

## **Servicing poorest of the poor**

Servicing poorest of the poor is a sub-project within the big Project called 'War Against Poverty' WAP partial funded by CORDAID and implemented by BEST. This project focused marginalized people at grass root level. Focused poorest people are those whose life is uncertain due to lack of income to sustain their lives.

These people are not certain with their daily food leave along other issues such as proper housing, clothing, medical treatment and capacities to pay school fees. Poorest of the poor people have problems to address. The most critical is education. Many poorest people in the project have not gone to school and those managed to attend school they did not finish their studies.

When introducing the project to these poorest people they were not interested as they considered themselves as neglected by the society. What we did was to create awareness of the problem and how they could get out of the problem. Role-plays showing poorest of the poor vs wealthier people, focus group discussions, interviews and friendship creation are important in creating awareness among the poorest.

Business and Entrepreneurship Support Tanzania (BEST) identified poorest of the poor and sensitized them on their real situation. We learned that no body is happy to be poor. Every body is ready to struggle to get out of poverty through entrepreneurship. To become entrepreneur means struggling, adapt different situations and trap opportunities. For our case poorest of the poor are anxious to learn skills on entrepreneurship.

What BEST is doing to the poorest of the poor:

- Provide the training on Business Idea Generation
- Provide seed capital to start up the micro-businesses
- Supervise the started businesses by close follow up
- Facilitate self-savings from the started businesses so that they meet their daily expenses.

The poorest of the poor who have being capacitated in entrepreneurship are doing wonders. They are happy. This shows that opportunities are there, who to do what. Is you and I, lets join our effort, wonders will happen. Please donate so that poorest can be reached. Your \$ US 30 will make difference.

*To donate please send your crossed cheque written: Business and Entrepreneurship Support Tanzania. Send through Post Office Box 13099 Arusha, Tanzania. Or deliver it to BEST offices located at Nane Nane (TASSO) show grounds in Arusha Municipal*