

# FACT SHEET

## Pamoja Project

World Vision

### Project Goal

*To transform the lives of the poorest families, most of whom are small-holder farmers or pastoralists, by implementing the Empowered World View, increasing family incomes, fostering resilience against external shocks, and connecting farmers directly to markets.*

**Pamoja**, which means *together* in Swahili, is the flagship of World Vision's Securing Africa's Future initiative. Based on the theory that only after families develop economic security can they turn their attention to the needs of their children, Pamoja's starts by promoting individual transformation through World Vision's Empowered World View programme. Next, individuals are organized into communal organizations such as Savings Groups and Producer Groups, which provide forums for collaboration and achieving scale. Upon this foundation, Pamoja introduces a variety of innovative agricultural approaches, including water pans and drip irrigation; forest and farmland conservation techniques; crop diversification and ancillary products like honey; and a variety of approaches to better connect farmers to markets. Finally, Pamoja incorporates a unique partnership with VisionFund and the Great African Food Company, both subsidiaries of World Vision, to provide financial and business support.

### Key Results

- 221 Saving Groups were graduated into Producer Groups and Producer Associations.
- 198 new water pans were constructed to enable micro-irrigation agriculture in the driest areas of the Kisongo-Makuyuni Area Development Programme.
- 17 Farmer Field Schools were established to impart best-practice farming techniques.

**“Our children are even healthier and stronger now because they are eating the orange-fleshed sweet potatoes that we grow in our gardens.”**



### Life-of-Project Spending through August 2015

\$8 million

61% of project  
funding to date

### Project Timeline

April 2013

March 2018



- A new community-owned warehouse and rice grading center was established.
- 500 beehives were supplied to 640 beneficiaries.
- 12 villages developed land use management plans with World Vision assistance: Mbuyuni, Naiti, Makuyuni, Esilalei, Losimingori, Duru, Endadimet, Endamaghay, Gidabaghar, Bubu, Gidas, Maweni.
- 236 metric tonnes of pigeon peas were sold by Producer Associations for export.
- 311 farmers were taken to Yatta in Kenya to witness the success of a programme similar to Pamoja.

## Lessons Learned

- The Empowered World View initiative has been successful in transforming farmers' mindsets.
- Infectious enthusiasm for savings has rippled through the community to create a new culture, which has enabled larger capital investments to be possible.
- Strategic partnerships with international and local institutions have increased speed of execution.
- Involving youth has ensured the ownership of innovations as well as the sustainability of growth for future generations.



- The integration of World Vision, VisionFund and GAFCO has proven to be a catalytic combination for economic transformation in this region.

## Project Partners

- Vision Fund Tanzania
- Tyson Foods of America
- Great African Food Company
- World Food Programme
- African Wildlife Foundation
- International Maize and Wheat Improvement Centre
- Ujamaa Community Resource Team
- Farm Africa
- MVIWATA
- The Nature Conservancy
- Tanzania Natural Resource Forum
- Business Planet
- Research Community and Organizational Development Associates
- Christian Impact Mission
- Samaritan Strategy Africa
- INYUAT E MAA
- Environmental Systems Research Institute (ESRI)

## Contact

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