



BUSINESS ENVIRONMENT STRENGTHENING FOR TANZANIA (BEST-AC)

OUTCOME ASSESSMENT OF BEST-AC SUPPORTED VIBINDO MEDIA ACTIVITIES June 2011 – January 2012

FINAL REPORT

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Study by:

East Africa Business and Media Consultant
PO Box 33234
Dar es Salaam - Tanzania
Tel.: +255 22 260408

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The Team

Name

Specialisation

Ms. Rosemary Mwakitwange

Advocacy, Communication, Media and
Business Consultant

Mr. Shedrack Willilo

Business Development Consultant and
Transport Economist

EXECUTIVE SUMMARY

In 2007, the government of the United Republic of Tanzania enacted the Business Activities Registration Act (BARA). In 2011 the Finance Act was announced to be operational by January 2012, amending BARA/Business Licensing Act 1972. Basically, this was amongst the government response towards improving the business working environment. The Act was therefore meant to provide a one stop shop for business registration and thus repeal the Business Licensing Act, 1972.

VIBINDO Society being primarily responsible for lobbying and advocacy for better business environment for its members and other operators in the informal economy, identified that, while the intention of the Act is noble, the entire processes and dynamics evolved in the enactment of the Act was flawed. From the breakfast meeting convened by VIBINDO, 22 out of 32 sections of the Act were identified to be not responsive to basic conditions of doing business. In that regard, BEST-AC funded VIBINDO to create awareness on BARA and VIBINDO activities through use of multimedia approach to delay the process of implementation of the Act until the identified hurdles are addressed. With the media approach, BEST-AC contracted the DalaDala TV through ITV and Music MayDay Tanzania through RFA to create awareness of the VIBINDO work in relation to the BARA while VIBINDO themselves focusing on the print media.

Generally, the outcome assessment of the multimedia reveals that, the approach plays a very important role especially in assuring wider reach of the target audience which may include policy makers, religious leaders, development partners and the informal sector. Nevertheless, unlike advertising, advocacy for business policy requires the media and PSOs work closely together to identify issues, confirm contents, agree on messages and thus develop appropriate implementation strategy.

The study show that, the DalaDala TV program was very successful in reminding small traders on the hostility of the environment in which they are operating without giving solutions to such situations. Since BARA was intended to improve the operating environment for small traders, it was imperative that issues discussed in the program demonstrate direct linkages to the Act.

The study shows that the radio program was very successful in creating awareness of BARA especially to majority of the population who had no idea of the Act. A group of young people in Tabora region, Dar es Salaam and Morogoro reported to have participated in the radio discussions program by calling. Correspondingly, the use of mainstream papers such as the Daily News and the Guardian is very ideal to reach out to policy makers and business community. With the approach of press releases, press conferences and meetings with the media made VIBINDO campaign cost effective and assured that the message intended reach wider range of people as journalists from other media houses to attend.

Conclusively, media is the fundamental channel through which advocacy and lobbying is undertaken. However, for effective advocacy and lobbying for policy change, additional channels for instance direct contact with MDA’s officials and the use of interfacing entities are inevitable. Advocacy for policy change needs a more strategic approach that draws together critical players – with the media simply playing an awareness creation role. Basically, in advocacy awareness creation is a mid point and not a means to an end.

Based on the outcome assessment of the study and the consultant’s experience, the following are proposed as recommendations to the VIBINDO media activities:

- i) Media activities require proper timing as it is for lobbying, for instance to ensure maximum audience the choice of peak time is inevitable irrespective of costs;
- ii) For effectiveness of the media activities, VIBINDO should actually be the one to confirm the programme design, content, quality and timing with the BEST-AC playing an oversight role rather than being the main actor as for the DalaDala TV and Music MayDay Tanzania programmes;
- iii) As part of print media, brochures/fliers/posters distribution are amongst the effective ways of creating awareness of VIBINDO advocacy work as opposed to the use of mainstream newspapers alone;
- iv) The use of text messages via mobile phones and social networks such as facebook and twitter are amongst the crucial media in creating awareness of the essence of VIBINDO and BARA;
- v) Lobbying should be applied at all stages of policy preparation processes which includes the implementing agencies, ministry, the Executive Branch, the Parliament and Interfacing Entities;

- vi) Capacity building in lobbying and advocacy is important and should be pursued within PSOs (VIBINDO inclusive). These can take any form and shape including training, inspirational talks, experience sharing, and visitation of sites and programs; and
- vii) Lobbying and advocacy requires skills for instance with the use of media, program content and quality are very vital in creating attention and delivering the intended message, in this case PSOs and/or VIBINDO should identify the skillful individuals for effective lobbying and advocacy at all stages of policy formulation and bill preparation.

