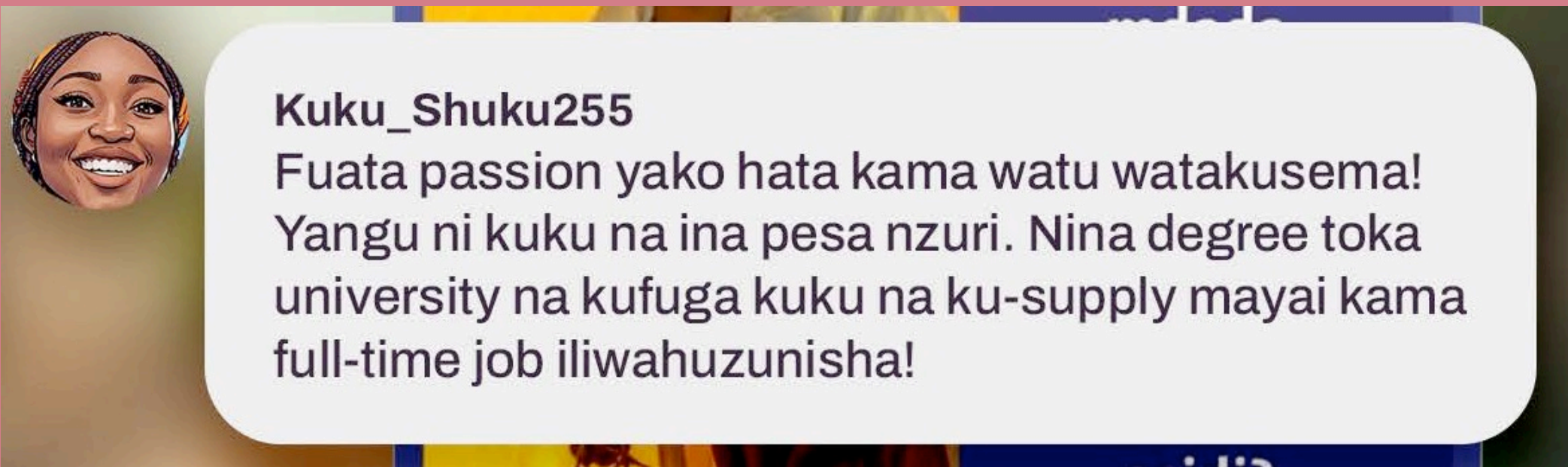


“Women are not supposed to earn more money than their menfolk.”

“Women cannot be professional agripreneurs.”



Post from Facebook conversations hosted by Shujaaz.

The challenge

- **Growing demand for poultry products** in Tanzania provides an opportunity to support the agency and empowerment of women in poultry business.
- **Restrictive gender norms** are a barrier to women growing their businesses, getting necessary inputs like veterinary services and improved breeds, and accessing financial services and profitable markets.
- **Gender-transformative approaches** engage communities to reflect on and challenge discriminatory gender norms.

Our innovative approach

- ILRI has partnered with **Shujaaz Inc.**, a social media company, to host virtual and in-person communication campaigns. Shujaaz was named after ordinary, everyday young heroes who are changing their lives & the lives of their communities.
- Campaigns promote a positive image of women in chicken business along with men who support them and engage youth in norm-shifting conversations.
- The partnership with Shujaaz has evolved and grown through multiple projects and initiatives, including **Women in Business, SAPLING, and HER+.**



Binti Shujaaz” means heroine in Swahili, a fitting name for the young women featured in the comic.

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Outcomes

- In 2021, the Shujaaz campaign reached **1.9 million** young people and engaged nearly **170 thousand** young Tanzanians in norm-shifting conversations.
- The **Women in Business model** of combining a technical intervention with gender-transformative approaches was implemented by ILRI and partners between 2019 and 2024 to reach women farmers with improved chickens, inputs, and markets. **Increased empowerment** was reported by women farmers and agripreneurs.
- **Public and private scaling** by the Ministry of Livestock and Fisheries and the poultry business AKM Glitters to new regions of Tanzania.

Next steps

- Learn how different approaches (social media only v. social media + in-person events) contribute to changes in empowerment and norms.
- Document the potential of social media as a Gender Transformative Approach.
- New collaborations with our partners at Shujaaz.

Partners

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