation, and mutual support among widows

Initiation of small-scale businesses by participating widows

Development of local trainers: widows trained in rights awareness and leadership have participated in external forums and cascaded knowledge to others

These results demonstrate the effectiveness of community-led, capacity-building approaches in strengthening economic resilience.

## 7. Challenges and Lessons Learned

### Key Challenges

High demand for training across many villages, exceeding current organizational capacity

Limited financial and technical resources to ensure continuous and wide geographic coverage

Insufficient funding to enable participation in national or regional learning forums

Need to expand training content on widows' rights and diversify livelihood skills

### Lessons Learned

Group-based approaches enhance sustainability and peer accountability

Savings and lending systems significantly reduce vulnerability to financial shocks

Training-of-trainers models are effective for scaling impact

## 8. Proposed Next Phase and Support Requested

To consolidate gains and expand impact, Naserian Maasai Widows Organization respectfully requests the following support:

### 8.1 Partnership and Collaboration

Strategic partnerships with UN agencies, NGOs, and development stakeholders to jointly design and implement expanded empowerment programs.

## 8.2 Capacity Building and Training Opportunities

Support for selected members to participate in national, regional, and international trainings, workshops, and policy dialogues, enabling them to return as community resource persons.

## 8.3 Financial and Technical Assistance

Funding to scale up entrepreneurship and livelihood trainings

Support for training materials, equipment, and facilitation

Technical assistance in organizational development, monitoring, and evaluation

## 9. Sustainability and Exit Strategy

The project emphasizes sustainability through:

Community-owned savings and investment groups

Peer-to-peer knowledge transfer models

Strengthening local leadership among widows

These mechanisms ensure continuity of benefits beyond external funding periods.

## 10. Conclusion

Naserian Maasai Widows Organization remains strongly committed to advancing the rights, dignity, and economic independence of widows. The outcomes achieved to date confirm both the relevance and effectiveness of the intervention. However, sustained and expanded support is essential to reach additional communities and deepen long-term impact.

We respectfully invite partners and donors to support this initiative and join us in strengthening the resilience and livelihoods of widows in marginalized communities.

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