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LIST OF ABRIVIATIONS

BARA	Business Activities Registration Act
BEST-AC	Business Environment Strengthening For Tanzania
CTI	Confederation of Tanzania Industries
FM	Frequency Modulated
ITV	Independent Television
MDAs	Ministry, Departments and Agencies
MTI & M	Ministry of Trade, Industries and Marketing
PSO	Private Sector Organisation
RFA	Radio Free Africa
TAMS	Tanzania Advertisements and Media Survey
TDHS	Tanzania Demographic and Health Survey
TNBC	Tanzania National Business Council
TOR	Terms of Reference
TPSF	Tanzania Private Sector Foundation
TV	Television
VIBINDO	Vikundi Vya Biashara Ndogondogo

INTRODUCTION

1.1 Background

The Business Environment Strengthening for Tanzania - Advocacy Component (BEST-AC) was launched in 2004 to be a component within the private sector, with the primary purpose of supporting the Private Sector Organisations (PSOs) to become able advocates to government for policy changes to create a business enabling environment. In its design and mandate BEST-AC has a media component (Output 3) to ensure that PSOs and the media have increased capacity to communicate effectively on private sector issues, that partner PSOs achieve positive media coverage of the issues they are advocating for and that the quality of business issues coverage improves.

Between June 2011 and January 2012, BEST-AC invested in a number of pilot projects for media activities, using different communication channels and engaging different media houses, to highlight and expose the work and cause of VIBINDO, the PSO representing the largely informal sector of micro, small and medium enterprises in Tanzania. Aim of the pilots was to gain experience in working on business advocacy with a mix of communication channels, establish working relations with a selection of media houses and thus engage in a process of learning.

Being pilot projects, BEST-AC finds it imperative to get proper feedback on the effectiveness of the projects implemented in realizing the objectives to which it was meant. This is the rationale that the consultancy on Outcome Assessment of BEST-AC Supported VIBINDO Media Activities was commissioned to the Consultant.

1.2 Aim and Objectives

As aforementioned, the aim of this study is to assess the outcome of BEST-AC supported VIBINDO media activities. Specifically, the objectives of the assignment are:

- i) To assess how and to what extent the media activities (Music MayDay Tanzania through RFA, DalaDala TV through ITV and Print media) have contributed to the awareness of VIBINDO's work in advocating for an enabling business environment and notably in relation to the issue of Business Activities Registration Act (BARA);

- ii) To assess the effectiveness of multimedia approach to outcome of media campaign targeted at influencing policy change to bring about improved business environment for PSOs in Tanzania;
- iii) To provide a mapping that correlates with the channels and processes focusing on the cooperation between VIBINDO/BEST-AC with Music Mayday Tanzania (RFA), DalaDala TV (ITV), printed media, Gaston Kikuwi - Chairperson of VIBINDO, and Perege Gumbo - Senior journalist;
- iv) To recommend to BEST-AC the best practices and lessons learnt from the experiences with VIBINDO, taking into account experiences with different channels, various media approaches, productions, perceptions by VIBINDO’s membership, the targeted groups and the response from readership and audiences.

1.3 Methodology

The design of this study started with the definition of aim and objectives, which form a basis for identifying sources of data and development of proper instrument for data collection. Based on the nature of the study and information needed from respondents, the study identified key people from the government, successful and influential local businesses and businessmen and policy makers. With this report a list of contacted officials and sampling framework is attached (**Appendix 1 & 2**).

Similarly, ten (10) focus group discussions were held in all the three municipalities in Dar es Salaam for the wider informal sector players including VIBINDO and non-VIBINDO members. Using purposeful sampling procedure, sample elements were drawn from Manzese second hand clothing market, Mahakama ya Ndizi, Temeke Sterio, Ilala Mchikichini, Machinga Complex and Kariakoo Market Area. Each group was attended by between 12 and 16 people who responded to pre-determined guide of about 10 questions. The survey therefore involved interview with a total sample of 140 respondents. Correspondingly, discussions with program officials of MayDay Tanzania, Television producers at major television outlets were held to try and understand the production process and identify gatekeepers, media actors and their involvement in the process. The pre-determined focus group guide is attached (**Appendix 3**).

The observations and recommendations made in this report are based on interviews held by the consultants, reports and documents reviewed during the study. Interviews held with officials from

selected organizations with respect to TOR and consultant’s opinion based on findings of the assignment.

1.4 Scope and Limitations

This report presents the outcome assessment of BEST-AC supported media activities as detailed in the TOR. The assessment is limited to the mission of BEST-AC which is awareness creation of VIBINDO work in advocating for an enabling business environment especially on the Business Activities Registration Act of 2007 using multi media coverage.

THE BUSINESS ACTIVITIES REGISTRATION ACT, 2007

2.1 Background and History

The Ministry of Industry, Trade, and Marketing tabled a bill which was enacted by the Parliament and assented by the President on 30th of March 2007 to become the Business Activities Registration Act, 2007 (BARA, 2007). The Act is meant to provide for a one stop shop for business registration and it repeals The Business Licensing Act, 1972.

According to the law making process, after the First Reading of the Bill, members of the public should be invited to give views/opinions with regard to the tabled Bill. However, with regard to BARA, neither VIBINDO nor the public were invited for similar purpose. Nevertheless, in the process of making regulations for the Act a consultative meeting was called. The members of the meeting were predominantly from the Public Service. This in itself was a flaw in that the Law is essentially meant for the private sector.

VIBINDO Society being primarily responsible for lobbying and advocating for better business environment for its members and other operators in the informal economy, convened a breakfast meeting to review the Act inline with its objective of streamlining the business operating environment.

