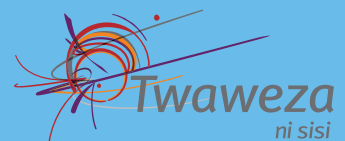




Assessing the effectiveness

OF THE "MARKET WOMEN'S AGENDA" INITIATIVE





Introduction

1.1. Background

As part of our strategic mission, Twaweza works to encourage citizens to come together and collectively address the problems they face and make the government work better for them.

With this in mind, we have sought a range of avenues to facilitate citizen agency and enable citizens to work in collaboration with the government and other vital players both at the national and local levels. In 2020, Twaweza partnered with Equality for Growth (EFG) during the national elections to learn about: new models for community empowerment, scaling through horizontal or diagonal communities such as market women traders, movement-building, and community-driven advocacy.

During the period from September to October 2020, Twaweza and EFG worked with informal traders, particularly market women in nine regions, – Mwanza, Shinyanga, Mbeya, Iringa, Lindi, Mtwara, Tanga (Lushoto), Mara, and Dar es Salaam – to provide voters' education and capacity training in developing a "market agenda". We directly reached a total of 360 market women (selected from EFG's previous work, and who then became our "champion women" as a result of the training).

Following the training on voters' education, the champion women promoted the market agenda and trained their peers on what they had learned from the voters' education.

With these endorsements and the priority agenda in hand, the champion women visited the local authority offices to present the agenda to local leaders and political candidates to find solutions to the issues raised in the agenda.



1.2. Objective

This brief presents the findings of a follow-up survey with some randomly selected "champion women" and market traders who were reached during the agenda endorsement process (whom we identify here as "market traders"). What progress has been made since the intervention? In particular, what have been their experiences with the agenda progress, and how have their overall agency and aspirations changed? This study will guide Twaweza on further re-engagement plans with EFG and informal market traders in general.

1.3. Methodology

For this survey, we employed quantitative computer-assisted personal interviews (CAPI). This method is highly efficient in gathering comprehensive information and feedback at a low cost and within a short period. We conducted this follow-up survey one year after the training and endorsement of the market agenda in the respective market.

Our main sample comprised 274 champion women (76% out of 360 trained) and 193 market traders who endorsed the agenda (41% out of 3,000). Market traders were sampled from lists provided by the champion women. In both cases, these sample sizes are smaller than targeted due to practical and logistical challenges in reaching both groups.

Table 1: Total sample size targeted and reached

NAME OF GROUP	SAMPLE SIZE	PERCENTAGE	TARGET SAMPLE
Champion Women (Capacitated Group)	274	76%	360
Market Traders	193	41%	471
Total	467	56%	831



Key Findings

Part I: About the Intervention

Fact 1: 97% of all surveyed traders are female and about 80% have attained primary education

For demographic data, we combined both surveyed champion women and market traders. Based on the nature of the study (with a specific focus on champion women), almost all those surveyed were women (97%), and only 12 (3%) were male. The average age of all the surveyed traders is 43 years old, and over 80% of them have attained primary education. The majority (69%) reported being married, with the remainder either divorced (8%), widowed (11%), or never married (12%).

The champion women earn more than the other traders, with a weekly median income of TZS 70,000 for champion women compared to TZS 50,000 for other traders.

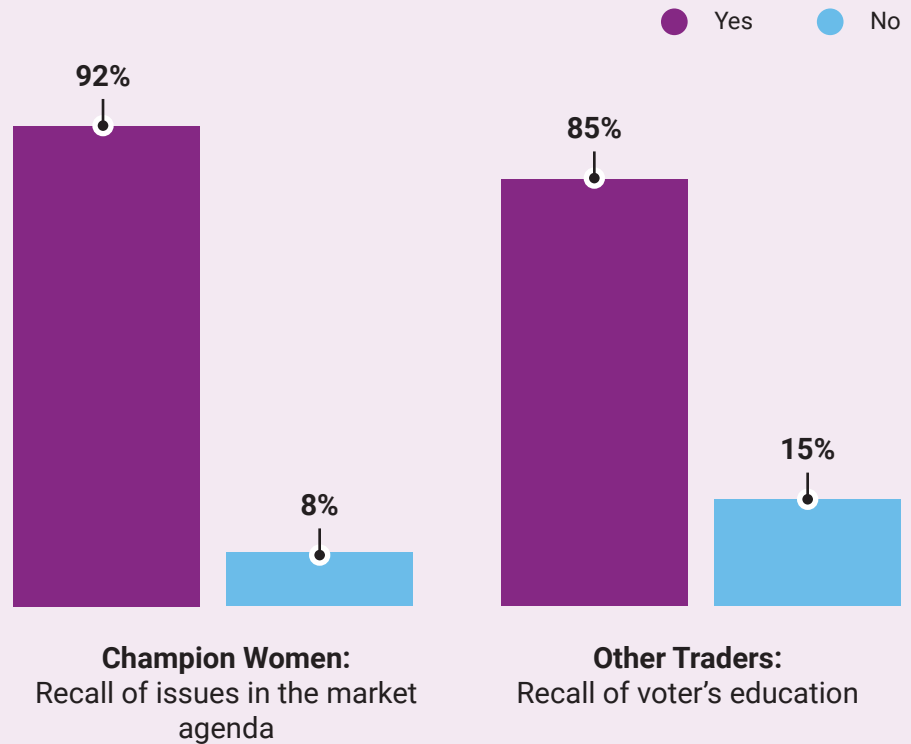
Fact 2: Recall on voter's education training remains high for champion women and the market traders. Almost all of the champion women could remember and mention their respective market agendas.

