

# MANLUKU ENTERTAINMENT



Promoting good farming practices, to Buhigwe small holder farmers through Buhigwe Sports Bonanza

## END OF PROJECT REPORT, OCTOBER 2015

For the period 15<sup>th</sup> June to September 15<sup>th</sup> 2015



This report summarizes achievements, challenges and the way forward for the MANLUKU ENTERTAINMENT's activities covering the period June – September 2015.

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## INTRODUCTION

### Background

Many small holder farmers, and especially youth are not aware of the good farming practices to ensure high yields. This affects them mainly economically. While most of the youth cannot attend different trainings, the challenge might have been a good platform to gather them together.

At the same time, the government of Tanzania through its respective Ministries has recorded a dramatic increase of different talents like sports and games. All of these talents however needs to be improved, exposed and develop new ones as per worldwide completions is concerned.

KIGOMA region for example have many talented youths that have not yet, in one way or another come into exposure for their talent to be seen and recognized by the public and facilitators as well.

SPORTS BONANZAs (and other projects through sports Bonanzas) helps address the later by bringing together sportsmen, participants, sponsors and other facilitators in a relaxed sitting

to discuss what the market is looking for, and help the talented youth with the worlds real life situation as far as sports talents and creativity is concerned.

#### 1.1.1 Justification/ Rationality

It is simply very easy reaching a large number of youth through sports and other related games. Because of the growing sports and games as talents, and recreation as well, the country and other partners need to ensure that sports are highly growing. However, as Agriculture is the main activity in Kigoma region of Tanzania, youth needs also to engage in such an economic activity. . This is due to the fact that, employment opportunities are very limited while through agriculture and talents, young people can create employment opportunities.

We have more of the sports and artist's men and women (football players, musicians, movie actors e.t.c) in Tanzania who are from Kigoma region. This is only few percent of the Kigoma

### MANLUKU Entertainment CHAPTER

MAN LUKU ENTERTAINMENT is a community-based organization aiming at Enhancing and Promoting youth through Sports, Games and Cultural heritage in KIGOMA region. MANLUKU Entertainment believes that, one day the youth from Kigoma and Tanzania as whole will all with talents have been exposed to their respective environments and hence will have created employment opportunities that are the great challenges to many youths.

#### OUR MISSION

To provide opportunities that empowers young people to create positive change through sports and games.

#### OUR VISION

To see all youth (in Kigoma–Tanzania)s elf reliance.

region youngest who have come into exposure to the stake holders for further utilization of their talents.

Those who are living in rural areas like Buhigwe are automatically losing their talents because of lack to an exposure. MANLUKU Entertainment wants to be part for the numerous solutions of the existing lack of exposure challenge at Buhigwe district and Tanzania as whole.



## I.2 ARCHIEVEMENTS

MANLUKU Entertainment has conducted a **Buhigwe Sports Bonanza** in this year 2015 (Football and Local drama competitions). We started the Bonanza on 15<sup>th</sup> June 2015, and its peak was on 15<sup>th</sup> September 2015 at Muyama division of Buhigwe district, Kigoma region - Tanzania. The event was **sponsored** by **MONSANTO - Tanzania** through its Maize seeds “**DEKALB**”, in collaboration with KIBO Trading and Services Company. The event was public and always advertised through **Radio Kwizera** which covers Kigoma, Tabora, Katavi, Kagera and Geita regions of Tanzania. We also had ITV, Kigoma kwetu and Mwananchi Medias during the finals of the BONANZA.

### **About Buhigwe Sports Bonanza (BSB):**

**BSB** is an event that brings together different people from all over Buhigwe district and outside together through a football League and traditional drum (or simply Local/cultural music) competitions. It involves a football League and local drama competitions from 44 villages of Buhigwe district involving more than 1,575 participants and almost 24,000 audiences throughout the Bonanza. Local drum's competitions are done before the football match depending on the participating groups. After the finals football match, there was after Sports Bonanza party from the local drums, current music artists (Bongo Flava) and other games and recreation.

The Bonanza was run by MNALUKU Entertainment in collaboration with Buhigwe District Football Association (BUDFA), through an established Bonanza Committee.

### **Results**

- ✓ Buhigwe small holder famers' especially youth production increased by 20% in the following
- ✓ year, as a result of the good farming knowledge obtained from the project.
- ✓ 10 groups of small holder farmers formulated
- ✓ 100 small holder famers/group members trained on good farming practices
- ✓ 10 school demo farms established and maintained
- ✓ 200kg of maize seeds provided to 10 groups of small holder famers.

### **Beneficiaries**

Direct beneficiaries:

- i. 100 small holder farmers from ten groups
- ii. 240 sports and Local drams' participants

Direct beneficiaries:

- Other 24,000 people/community reached through sports activates and Radio Kwizera on good farming education.

Below are some of the event's pictures;



The youth performing local drama show,

Players on a football match

High table with some LGAs watching



At the right, is Mr. Frank (Rep. from MONSANTO our Sponsors) during the opening ceremony held at Muyama on 15<sup>th</sup> June 2015



Vijana Ngoma BIHARU, one of the participants for local drama groups



Kujitegemea group, one of the participants from KASUMO village



"Kikundi sanaa Muyama", one of the participants for local drams' exhibitions from MUYAMA Ward



One of the football games (Muyama town stars Vs Bweranka Fc)



The audience and football followers watching on of the football games



The football followers and other audiences watching a football Game at Kasumo Village

### **I.3 CHALLENGES**

Other many more youth of Kigoma region has not yet been reached, and they also require the same project. Due to limited funding, the project could not cover the whole region of Kigoma.

### **I.4 WAY FORWARD**

MANLUKU Entertainment will continue to engage different stakeholders like the Government and Donors to continue with such project in other districts of Kigoma region. However, the organization thinks to integrate other programs like promoting SRHRs, Mental Health and HIV/AIDS through sports to reach more youth through sports as a platform.