2.2 VIBINDO Advocacy on the Act

The major purpose of the BAR-Act is to streamline and simplify business start-up so as to reduce the time and cost of establishing new businesses, encourage more investment and greater formalisation. In view of the aforementioned, VIBINDO convened a breakfast meeting to review the Act. As a result of the breakfast meeting, 22 out of 32 sections of the Act were highlighted to cause confusion and/or problems to informal economy and generally private sector operators in the interpretation and/or implementation of the Act. VIBINDO therefore is concerned that while the intention of the Act is noble, the highlighted 22 sections of this Act are not responsive to basic conditions of doing business not only in Tanzania, but everywhere else in the world. VIBINDO therefore is advocating for the amendment of the Act by revisiting the 22 sections of the Act prior to its implementation so as to improve the business environment in which informal sector is operating.

It is a considered opinion of VIBINDO Society that the anomalies in the Act will be counterproductive and hinder the attainment of the objective of the Act namely easing the business registration (formalization) process. The Society having a keen interest in economic growth and reduction of poverty and having been exposed to the anomalies of the Act the Society deemed it necessary to have inputs from the informal economy operators so as to make the Act pro informal economy. The society's comments on the Act are attached (**Appendix 4**).

2.3 VIBINDO/BEST-AC Approach to Advocacy on the Act

The government announced January 2012 as the date for the implementation of BAR-Act as pilot in 24 district and municipals in Tanzania. The Act which VIBINDO and its stakeholder exposed its' weaknesses of 22 in its 32 sections already proved not to be implementable. The government developed a work plan for 40 districts to pilot the implementation, however, 5 of the selected districts when visited by VIBINDO revealed no evidence of making any preparations for the implementation of the Act.

It is for this reason that VIBINDO led its stakeholders including development partners, academicians, small traders, lobby the government to stop the implementation of what is seen as a brutal Act to businesses in Tanzania. The intention here is to bring back to the drawing table to see that all the identified hurdles for implementing the Act are addressed jointly by the government and any other partners who are affected by the Act. VIBINDO through its funding partner BEST-AC chose the use of multi media approach to advocate for this policy change. BEST-AC therefore contracted DalaDala TV through ITV and the Music MayDay Tanzania through RFA to design and run the programme in line with VIBINDO advocacy campaign, while VIBINDO focusing on print media in the advocacy to delay the implementation of the Act until the identified hurdles are addressed.

THE ROLE & IMPACT OF VIBINDO MEDIA ACTIVITIES

3.1 Overview

The primary objective of VIBINDO Society is lobbying and advocacy for better business environment for its members and other operators in the informal economy. As discussed above, BARA was meant to streamline the business working environment. This purpose is well in line with the primary objective of VIBINDO thus the oversight of the Act by VIBINDO was meant to promote the intended goal of the Act. The review of the Act by VIBINDO revealed that, unless 22 sections of the Act are reviewed, the Act will not result into the intended goal.

Having realized that, as advocacy and lobby organisation, VIBINDO society employed multi media activities such as the Daladala TV through ITV, Music MayDay Tanzania through RFA, and print media to create awareness of the BAR-Act and VIBINDO’s advocacy for an enabling business environment. This Chapter therefore presents the role and impact of multimedia activities in creating awareness of VIBINDO work in relation to the BAR-Act. It also presents the media channels used, and draws lessons learnt based on the outcome of such media campaign.

3.2 Music MayDay Tanzania

3.2.1 Background

Both the Tanzania Advertisement and Media Survey (TAMS) and Tanzania Demographic and Health Survey (TDHS) report radio as the main source of information amongst Tanzanians. The TDHS report 2010, stresses further that, radio remains the most popular media amongst the rural particularly mainstream and community owned. FM radio are said to be more popular amongst young people. This ranking has remained constant for years.

There were 2 pilots. 1st phase was a mix of topics and 2nd phase was about BARA. Using Music MayDay Tanzania, 10 live radio programs of 45 minutes each were produced and aired for 10 weeks. The content of the program included introduction of BAR-Act by VIBINDO leaders, barriers associated with its implementation, the need for review of the Act, MKURABITA, Business premises, Business capital, and Business licensing and registration. The program began

with a bongo flavour music with lyrics that invites listeners to come to learn more on BAR-Act. The song was special and attractive to young listeners who are mostly working in the informal sector.

The program had two sessions, a session for discussion between VIBINDO officials and the host, and that of telephone calls whereby listeners can call and ask questions, make comments, and share experience. Some topical issues discussed in this programme included the following:

- i) A description of BARA;
- ii) Pro and cons of BARA implementation;
- iii) What should be done to popularize the Act; and
- iv) The role of VIBINDO advocacy to delay BARA implementation.

3.2.2 The Role and Impact of Music MayDay Tanzania

By using RFA radio to hold discussions between VIBINDO and the public it was possible to reach out to many young people especially in the rural areas who were able to get vital information to unlock their business situation. Many other callers from regions, other major towns (Mwanza, Tabora, Morogoro) and rural areas (Magu, Sengerema, Kishapu, and Kasule) were also able to interact with the panellists during the talk show.

A group of 5 young people in Tabora, Mwanza and Morogoro region reported to have participated in the radio discussions program by calling. They used the information and their contact with VIBINDO leaders to win their appeal for tax consideration. A survey of VIBINDO revealed that an estimated revenue tax of TZS 75,000 to honey re-sellers in Tabora was revised to TZS 35,000 after presenting papers for the purchase price of unpacked honey. The surveys indicate that, through the interactive discussion on radio, 25 people (18%) of 140 interviewed heard for the first time information on the Act and how it will affect their businesses. This was important to VIBINDO because it activated member's subscriptions payments, and brought members and leadership close. In Dar es Salaam for instance, the survey show that 43 additional members (Ilala Machinga Complex – 17, Mabibo Banana Market – 11, and Manzese big brother – 15) were registered during the campaign period.