Among the champion women, nearly all (92%) were able to recall and mention some of the issues included in their market agenda. Further, virtually all the champion women (89%) reported conducting a post-training meeting with their fellow market traders to discuss the agenda and possible actions.

Among the market traders, most (85%) recall receiving voter's education at their respective markets, and half (53%) said the champion women provided this education. Others said it was provided by market leaders (10%), government representatives (8%), the National Electoral Commission (NEC; 8%), men at the market (4%), or political leaders (2%).



Figure 1: Recall of voters' education and market agenda



Fact 3: Most traders confirm endorsing the agenda and most report improvement regarding the agenda issues

Almost all the champion women (95%) were able to reach other market traders to discuss the market agenda and seek their endorsement of the agenda. Champion women from all nine towns/cities successfully collected 3000 endorsement signatures from their fellow market traders.

Most market traders surveyed (80%) said they remember hearing about the market agenda from the champion women, and most (75%) reported having endorsed and signed the agenda. The majority of traders who recalled the agenda said the agenda issues were correct and relevant to them (80%), and other few said they were convinced by the champion women (4%) or that they felt that signing was their duty as a good citizen (4%). The main reasons given for refusal to endorse the agenda were a lack of interest (5%), the agenda being not relevant to them (1%), and lack of clarity from the presenter (1%).



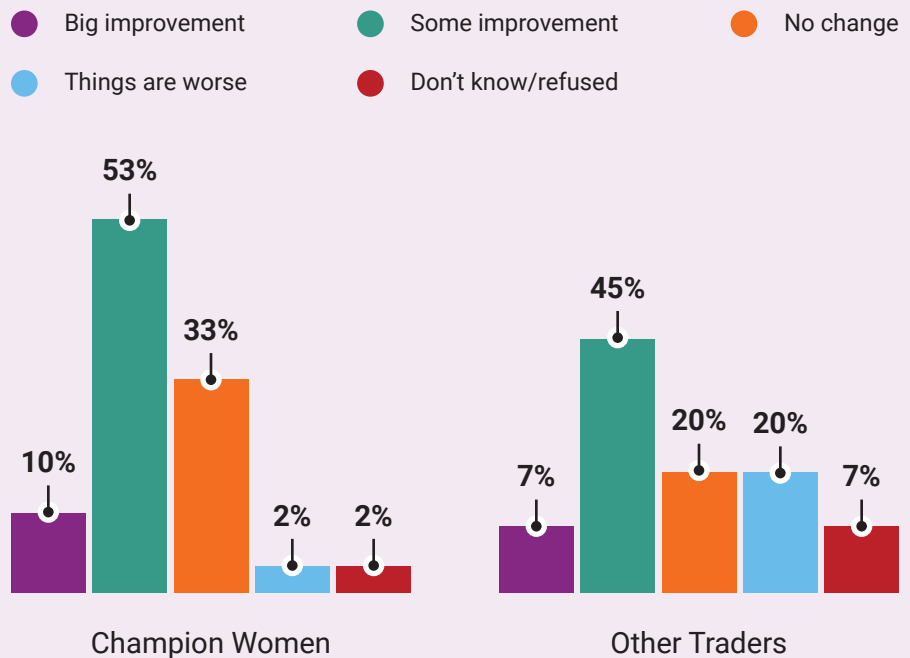
Most market traders (74%) remembered who presented the agenda to them (the champion women from their market). In contrast, others said it was their market leaders (14%) or local politicians and government leaders (4%).

Just under half (45%) of the market traders were able to remember and list the agenda issues. In comparison, the remainder were either unable to recall the agenda at all (18%) or recognized it as a whole but could not list the issues (37%). The most commonly recalled agenda issues were market infrastructure, gender issues in the market, and market leadership.

More than half of the champion women (63%) reported some improvement in the current situation of their markets concerning the raised agenda issues, 33% said there were no improvements, and a small number said things had got worse (2%)

Among market traders, half (52%) reported improvements in the reported market agenda, while some said there was no change (20%) and others said the situation had worsened (20%).

