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BREAKING CULTURAL SILENCE

Problem

Cultural silence is the failure to speak up or against something because the cultural norms embedded in a society do not allow it. Child marriage, rape, poor menstrual hygiene, harmful traditional practices and gender discrimination are all silenced by culture and it is that Bwami and the Chimwemwe Club is fighting against.

Solution

As Bwami and the Chimwemwe Club we have established the great importance of allowing the “affected” to be part of their own solution. Understanding this, we engaged traditional leaders with cultural influence to be at the forefront of change. They are the ones with the power to break the cultural silence and help us mediate a mind shift and change in norms.

Marketsize

Currently as Bwami, our market size is 3134 of which includes 21 students from the Chimwemwe club at Kapete Primary School, who are our current beneficiaries. In light of the current market size, we at Bwami are planning to grow and extend out market to urban areas and other parts of Zambia.

Competition

There are quite a handful of NGOs who provide similar services or products to that of Bwami in Zambia. Some of which are KOZO girls who earlier this year donated to Bwami packs of reusable sanitary towels, as well as Copper Rose, HERZ, lifeline and Restless Development. The major difference however between these NGOs and Bwami is in the way that we deliver our services. Our form of empowerment is sustainable and self-taught, at Bwami, like the proverb says, we teach our beneficiaries how to fish instead of giving them fish. Our empowerment is driven by limitless love and compassion for a community we at Bwami have actually lived within.

Revenue model

Bwami will run classes on how to make reusable sanitary towels in Urban areas. The learners will pay an amount to receive the lessons. The reusable sanitary towels will also be sold in Urban areas. Fundraisers will be set up in different schools. This will also act as a sensitization exercise. Bwami will also seek grants from well wishers and Organizations that would like to partner with us in areas that they have an interest in.

GTM strategy

Bwami will conduct trainings to make reusable sanitary towels and also offer already made sanitary towels at a subsidized fee of k120. What is unique about this is that not only will we be giving the target group an option of buying our product at an affordable price we will also have on offer the necessary skills to make them and also teach others. In this way our goal is achieved. Our GTM strategy is urban based as more people in urban areas are able to afford these services. The revenue from these activities will be used to fund Bwami and Chimwemwe Club .

Traction.

The recipients of Bwami and Chimwemwe Club are primarily school going children. Therefore the establishment of the Chimwemwe club being in a primary school which is a permanent meeting place provides both security for Bwami's existence and sustainability for its contuance. With a village population of 3134, the impact of Bwami is wide.



LEADERS

- Mutabi Mwale
- Chansa Mubanga
- Martha Nanyangwe

“My gender does not determine my worth”

Contact us:

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