On the other hand, although policy makers were not able to follow the discussions on the radio, they were still able to follow what was going through the media. Politicians in Tanzania listen more to the media for the reason that they believe the media can make or destroy them.

3.2.3 Lessons Learnt

Based on the outcome assessment of the Music MayDay Tanzania radio program the following are the lessons learnt:

- i) Although radio is known to be the most effective means to reach out wider audience, an attempt to conduct an analysis to have a deeper understanding of the media landscape in Tanzania could have resulted into better outcome of VIBINDO media campaign;
- ii) Properly designed and timely aired radio programs for advocacy purpose are relatively cheaper and guarantees value for money in awareness creation;
- iii) The use of radio programs similar to other media channels provides an important platform for the small business community to engage in peaceful negotiation rather than demonstrations, and/or business boycott; and
- iv) Although there is no statement from the government on the status of the implementation of BAR-Act to date, this outcome can still be accredited to the work of the media including actors like Music MayDay Tanzania.

3.3 DalaDala TV

3.3.1 Background

The television landscape in Tanzania has become more or less static in its transformation. The viewership has not changed much in the last 10 years. The television viewers have more or less remained the same, except for the young audiences which is more hooked to channels that offer more music and entertainment, mostly foreign. To date, viewers are disproportionately urban of high income. Three large television channels in Tanzania are TBC, ITV and STAR TV. Channel Ten, EATV and Clouds are less popular.

Daladala TV was brought into the program because of the strength of its existing program on ITV. The program won the hearts of ordinary people living in low income streets of Dar es Salaam and a few other major towns. The program begins by driving in a 9 seater minibus with two hosts who invite the would-be discussants to enter the bus. The delivery model for the program is comical and sometimes preceded by a short drama related to the situation to introduce the topic. This made the program even more popular especially amongst young and ordinary people on the street. However, due to high cost of Television, the program was only able to air for a maximum of 5 minutes bi-weekly for 10 weeks.

3.3.2 The Role and Impact of DalaDala TV

The program was successful in bringing to the television a cross section of small traders to discuss their experience of the factors that hinder growth of their businesses. Key messages included size of their business and its impact on their efforts to find capital, hassle of municipal militia including confiscation of their businesses, lack of business locations, irregular business fees by municipals, lack of training programs on how to do business, and lack of knowledge of how to handle loans.

The study show also that 17 interviewees (12%) of the small traders and others, who watched or viewed the program when asked the extent to which the program impacted on their businesses, felt that the program was successful in reminding them of the hostility of the environment in which they are operating. There is a general feeling that the program should have added value in at least trying to provide solution to their situation. The survey indicate that 97 interviewees (69%) who watched or viewed the program argue that the media program has mainly focused on problems facing members without giving any direction on how to overcome the same. Since BARA was intended to improve the operating environment for small traders, it was important that issues discussed in the program demonstrate direct linkages to BARA. This was not the case with the program under review.

3.3.3 Lessons Learnt

There are three lessons to learn from the DalaDala TV program. These include:

- i) The use of existing television programs which have already recruited loyal viewers such as DalaDala is among the success factor of VIBINDO media campaign;
- ii) Delivery of a serious program like the one involving Acts of parliaments like BARA using friendly models including comical ones like ‘ze comedy’ is vital to attract wider attention of viewers;
- iii) It is important that messages that are technical like the ones involving legal interpretation should be presented by hosts who are conversant with the subject. In the case of Daladala TV, the hosts were lacking the gist of the whole discussion on informal sector and small businesses which was necessary; and
- iv) For effectiveness and relevance of the program, cooperation between the media and PSO especially to identify issues, confirm contents, and agree on messages to be delivered are amongst the key success factor in advocacy.

3.4 Printed Media

3.4.1 Background

The print media remain the most reliable source of information to policy makers, donor community and other stakeholders targeted by VIBINDOs communication. Under this program VIBINDO focused on the Daily News and The Guardian news papers. These are the most English mainstream newspapers read in the country. A survey of Tanzania Newspapers Print Run and Printers show that the Daily News prints 10,000 copies a day (70,000 copies a week), the Guardian prints 8,000 copies a day (56,000 copies a week), the Citizen prints 7,000 copies a day (49,000 copies a week). Their total circulations are boosted by their subscription clients who include all ministerial departments and agencies, corporate, academicians and the business community.

Unlike other English paper the Daily News is owned by the government where all government media communication is done. The government is number one contractor of all large tender and businesses. These are all advertised on the daily newspapers. In addition, government statements and those of heads of states, and top government leadership is done through the government paper, the Daily News. Corporate and large businesses want to be the first ones to know and be in good books with the government and its leaders. Policy statements and direction by the government are written firstly by its paper. Any ministry and government agency that wish to advertise anything on print media must put it in the Daily Newspaper before it can be included in other print media. It is for this reasons that the Daily News and the Guardian have become newspapers of choice for large businesses. These two newspapers are mostly read by the people who make or influence business and policy decisions. Most of them are elites therefore conversant with the English language. They are representative members of National Business Councils (TNBC), Chambers of Commerce, Tanzania Private Sector Foundation (TPSF), and the National Business Dialogue Forum with the top government leaders chaired by the president. These individuals and institutions are important to VIBINDO, to get their messages to the key policy makers.