Figure 2: Perceptions of the situation in the market since agenda endorsement

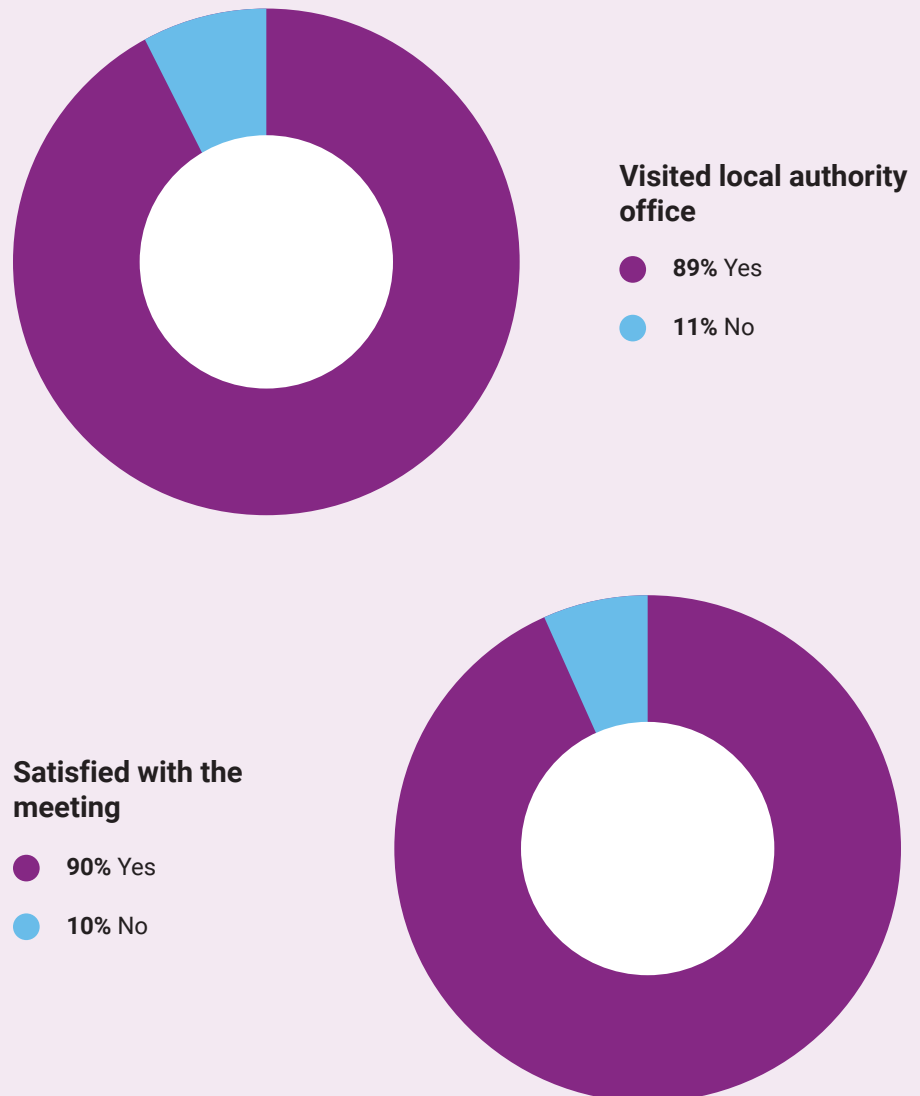




Fact 4: 89% of champion women reported visiting the local authority office to present the agenda, and about 90% were satisfied with the local authority's response.

After collecting other traders' endorsement of the agenda, the champion women were to present the agenda and the list of fellow traders' signatures to their local authority offices. Most of the champion women (89%) reported having visited the local leadership office to present and discuss the issues in the market agenda. Among the 89% of the champions that met with the local authority, about 90% reported being satisfied with the meeting.

Figure 3: Visited local authority offices





Part 2: Agency

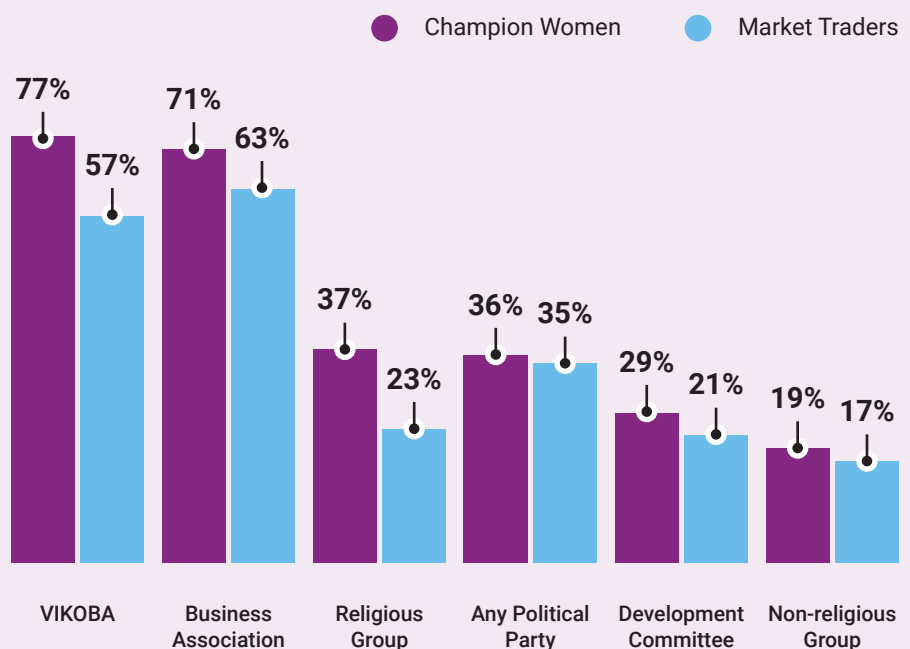
Fact 5: Most of the champion women and other traders belong to saving and loan groups and some kind of business/farmers/traders association

Most of the champion women belong to saving and loan groups (VICOBA; 77%) and some business/farmers/traders associations (71%). Significant numbers also belong to religious groups (37%), political parties (36%), and/or community development committees (29%).

