

Zawadi Abeli's Journey to Becoming a Young Entrepreneur

Zawadi Abeli, a 23-year-old graduate of the AHADI Project Cohort 2, lives in Mnadani Ward with her 90-year-old grandmother and 3 younger siblings. After completing her Ordinary Level education in 2021, financial challenges prevented her from continuing to Advanced Level. With support from her family, she later earned a Certificate in Business Administration from the College of Business Education (CBE), Dodoma, in 2025.

In April 2025, Zawadi was introduced to the AHADI Project by lead adolescent Swaumu Musa and enrolled under the mentorship of Promoter Mahija Ernest. Through the project's monthly learning sessions, she developed life skills and was selected for a fully sponsored 3 month Hairdressing and Beauty course at VETA Dodoma, which she completed in October 2025.

After graduating, Zawadi volunteered at local beauty salons to gain practical experience. Her dedication, creativity, and excellent customer service quickly earned her a loyal clientele, leading to permanent employment. At the same time, she joined the Jitegemee S4T savings group, where she consistently saved part of her income and project allowances with the dream of owning her own salon.

Using her personal savings together with dividends from the S4T savings group, Zawadi gradually purchased salon equipment and, in May 2026, successfully opened her own beauty salon in Maili Mbili, Mnadani Ward. Many of her former clients followed her, helping the business grow rapidly.



The AHADI Project continued to strengthen her entrepreneurial journey by providing training in social media marketing, Role Model Communication Skills, and financial literacy through the EIOI Project in partnership with FINCA. These opportunities enhanced her business management and financial skills, enabling her to expand her enterprise.

According to a health provider at Mipango Dispensary, Zawadi has also become a role model by regularly seeking sexual and reproductive health information and encouraging other young people to make informed health decisions.

Today, Zawadi is the primary caregiver and provider for her family. She meets all the household's basic needs, including food, clothing, healthcare, and other essential expenses, using the income she earns from her beauty salon. Her business has become the family's main source of livelihood, enabling her to provide a stable and dignified life for her grandmother and 3 younger siblings.

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I am truly grateful to the AHADI Project because it completely transformed my life. I started with nothing, but today I am able to support my family. I also welcome other young people to my salon so they can learn practical skills just as I did," says

Zawadi. ”



From Risk to Responsible

Jastin's Behavior Change Journey Through AHADI.



“The AHADI Project helped me change my mindset, leave negative influences and focus on building a better future. Today, I am confident and determined to succeed.”

My name is Jastin Mwaiselo, a 17-year-old young man from Kawe Ward and a primary school graduate. I am the third-born in my family and live with my mother.

Before joining the AHADI Project, my life lacked direction. I struggled with low self-confidence and was influenced by peers who engaged in risky behaviors, including substance use. I did not have clear goals for my future and my actions caused concern for my mother, who deeply cared about my wellbeing.

I first learned about the AHADI Project through a friend who shared how the program helps young people build confidence, make better decisions and avoid negative peer influence. Motivated by the need for change, I decided to join.

Through the program, I began to understand my self-worth and the importance of making positive life choices. I gradually built confidence and made the difficult decision to leave negative peer groups. I started surrounding myself with friends who support personal growth and positive behavior. The changes I experienced also improved my relationship with my mother.

I became more responsible, respectful and focused, which restored her trust and made me more determined to build a better future. Although changing my habits and environment was not easy, the support and guidance from the AHADI Project helped me stay committed. Over time, I adapted to a more positive and purposeful lifestyle. Today, I am more self-aware, confident, and focused on my future. I take responsibility for my actions and avoid harmful influences. The AHADI Project has transformed my life and given me hope. I strongly recommend that the AHADI Project continues to reach more young people facing similar challenges, as it has the power to transform lives.



From Doubt to Direction: Husna's Path to Economic Empowerment.

My name is Husna Ibrahim Nanyambo, an 18-year-old adolescent from Mashine ya Maji Street in Buza Ward. I am the first-born in my family. After completing secondary school, I stayed at home for a long time without a job. During that period, I lost direction in life and often felt like I had no clear future. Most of my time was spent with friends who were not engaged in productive activities. Although I sometimes participated in music-related activities, deep inside I felt uncertain about my future and lacked a clear plan.

One day, local leaders together with the AHADI Project promoter visited our home to announce a youth empowerment program focusing on self-awareness, reproductive health education and short-term vocational training. At first, I hesitated to join because I doubted its impact. However, after encouragement from a ward promoter, Seif Shabani Abdallah, I decided to attend.

During the self-awareness sessions, I learned how to understand my strengths, set life goals, build confidence and make better decisions. I discovered hidden talents in music and hair braiding skills I had never taken seriously before.