3.4.2 Role and Impact of Printed Media

VIBINDO choose to use print media because of its ability to store information longer and mobility to take the same information elsewhere without the risk of losing its meaning. Today it is possible to make references to the campaign material independent of the implementers. Since majority of policy makers speak both Kiswahili and English, the use of mainstream newspapers in English places no doubt on readership. In this campaign VIBINDO targeted at reaching out to influential leaders, including parliamentarians, religious, and business leaders amongst others to assist in their effort to lobby for the delay in the implementation of the BAR-Act.

With more than 16,500 copies circulated every day, VIBINDO was able to reach out to more and more policy makers. This is based on the fact that the Daily News is read by most corporate. It is here where members of the board of Tanzania National Business Council are drawn. This is the highest public/private partnership forum for the government of Tanzania, where decision on

effectiveness and appropriateness of policies, procedures and regulations related to business are agreed harmoniously. All Ministerial departments and agencies subscribe to the Daily News and Habari Leo and its officers have access to free copies of these newspapers every day. Nevertheless, despite this reach, there is no evidence of direct impact of the print media. This is based on the fact that, there has been neither statement from the government on the status of BARA nor any reaction to VIBINDO campaign. This study could therefore not come up with evidence that the decision of the government not to proceed with the implementation is solely as a result of VIBINDO multimedia campaign. One can only speculate because the VIBINDO initiative is the only known effort to address the issue.

3.4.3 Lessons Learnt

Three key lessons are identified under the print media approach. These include:

- i) The use of mainstream papers such as the Daily News and the Guardian amongst others is very ideal to reach out to policy makers and business community;
- ii) The approach of using press releases, press conferences and meetings with the media made VIBINDO campaign cost effective assured that the message intended reach wider range of people as journalists from other media houses had also attended;
- iii) During the press meetings and conferences there is significant interaction between the press and the implementers, which enables VIBINDO to sensitize and lobby the press to support its cause;
- iv) Although the government did not use the media to respond to any media activity, VIBINDO through its work with Mr. Perege (the consultant) were able to make major contacts with the government, however, this ended up to be talkshop as feedback from the same was not supportive to VIBINDO proposal (Annex 6); and
- v) The use of a media consultant (Mr. Perege) who is also a lawyer enabled VIBINDO to manage print media better than in other areas.

CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

There was a general consensus by the speakers on the radio talk show, television, and print articles on the newspapers that there is very little information about BARA even amongst small traders association. In that regard, the use of multimedia approach played a critical role in awareness creation. Basically, involvement of multi media outlets to participate in the designing and implementation of advocacy for policy change plays an essential role especially in assuring bigger reach of the target audience. The multimedia approach made it possible for the VIBINDO media campaign to target multiple audiences including policy makers, religious leaders, development partners, and the informal sector.

The core objective of the media activities as initiated by VIBINDO was calling for delay in the implementation of the BAR-Act until the identified huddles are addressed. This means VIBINDO was advocating for policy change. Based on the outcome assessment, it is revealed that, the media investment was effective in re-energizing traders to revisit their operating environment. Nevertheless, small business operators could not confirm any change in the processes and outcome of their businesses as a result of this campaign. This outcome is probably resulting from the limitation of the media to influence change of policy or law. This confirms that advocacy for policy change needs a more strategic approach that draws together critical players – with the media simply playing an awareness creation role. In advocacy awareness creation is a mid point to advocacy and not a means to an end. A wall chart detailing the channels, processes and media actors relevant for PSO influencing is herein attached (**Appendix 5**).

4.2 Recommendations

4.2.1 Specific recommendations on VIBINDO Media Activities

Based on the outcome assessment of the study and the consultant’s experience, the following are proposed as recommendations to the VIBINDO media activities:

- i) Media activities require proper timing as it is for lobbying, for instance to ensures maximum audience the choice of peak time is inevitable irrespective of costs;
- ii) For effectiveness of the media activities, VIBINDO should actually be the one to confirm the program design, content, quality and timing with the BEST-AC playing an oversight

- role rather than being the main actor as for the DalaDala TV and Music MayDay Tanzania programs;
- iii) Unlike advertising, advocacy for business policy requires that the media and PSO work very close together to identify issues, confirm contents, agree on messages and develop appropriate implementation strategy;
 - iv) As part of print media, brochures/flyers/posters distribution are amongst the effective ways of creating awareness of VIBINDO advocacy work as opposed to the use of mainstream newspapers alone; and
 - v) The use of text messages via mobile phones and social networks such as facebook and twitter are amongst the crucial media in creating awareness of the essence of VIBINDO and BARA.