Similarly, most market traders belong to business/farmers/traders associations (63%) and savings and loans groups (57%). Many also belong to a political party (35%), a religious group (23%), and/or a community development committee (21%).

The most frequent meetings are held by religious groups, savings and loan groups, and business/farmers/traders associations. Across the complete list of groups, most traders and champion women say they attend at least half of the meetings of groups to which they belong (not shown in the chart).

Figure 4: Group Membership





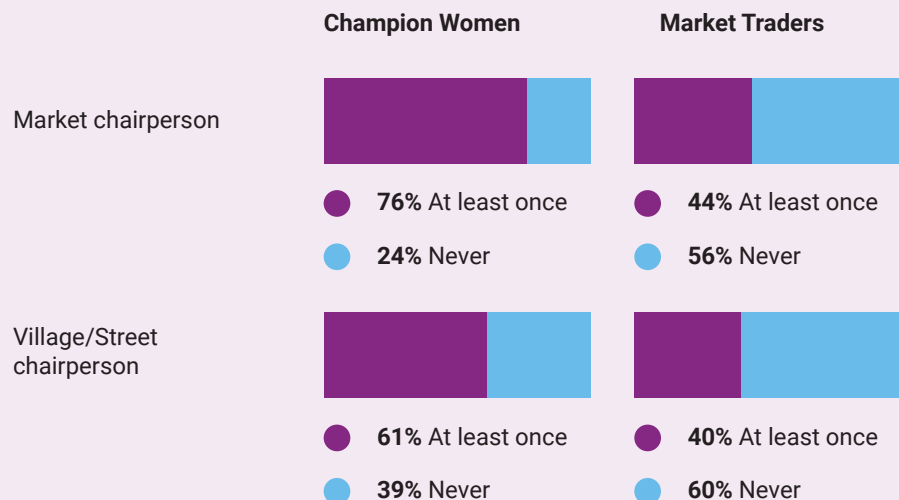
Fact 6: Champion women's interaction with local leaders is higher than that of the market traders

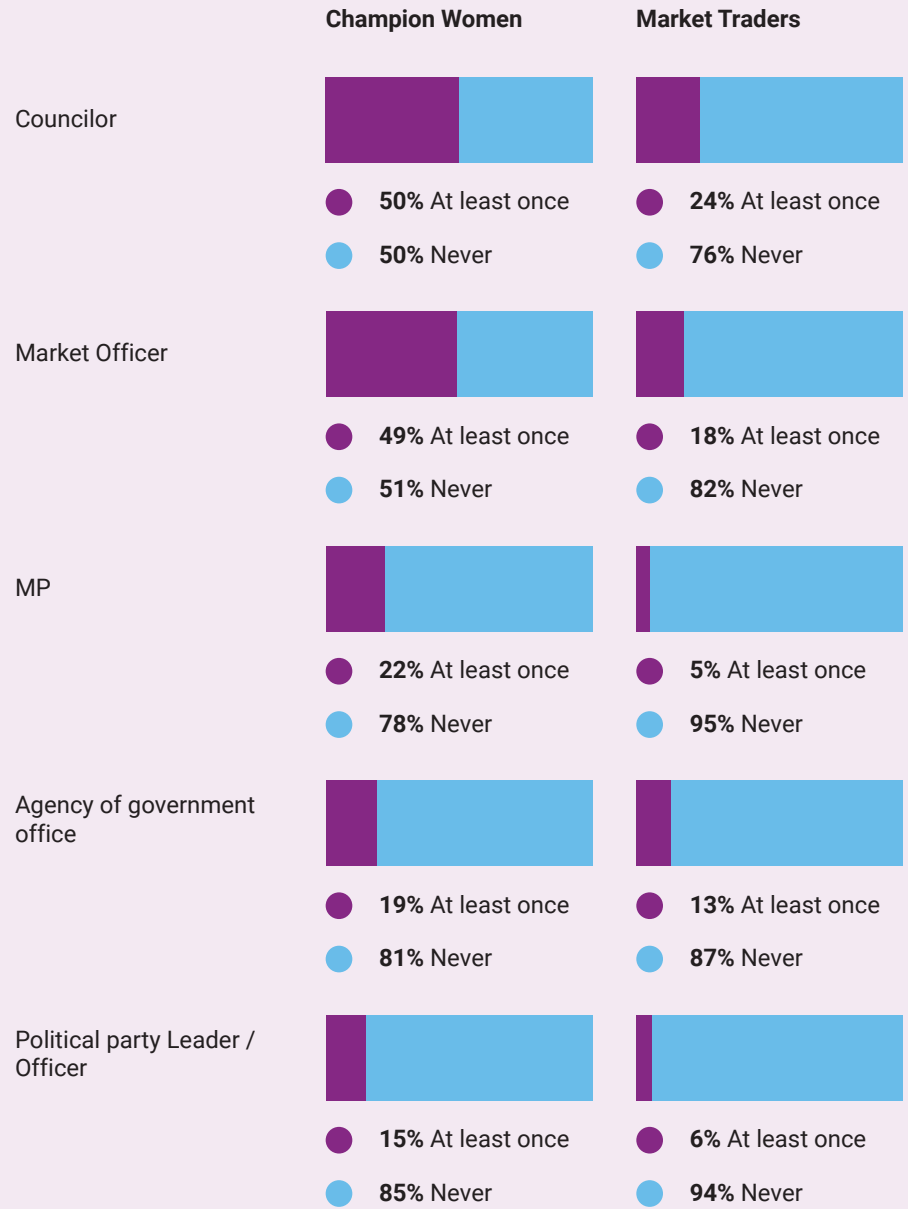
We wanted to understand how often the champion women and market traders have contacted any of the following leaders; the local government councilor, MP, an official from any of the government agencies, a political party leader, village chairperson and/or market chairperson to either discuss issues within the community or to ask/give advice.

