

## Discussion on Social Market Economy as a Gateway to Entrepreneurship via Community Radios



**On 18<sup>th</sup> April, 20<sup>th</sup> April, 09<sup>th</sup> Mai, 23<sup>rd</sup> Mai and 25<sup>th</sup> Mai 2020 the Konrad-Adenauer-Stiftung (KAS) and CETA (Civic Education Forum in Tanzania) conducted radio programs to discuss the opportunities social market economy offers young Tanzanians. The programs were held at community radios in Dar es Salaam and Morogoro. The main objective was to increase awareness among youth on the economic models of social market economy and entrepreneurship.**

CETA and KAS's goal was to conduct a series of workshop that introduces the topic to youth in high schools and universities all over the country. Due to the pandemic COVID 19 CETA and KAS were not able to conduct the workshop

as planned. Therefore, radio shows were used to achieve the common objective of encouraging the youth to engage in entrepreneurship especially by developing their small businesses as well as to cultivate the culture of economic responsibility.

The activity was conducted at Times radio FM in Dar es Salaam and at Key FM 90.5 Radio in Morogoro. Each Programm had the project manager from CETA, Justin Goodluck as well as an expert present. On 18.04 and 20.04 as well as 23.05 and 25.05 the main speaker was Richard Jackson Ndila, economics expert from the Institute of Management and Entrepreneurship Development (IMED).

Konrad-Adenauer-Stiftung e.V.

TANZANIA

JANE MBEBA

MAI 2020

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On the radio programm of 09.05. the expert was Dr. Lihoya Chamwali, Lecturer at Mzumbe University .



Both talked about:

- The background of Tanzania economic model
- The concept of social market economy and its principles
- Benefits of social market economy as opposed to market and planned economy
- The concept of entrepreneurship and its Qualities
- Entrepreneurship opportunities for youth in Tanzania

Due to the active participation of listeners via calls and sms during and after the live session it can be concluded that the sessions were appealing to both youth and the general public. Through the session, some listeners were inspired to start

their businesses even without big financial capital. Many youth were interest to get a kontakt in oder to ask further questions via mobile after the session.

The next step is to organize additional radio programs that will educate more listeners. Furthermore CETA started a digital follow-up platform where interested people can ask questions and receive information on the topic.



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