“The AHADI Project helped me discover myself, taught me how to take care of my health and gave me practical skills. Today I have dreams, I earn an income and I have hope for a better future.”

Through reproductive health education, I gained important knowledge about protecting myself from sexually transmitted infections, planning my future responsibly, and making informed decisions in relationships. This helped me change my behavior and become more focused on my health and personal growth.

I was later selected to join a short-term vocational training program at KIWOHEDE Bunju VTC, where I trained in hair braiding and decoration. I acquired practical skills in modern braiding styles, which enabled me to start earning income within my community.

After a few months, I secured work at a local salon. Today, I am able to support my family, meet my personal needs, and inspire other young people in my community. I am now seen as a role model.

From Despair to Hope through the AHADI Project.



“The AHADI Project gave me a second chance in life. It transformed me from a hopeless young mother into a confident and independent woman. Today, I can provide for my child, support my family, make informed decisions, and inspire other young people to believe that change is possible,”
Mariam said

Mariam Iddi Athumani is a 22-year-old young mother from Mnadani Ward who lives with her 2 visually impaired parents and her younger sibling. After completing her secondary education at Miyuji Secondary School in 2022, Mariam was unable to continue to Advanced Level because of her family's financial hardships. Her dream of becoming a doctor came to an end, leaving her hopeless and discouraged. With her parents unable to earn a stable income, the family relied on support from relatives and the local mosque to survive.

Feeling frustrated and without direction, Mariam became involved in negative peer groups, where she started smoking, drinking alcohol, and engaging in risky sexual behavior. In 2024, she gave birth to a baby boy, Abdul-Aziz Athumani, after her partner denied responsibility for the pregnancy. The experience left her emotionally distressed and struggling to care for both herself and her child.

In early 2025, Mariam's life began to change when a community ambassador introduced her to the AHADI Project implemented by TAHEA. She was linked to the project's promoter, Mwaija, who encouraged her to attend the AHADI learning sessions. Through these sessions, Mariam gained knowledge on maternal and child health, positive decision-making, and life skills. She began attending regular child welfare and monthly clinic visits at Mipango Dispensary and followed the advice of healthcare providers, leading to significant improvements in her son's health.

her child's wellbeing, and her commitment to building a better future have been remarkable. Today, she is a role model who inspires many other adolescents and young people in the community to join the AHADI Project," said her promoter, Mwaija.

Recognizing her commitment, the AHADI Project selected Mariam to participate in entrepreneurship training on liquid soap and batik production. She also entered the project's business plan competition and won TZS 500,000 in start-up capital. Mariam invested the entire amount in opening a small retail shop selling household essentials such as cooking oil, sugar, tomatoes, onions, and other daily necessities. In addition, she joined the Project Jitegemee S4T savings group, where she produces liquid soap and participates in batik making to generate additional income.

Today, Mariam is financially supporting her son, helping to meet the needs of her visually impaired parents, and contributing to the wellbeing of her household. She has become a responsible business woman, a role model for other young people, and an advocate who encourages adolescents in her community to join the AHADI Project. She has also strengthened her entrepreneurial skills through AHADI's social media business training and financial literacy training delivered in partnership with FINCA.



Turning **Ambition** into **Action**



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Success isn't given; it's earned through discipline, strategic thinking, and the determination to turn small resources into big opportunities.