Among champion women, interaction with lower-level leaders/officials is higher than interaction with high-level leaders/officials. Few champion women reported to have ever communicated with political party leaders (15%), government officials (19%), or their MP (22%). However, the majority have contacted at least the village/street chairperson (61%) and market chairperson (76%), and half have contacted their councilor (50%) and market officer (49%).

Unlike the champion women, market traders' interaction with their leaders and officials is low for all leadership levels. Less than half have reported having contacted the mentioned officials. Nevertheless, the leaders most contacted by traders are the market chairperson (44%), followed by the village/street chairperson (40%).

Figure 5: Traders who have interacted with the following leaders







Fact 7: The majority have never refused to pay tax, walked out of a discussion, or used a suggestion box, but most have attended a community meeting and joined with others to raise an issue

As part of measuring the traders' agency, we were keen to understand champion women and market trader participation in various possible actions they could take to address the challenges they face.

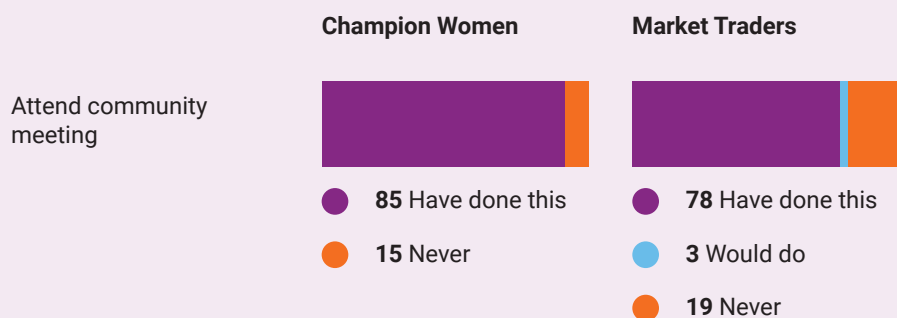
Most of the interviewed champion women reported to have attended a community meeting (85%) during the past three months, and more than half (66%) say they have attended a protest at some point. However, most said they have neither walked out of a meeting/discussion nor refused to pay tax or other tariffs to the government and would not do this.

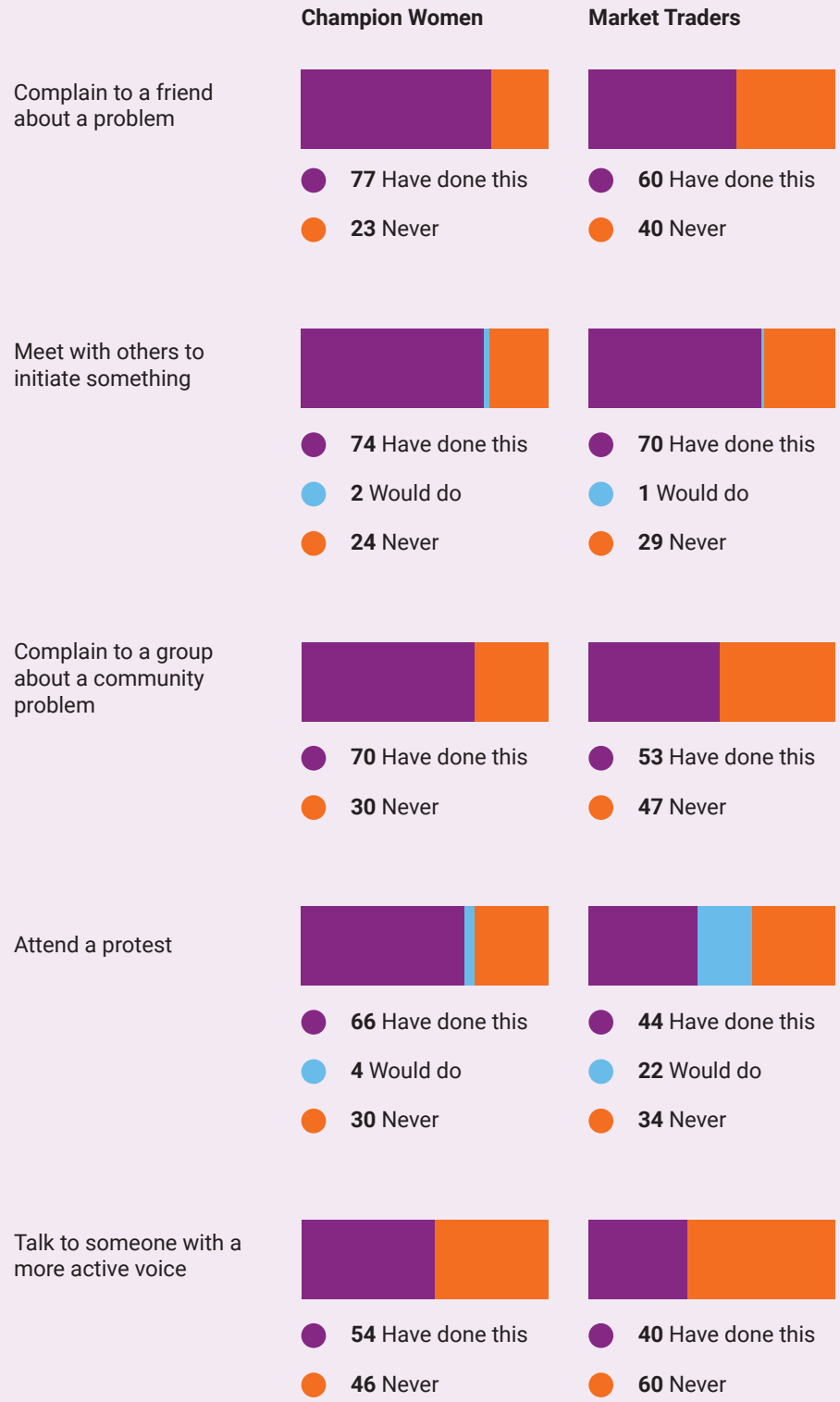
Similarly, among other market traders, most reported having attended a community meeting (78%) and/or getting together with others to raise an issue (70%). However, the vast majority reported not having refused to pay tax to the government (96%), walked out of a meeting/discussion (93%), or used a suggestion box (89%) before.

