



Ruka Juu – Young farmers in Business

Ruka Juu is an Entertainment–Education initiative for Economic Empowerment in Tanzania by the civil society media platform Femina HIP. While the first season focused on small-scale, largely urban businesses, the second season had a more rural focus on young farmers in Business.

Client:
Femina HIP

Associated Partners:
The NHH Norwegian School of Economics & Rural Urban Development Initiatives (RUDI)

Services:
Impact Evaluation

The second season of Ruka Juu focused on young farmers in business. During 13 episodes, six young farmers went through a number of competitive challenges to explore farming practices and methodologies but also general business skills such as assessing the market, business planning and financing. The second season was broadcast nationwide on TV as well as radio.

The aim of Ruka Juu is to educate, inform and motivate Tanzanian youth between the ages of 18 to 30 on entrepreneurship in order to realize their potential and lift themselves out of poverty through a program that is both entertaining and educational. Ruka Juu was not just beneficial to the contestants - viewers deepened their knowledge around farming and entrepreneurship as well.

Individual interviews with the Ruka Juu contestants were conducted. DPC, in partnership with Femina HIP, Rural Urban Development Initiatives (RUDI) and The NHH Norwegian School of Economics, conducted participatory viewing and listening with youth, followed by Focus Group Discussions. Community viewing was also conducted where a questionnaire was administered before and after the show. Participants found the episodes to be inspiring as well as informative. Using pre-recorded TV and radio shows followed by discussion proved to be a useful way to mediate learning, and builds the case for re-using the episodes over and over again through partners on the ground.