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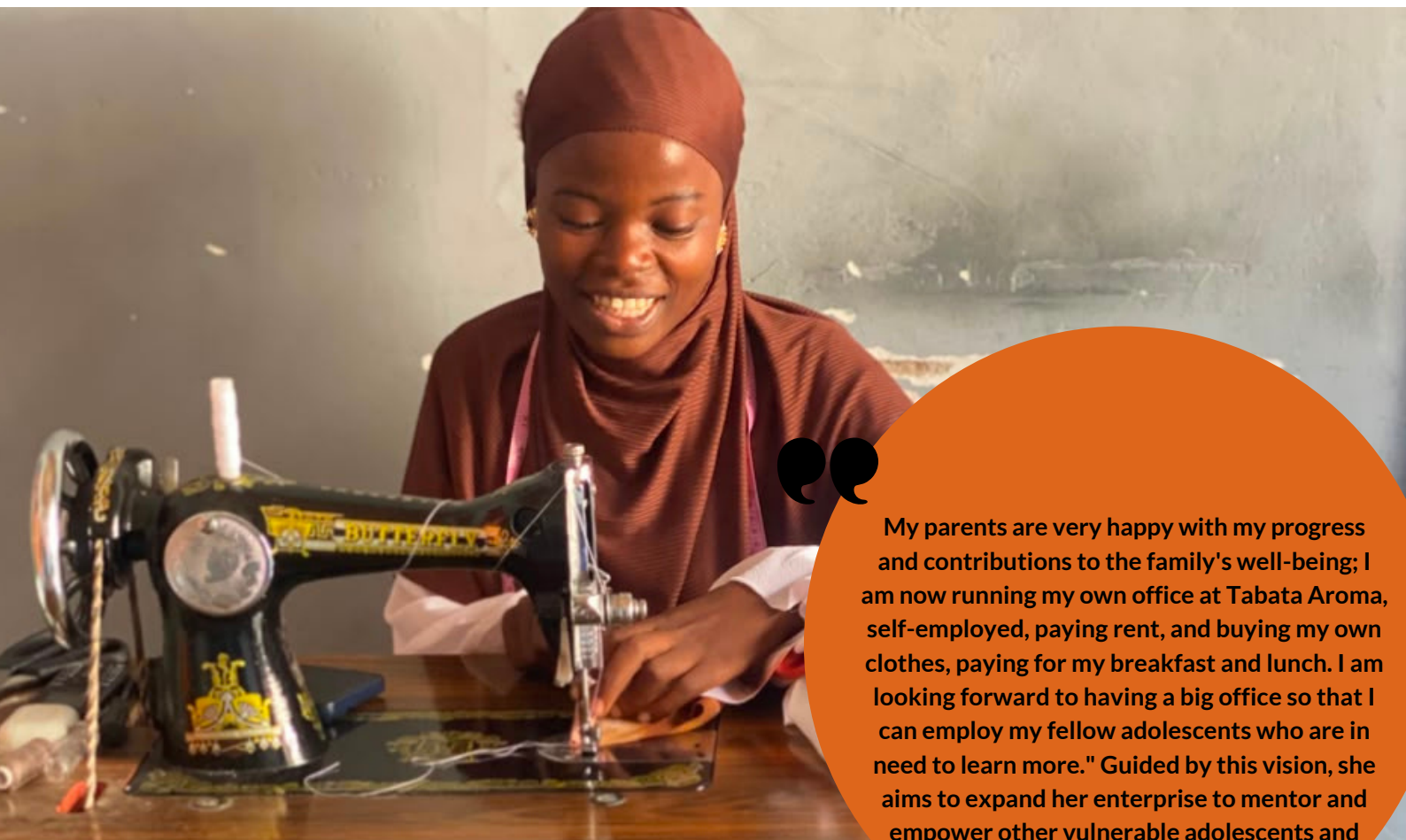
Brian Dimoso, a 19-year-old resident of Kimara, Dar es Salaam, transformed his trajectory after joining the Ahadi project. Following the completion of his secondary education, he gained valuable entrepreneurship and vocational skills at the Ushirika Vocational training center in Buguruni.

Through disciplined daily savings from his transit allowances paid by AHADI during his three months course, Brian successfully accumulated the capital required to launch a wholesale fish distribution business, specializing in stock sourced from Mwanza. The strong performance of this venture has enabled him to independently finance his Diploma studies in Business Administration at CBE.

He is currently in his first year and maintains a long-term goal of establishing a major company that will create employment opportunities for fellow youth, contributing significantly to national development.



From **Vulnerability** to Entrepreneurial **Success**



“My parents are very happy with my progress and contributions to the family's well-being; I am now running my own office at Tabata Aroma, self-employed, paying rent, and buying my own clothes, paying for my breakfast and lunch. I am looking forward to having a big office so that I can employ my fellow adolescents who are in need to learn more.” Guided by this vision, she aims to expand her enterprise to mentor and empower other vulnerable adolescents and youth in her community.

At 21 years old, Sauda Haji from Tabata has transformed her life from a vulnerable domestic worker into a thriving business owner. After completing her Form Four education, Sauda's family was unable to afford her high school tuition, leading her to seek employment as a house girl to support herself. However, after enduring a year of adversity and abuse in that role, she made the brave decision to quit in search of a safer, more dignified path. Recognizing her potential, Sauda's mother encouraged her to enrol in tailoring classes at the Babawatoto Psychosocial Support Centre in Mburahati to acquire practical, marketable skills.

During her seven months at Babawatoto, Sauda joined the AHADI Project through the Makurumla AHADIIM group a pivotal turning point in her journey. Through the project's holistic curriculum, she built strong self-esteem and gained critical knowledge in Sexual and Reproductive Health (SRH), alongside comprehensive training in entrepreneurship, business management, and financial literacy, from AHADI project, Sheria Kiganjani digital business skills She also mastered the craftsmanship of producing liquid soaps, Batik, Kitenge, and Vikoi fabrics. Armed with these tools, Sauda launched her own enterprise and currently runs an office at Tabata Aroma as a self-employed business owner.

Today, Sauda enjoys full financial independence, comfortably covering her own rent, daily meals, and personal expenses while contributing significantly to her family's overall well-being. Reflecting on her transformation,