Similarly, among other market traders, most reported having attended a community meeting (78%) and/or getting together with others to raise an issue (70%). However, the vast majority reported not having refused to pay tax to the government (96%), walked out of a meeting/discussion (93%), or used a suggestion box (89%) before.

Overall, the champion women are more likely than other traders to take all these different possible actions.

Figure 6: Actions that citizens take to express their views









Part 3: Aspiration

Aspirations are things that individuals hope to accomplish throughout their lives, and can be categorized into two groups: intrinsic (meaningful relationships, personal growth, and community contribution) and extrinsic (wealth, fame and image). Specifically, for this study, we wanted to measure traders' aspirations by looking at their motivation, contribution to the community, relationship with leaders, freedom of choice, and ability to empower others.

The aspirations of both champion women and other traders are presented in figure 7, which shows what goals they rate as important, and what they feel they have achieved.

Fact 8: Across a range of possible goals, the majority of both champion women and other market traders aspire to the goals, but the champion women are more likely to have achieved success

Among both champion women (87%) and other traders (94%), a clear majority say it is important to motivate others. However, champion women (55%) are more likely to say they have achieved this than other traders (37%).

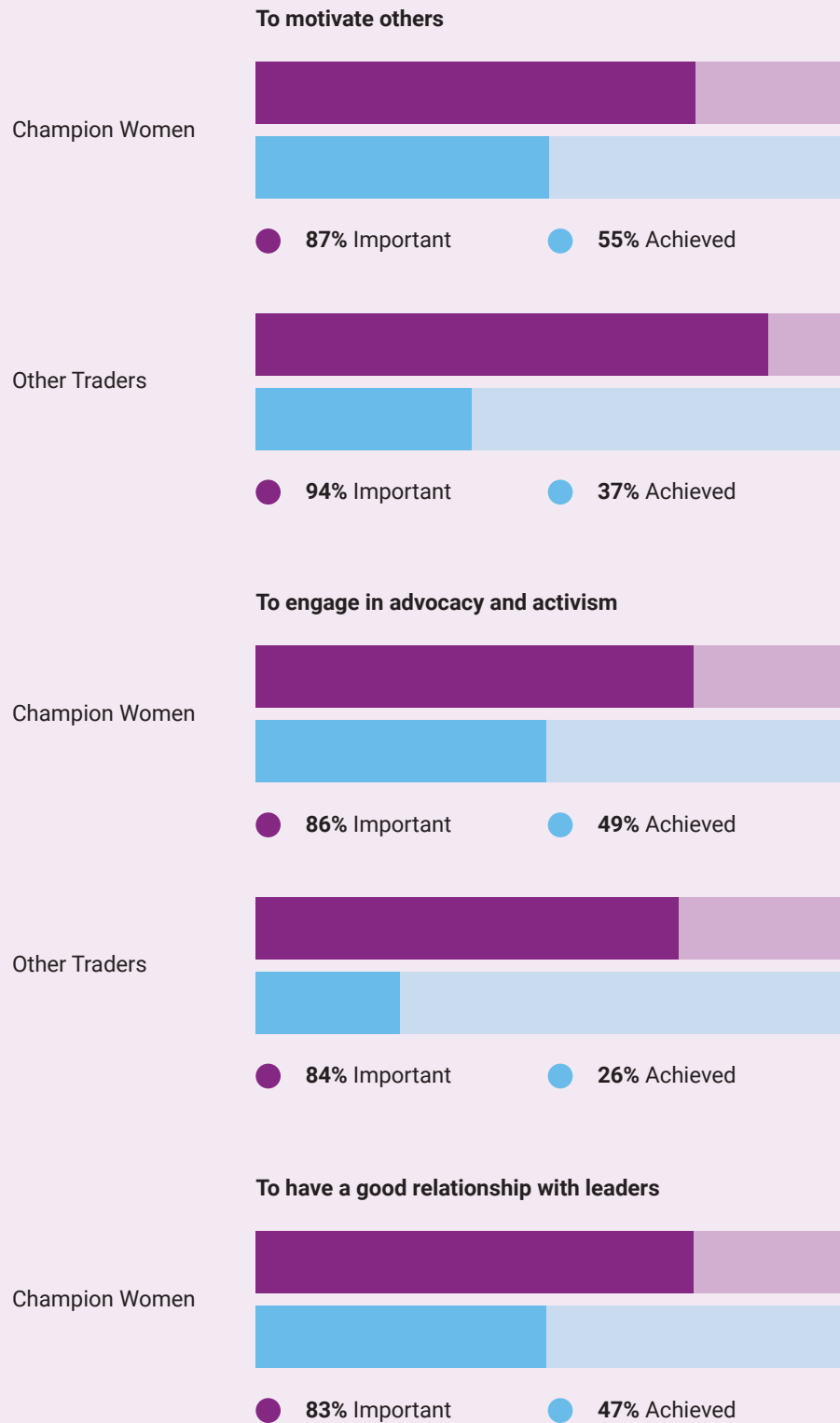
Similarly, both the champion women (86%) and other traders (84%) say it is important to engage in activism and advocacy in their communities, but the champion women (49%) are twice as likely to have achieved this as other traders (26%).