4.2.2 General recommendations on Lobbying and Advocacy

The detailed recommendations to PSOs during lobbying for change, could be consulted in the earlier report to BEST-AC on “Mapping out the change process and Dynamics for Policy Reforms in Tanzania” produced by the consultant in September 2011. However, based on this study, few points to be taken forward by VIBINDO and BEST-AC are hereby highlighted:

- i) Lobbying should be applied at all stages of policy preparation processes which includes the implementing agencies, ministry, the Executive Branch, the Parliament and Interfacing Entities;
- ii) Media is vital channel through which advocacy and lobbying is undertaken thus should be taken as a leverage for change and influential means of lobbying. However, for effective advocacy and lobbying for change, additional channels for instance direct contact with MDA’s officials and the use of interfacing entities cannot be overemphasized;
- iii) Capacity building in lobbying and advocacy is important and should be pursued within PSOs (VIBINDO inclusive). These can take any form and shape including training, inspirational talks, experience sharing, and visitation of sites and programs;
- iv) Lobbying and advocacy requires skills for instance with the use of media, program content and quality are very vital in creating attention and delivering the intended

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message, in this case PSOs and/or VIBINDO should identify the skillful individuals for effective lobbying and advocacy at all stages of policy formulation and bill preparation.

APPENDICES

Appendix 1: Sampling Framework for PSOs

S/N	AREAS WHERE SAMPLE ELEMENTS WERE DRAWN	TYPE OF BUSINESS
1.	ILALA: Mchikichini Machinga complex, Kariakoo, Kisutu, ferry	Travel bags and suitcases, batik materials, 2 nd hand shoes and clothes, bed sheets, carpets and rugs, children clothes
2.	KINONDONI: Big Brother, Mabibo, Manyanya, Magomeni, Tandale and Mahakama ya Ndizi, Nyuki Tegeta,	Food vendors, grains including rice, beans, maize, plantain, 2 nd hand clothes, cooking utensils , cutleries, food vendors,
3	Kariakoo Market	Drinking water and soft drinks, fresh vegetables, food, herbs, ice cream, telephone/cell vouchers, old books, food storage containers, , shoes, watch and clock repairers, motorcycle and bajaj transporters
4.	Municipality cashiers, militia men/women	These are employees of the three municipality whose job connects them with informal sector on a daily basis
5.	Middle managers from financial institutions, banks, pension funds	Drawn from financial institutions, banks, and other organizations whose day to day work connects them with SMEs
6.	Young unemployed graduates who desire to open own businesses	Mostly unemployed desire to open own business but are scared because of uncertainties

Appendix 2: List of Persons Interviewed

S/N	NAME	POSITION	ORGANIZATION
1	Consolata Ishebebab	Assistant Director, small and medium enterprises	Ministry of Trade Industry and Marketing
2	Jackline Maleko	Assistant Director	Trade
3	Mr Swabir	Coordinator, BEST program	University of DSM Entrepreneurship Centre
4	Hon. Jerry Slaa	City Mayor	Ilala Municipality Council, DSM
5	Faustin Ndungulile DR. MP	Member of Parliament for Kigamboni	Parliament of Tanzania
6	Gaston Kikuwi	Chairman,	Vikundi Vya Biashara Ndogo Ndogo
7	Rachel	Manager	Music MAYDayTZ
8	Cecilia Banda	Promotion Officer	CTI
9	Louis Mkuku	National Coordinator, Youth Entrepreneurship Facility	International labour Organization
10	Gabriel Nderumaki	Acting CE	Tanzania Standard Newspaper
11	Dr. Cyril Chami	The then Minister	Ministry of Trade Industries and Marketing
12.	Hon. Dr Abdalla Kigoda	Minister	Ministry of Trade, Industry and Marketing
13.	Mr. Esteriano Mahingila	Chief Executive Officer	Business Registration and Licensing Authority (BRELA)
14.	Hon. Jerry Slaa	City Mayor	Ilala Municipal Council Dar Es salaam
15.	Dr. Joyce Mapunjo	Permanent Secretary	Ministry of Trade, Industry & Marketing
16.	Ms, Sekela Mwaesela	Trade Officer	Ministry of Trade, Industry & Marketing
17.	Hon, Jordan Rugimbana	District Commissioner	Kinondoni
18.	Alexios Musindo	Area Director,	International labour Organization
19.	Rachel	Manager	Music MayDay Tanzania
20.	Hussein Bashe	Chief Executive Officer	New Habari (2006) Limited
21.	Gabriel Nderumaki	Acting CEO	Tanzania Standards Newspaper (Daily News)

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S/N	NAME	POSITION	ORGANIZATION
22.	Dr. Reginald Mengi	Board Member	CTI
23.	Christine Ngeleja	Marketing Manager	Daily Newspaper/Habari

