



# TADIO capacity-building workshop in Strategic Planning and Entrepreneurship for the Network of Community Media in Tanzania (TADIO)

## PHOTO JOURNAL

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# Introduction



UNESCO under its SDC Project and with technical support from Empower Limited, conducted a five days capacity-building workshop in Strategic Planning and Entrepreneurship for the Network of Community Media in Tanzania (TADIO).

The workshop aimed at enabling TADIO to establish joint marketing and advertising strategies and thus strengthen income generation for all members. The five days' workshop started in September 3, 2020 and was participated by TADIO's secretariat staff and board members.

This Journal depicts the story in photos, enjoy!

All photos by Ayubu Lulesu/**TADIO**





UNESCO Project Officer, Ms. Rose Ngunangwa giving opening remarks during the opening of the workshop.



TADIO Chairperson, Mr. Prosper Kwizize iterated the importance of TADIO as an organisation to apply the knowledge acquired from the training to write strategic proposals which will result in self sufficiency of the organisation.





As the session started, Mr. Amani Kavishe from Empower Limited stressed on strategic planning and entrepreneurship skills that will help TADIO as well as member radios in finding various sources of income to be self-sufficient.



TADIO PR and Marketing Officer, Ms. Irene Makene sharing her experience during the workshop.





Mr. Shaabani Makame following up closely as the workshop continues.



TADIO Coordinator Mr. Cosmas Lupoja sharing his experiences during the workshop





TADIO ICT and Production Officer, Mr. Bakari Khalid sharing his experience during the training.





TADIO Secretariat and Board Members participating in group activity during the workshop.



A cheer moment as the training participants participating in the groupwork.





After the workshop, the participant were awarded the certificates ready to execute what they have learned.





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