Both champion women (83%) and market traders (82%) aspire to have good relations with their leaders, but champion women (47%) are more likely to have achieved this than other traders (26%).

Further, the majority of both champion women and other market traders say they see working for the community, helping others in need, choosing your course of action for yourself, and helping others improve their lives are important goals. However, champion women are more likely than other market traders to say they have been successful in all these cases.

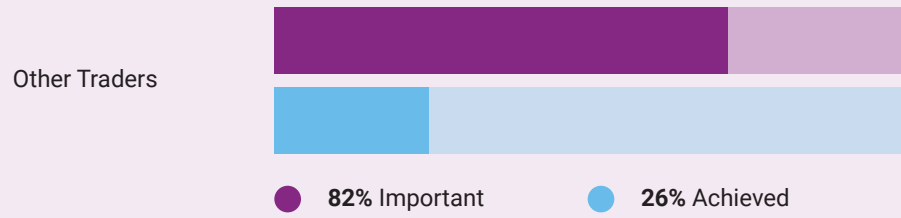


Figure 7: Traders' aspirations for their lives and business activities

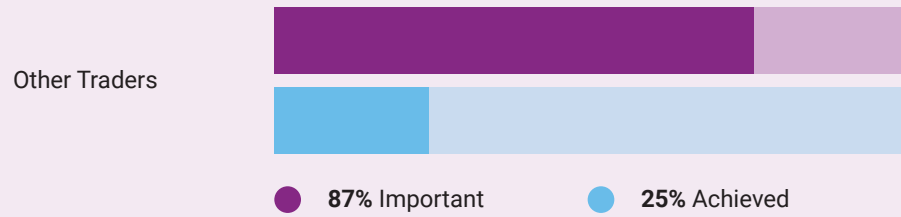
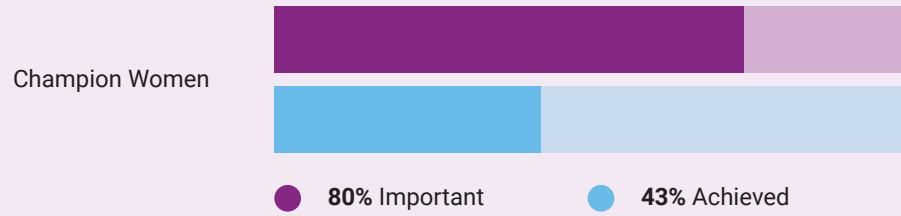




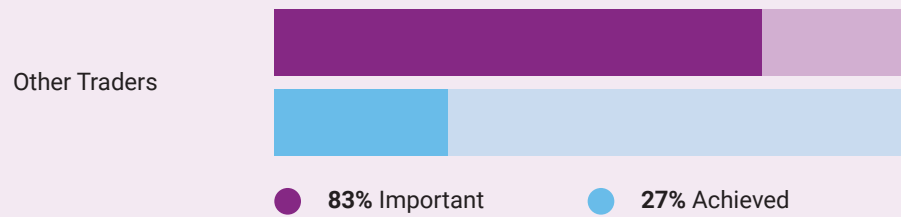
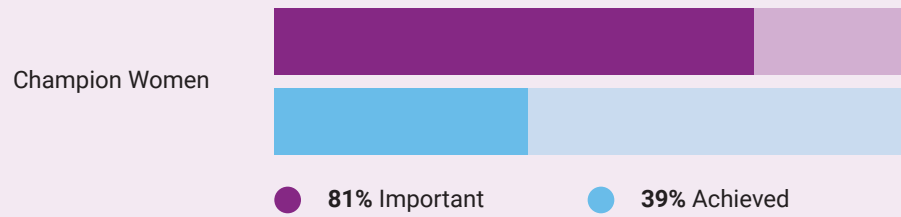
To have a good relationship with leaders