Appendix 3: Focus Group Discussion Guide

S/N	Questions	Responses
1	What type of business are you engaging on? For how long have you been in this business?	Hawkers, clothes, shoes, shoe repairing and shining, carpentry, fruits, vegetables, carpets, grains, phone vouchers, bags, suitcases, tailoring, 2 nd hand clothes, herbs, clay pots, drinking water, soft drinks, ice cream, snacks, sneakers, caps, small leather items, artworks, Batik making, tailoring, hair platting, cosmetics etc
2	Can you tell us how your business is doing?	No progress (7), growing over time (5) poorly (27), out of business (3)
3	In your opinion what do you see as the reason why your business performs in a manner you have described earlier?	No progress: Same capital which buys lesser goods, too much levies Growing over time: have been able to change business easily, No progress: levies, militia hassles, not having business locations, hijacked machinga complex, the government not doing anything to address their complains, lack of capital, lack of access to financial services, lack of markets for their products, lack of information on levies, markets, etc
4	What do you think should be done to get your business to the next level?	Provide loans, business locations, predictable tax system, get rid of city militia, control increase price of supplies, skill building on business management and finance, market for goods
5	Who should do that?	Government, VIBINDO, media, donors, banks
6	Do you think anybody is doing something to address these issues?	Nobody, VIBINDO, opposition parties,
7	What do you know about BARA act	Policy for small business, increase cost of doing business, more tax for small businesses
8	How many hears this today for the first time?	
9	How do you want this type of information to reach to you? By what means, Radio, TV, newspapers, etc	Education meetings, city fathers should start educating us not hassling,
10	Do you watch TV, Radio, read newspapers?	Mostly newspaper, TV when it football match, they watch news when they hear there is breaking news
11	What are the media outlets you use to get information	Majority, newspapers particularly sports papers including Mseto, Dimba, Bingwa, mwanaspoti. Mwanahalisi stands as the only

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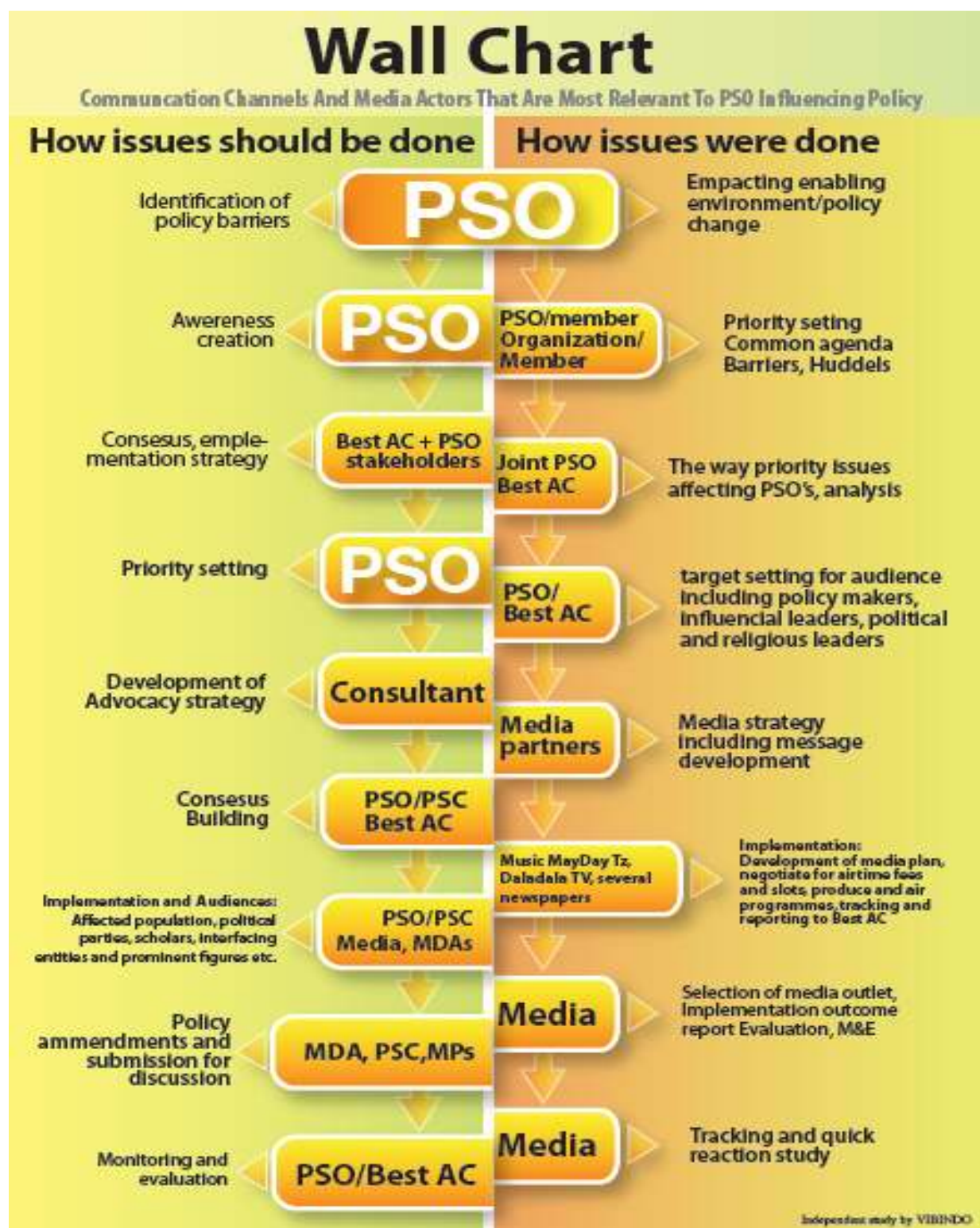
S/N	Questions	Responses
	and follow news?	mainstream paper majority follow. Others are weekly yellow papers including Kiu, Uwazi, Ijumaa(gossip and scandals) etc all under global publishers. Those who reported to follow radio reported that they mostly follow sports programs and very few reported to be following news. Ze comedy, a comical program that air on TBC also has visible following of some small traders. Hair saloon owners listen to coastal music, celebrity shows on clouds fm and radio, East Africa radio.
12	Do you find time to watch TV and listen to radio?	Sports news,
13	What time of the day do you do so?	End of evening news, spontaneously the follow politics when they know of scandals, hot debates during parliamentary session.
14	Do you watch DalaDala TV show	yes (7), sometimes (11)
15	Did you happen to watch a TV program on DalaDala Show ran by VIBINDO where small traders were discussing reason for their business not doing well which air between June 11 and January 2012 2011?	Yes (12%); don't know (31) others (NO)
16	Did you listen to the radio 45 weekly programs that ran for 45 minutes for 10 weeks end about the same period in which small traders were discussion BARA act?	I listened (18%) heard from people who listened (38%),

Appendix 4: VIBINDO Comments on the BAR-Act

Section	Contents	Comments/Problem(s) foreseen
3	Definitions: business is defined as ‘any trade, commerce, craftsmanship.....’ “Core activity” is defined as the main activity of that business	There is a need to differentiate a “business” and an enterprise or business entity because an enterprise or business entity can have more than one business undertaking.
5(2)(b)	Among the functions of the Chief Registrar is ‘to establish and maintain one composite register of all businesses’	Unless registration is done on line and numbers are allocated for every registration centre this exercise will not be possible. It will result into people re registering and duplication of numbers
7(1)	‘There shall be established in each local authority a Business Registration Centre’	It is not clear if the centres will be at regional or district level. Given the quality of infrastructure and for purposes of making it “really” easy for enterprises to register the centres should be at district level with a regional centre
7(2)	Each Business Registration Centre shall be a section of the local authority	The department is not specified.
8(a)	“to register all businesses undertakings, business entities and enterprises.....”	The registration application (Sect. 13 (j) and (k)) provides for registration of core and auxiliary activities
8(e)	‘...provision of trading and operational facilities such as hawker stall and industrial parks’.	It is not clear how this will be operationalised without changing the Town Planning Act and involving Small Industries Development Organization (SIDO)
9(3)	The Registrar shall be answerable to the Chief Registrar	The Chief Registrar is under the MoITM while the Registrars are under the Ministry of RALG; there is no reporting relationship
11(5)	A person shall not carry on business at two or more premises unless <u>particulars of both premises</u> are registered	Is the registration the registration of premises or of business entities? What happens to sellers of seasonal produce? people who deliver services out of the jurisdiction of their local authority - performers, consultants, travelling sales people etc. will have a problem. The net effect is that extended markets will be affected
12(1)	Any personmake an application to the Business Registration Centre in such a form as may be prescribed.	The words “as may be prescribed” presuppose that there is no set standard. This is bound to cause confusion
13(l)	The number of employees in the business.....	This presupposes that the business owner will have prepared a business plan. Very few small businesses are capable of preparing business plans
13(p)	The extent to which.....granted an applicable certificate of compliance...”	This contradicts Sect 11(4) which says with a valid certificate of compliance there is no need for registration. This is bound to cause confusion.

Section	Contents	Comments/Problem(s) foreseen
13(q)	The TIN of business	TIN is given after a business has been registered
19(1)(a)	The premises has ceased to be used for the purpose for which the certificate of registration was issued	This would mean that every time one changes his/her business activity one will be required to seek a certificate of registration. There is no flexibility to change business activity; this may interfere with business growth and diversification
19(1)(d)	The business has failed to comply with any condition of the certificate of registration	The conditions are not mentioned anywhere in the Act. This may encourage extraordinary practices
22(3)	A person who is aggrievedappeal to the Minister	Presumably the Minister in this case is the one for Industry, Trade and Marketing. With what authority will the Minister quash the decision of the DC
23(1)	The Minister shall appointmembers of the Appeals Committee.....	The DC should also have an Appeals Committee for purposes of good governance and transparency
26(4)(b)	Any other functions as may be directed by the Registrar	This is vague and bound to complicate issues and fuel corruption
27(c)	To exercise any powers which may be necessary.....	This is vague and bound to complicate issues and fuel corruption
28(e)(i)(ii)	Amounts of fines to be imposed for committing an offense	Fines are based on levels of turnover – this will be guesswork on the part of local government officials and provide room for corruption

Appendix 5: Wall Chart for Communication Channels and Media Actors Relevant to PSO Advocacy



Appendix 6: Testimonial Quotes from VIBINDO Contacts with the Government

- i) The Permanent Secretary for the Ministry of Trade (Ms. Joyce Mapunjo) did not support the position of VIBINDO to delay implementation of the Act, but rather she urged VIBINDO to leave the government implement it and call for amendment of the Act after implementation.
- ii) The Minister for Trade Industries and Marketing (Hon. Abdallah Kigoda) did not support the position of VIBINDO on the ground that he is still new to the office and that VIBINDO’s proposal is not of priority to him.
- iii) The Chief Executive Office for the Business Registration and Licensing Authority (BRELA) (Mr. Esteriano Mahingira) did not have tangible support to VIBINDO especially with regard to establishing regional business registration offices. He urged that he believe the government will set aside budget for establishment of business registration offices in regions including recruiting of trade officers.
- iv) The Kinondoni District Commissioner (Hon. Lugimbana) argued that policy change is high level issue so VIBINDO should proceed with the lobbying processes to insure their proposal is attended amicably.