To work for the community

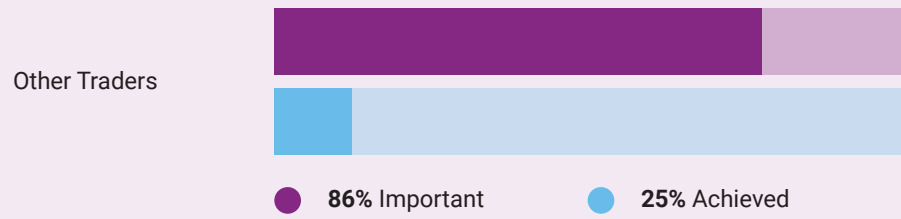
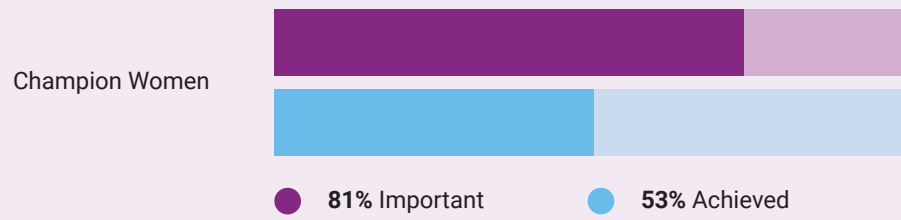


To help others in need

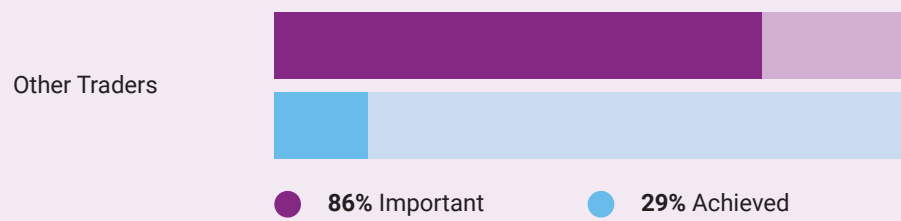
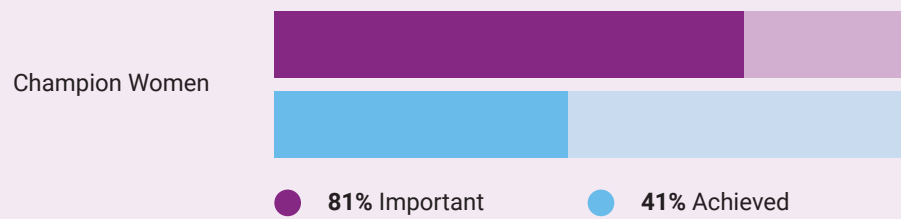




To choose your own course of action



To help others improve thier lives



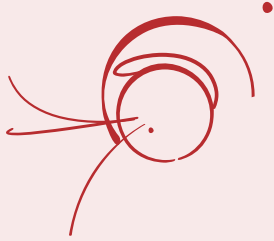


Conclusions

Overall, both the champion women and the market traders still have a good recall of the training and the agenda issues after one year of the training. A clear majority of the market traders endorsed the agenda, which was then presented to the local leadership offices by the champion women, who were satisfied with the meeting. Moreover, when the champion women presented their market agenda to the authority, most traders reported having seen some improvement in the issues covered in the agenda. The level of recall of the provided training and the traders' understanding of the agenda is evidence that the work done by the champion women was proficient. In turn, this strongly suggests that the champion women have been successful in applying the methodologies and techniques provided during the capacity-building workshop.

There's no major variation in the level of agency between the participants (champion women) versus the reached group (other market traders). Most members of both champion women and other traders belong to at least one of the community groups, with savings and loan groups and business/farmers/traders groups being the most common. Most have also participated in some form of citizen engagement, though this is largely in the form of attendance at a community meeting or joining with others to raise an issue rather than more adversarial approaches such as refusal to pay tax or walking out of a meeting/discussion. However, there is a slight variation in leadership interaction where the champion women have demonstrated higher interaction with their local leaders than the market traders.

On aspirations, both the champion women and market traders have expressed the importance of having affirmative life goals and aspirations, though in all cases the champion women are considerably more likely to say they have achieved such aspirations than other traders. We can perhaps tentatively interpret this as an indication that the initiative has overall achieved an uplift in the confidence of champion women. They feel able to achieve such goals, unlike market traders who were less likely to feel the same.



Recommendations

- Continue engaging the champion women to encourage further and support the fire that the initiative has ignited from these women. For example, there is room to improve how the champion women interact with higher-level leaders and officials.
- Monitor further the traders' progress. While we have seen some improvement, some traders are still struggling. For example, during this follow-up, we found that the council leadership forced the traders at the Saba Saba market in Mtwara to move to a different location with deplorable conditions, which has caused the traders to suffer greatly.
- Support the creation of market women/traders community groups or forums to amplify market women/traders' voices.

