

# Ingoma Nshya

A presentation by Odile Gakire Katese

Rwanda

Before the genocide, Rwandan women faced systematic discrimination and poor healthcare. Their roles were limited by the idealized notion of women as child bearers. This ideal of woman as mother had effects across different aspects of a woman life.

Immediately after the genocide, the situation of women became worst and desperate. Interviews of rape survivors revealed continuing discrimination, high rates of sexually transmitted diseases like HIV/AIDS, unwanted pregnancies, little access to healthcare and rampant poverty. All of this compounded by the shame of surviving sexual torture.

The genocide claimed so many men's lives that it left a gender imbalance that endures today. Rebuilding Rwanda therefore required empowering and enabling Rwandan women.

The genocide provided the opportunity for many Rwandan women to take the reins of their country. Rwandan women started to think of themselves differently and in many cases, to develop skills they would not otherwise have acquired.



In October 2003, women won 48.8 % of seats in Rwanda's lower house of Parliament and in September 2008, Rwanda made history by becoming the first in the world in terms of the number of women elected to parliament (56.25%)



Created in 2004, the ultimate goal of Ingoma Nshya is to **join** and **support** the social transformation that is happening throughout Rwanda by offering an **army of confident, strong and happy women.**



Ingoma Nshya – Women Initiatives is the Rwanda's first-ever women's drumming group, that have broken the taboo against women drumming and that is actively involving them in the development of culture in Rwanda.



# All are ordinary and x-traordinary people



Ingoma Nshya is comprised of Rwandan women from all walks of life who are creating a new and important female voice in the Rwandan cultural scene.





Ingoma Nshya has the twin goals of healing and women's empowerment by using positive methods to reconcile with the violent past of their country and personal tragedies.





For the women of Ingoma Nshya, culture is a driving force for their development... that allows them to emerge from the devastation of the genocide, to create a new future and to dream of new possibilities for themselves and their country.



# Inzozzi Nziza (Sweet Dreams)



Coffee. Ice – Cream. Dreams.

Rwanda is a country of contrasts – a beautiful land that is also an impoverished one: a country where the exciting strides of economic development are coupled with trauma and devastating sadness.



While conventional development initiatives are vital to Rwanda's physical wellbeing, there remains a need for efforts that boost the spirit of its people. Just as much as they need nutritious food and clean water, she argued, Rwandans need joy, leisure and laughter, as these are the ingredients of a life truly lived.





Both the drumming and ice cream projects embody the idea that Rwandans need not only the means to **survive**, but also the means to **live...** ways to **reconnect** with **joy, hope** and previously **unimagined possibilities.**





In a country of milk, Inzozu Nziza, the first ever local ice-cream, comes to spur sustainable economic growth and help to develop a fair, reliable market for Rwanda's many dairy farmers with the following objectives:



1) To become a sustainable ice-cream production/retail operation and provide a welcoming space to the community;



2) To create a consistent stream of demand for local dairy farmers and support this demand through the development of a robust market for ice cream; and

3) To train and employ economically/socially vulnerable women (genocide widows, orphans...)

Inzosi Nziza has created sustainable employment for women enabling them to afford a decent life, pay school fees for their kids, and provide health insurance shelter to family members. Furthermore, women have gained dignity and happiness.

These women had severely limited access to training and employment, but through the business, they are building skills in ice-cream production and shop operations.

Now they are full shareholders with an active, invested role in Inzosi Nziza.





## *Key of Success*

- 1) Training
- 2) Pricing Strategy
- 3) Hours of Operation
- 4) Production
- 5) Local Partnership



## *Challenges*

- 1) Infrastructure
- 2) Sourcing
- 3) Human Resources
- 4) Purchasing Power
- 5) Cultural Resistance

While we are committed first and foremost to ensuring the success of Inzozu Nziza, we are also looking ahead to possibilities of both increased product exposure, profit growth and organizational expansion, which will translate to more jobs, more dairy and a bigger economic impact.





Ingoma Nshya is **transforming** our lives in ways we could never have imagined before. And we now have the **confidence** to go on many other journeys in order to **change** our lives, and even the country, **for the better**.

Ingoma Nshya and Inzosi Nziza are visionary grass roots initiatives, project of multiple goals – healing, reconciliation, women’s social and financial empowerment.

They demonstrates the power of thinking outside the box, the power of small projects to generate big change, the courage to dream, to imagine new ways of living.

They have proven that it is possible to break down stereotypes, to combat hopelessness, to spark conversation about radically new possibilities...

# Way forward

Introducing women empowerment through **Onpaku**

## Background

- ✓ Equal access to business opportunities between men and women
- ✓ Necessity to showcase women socio-economic achievements
- ✓ Involvement of women in designing and implementing empowerment based and oriented activity
- ✓ Involvement of women in designing role model and inspiring activity to stand as reference for other women at national, regional and international level

## Concept and content of Onpaku

- ✓ Brand name: Harvest day celebration
- ✓ Crosscutting theme: Empowerment equal access between women and men for inclusive and sustainable development
- ✓ Location: Huye District ( Southern Province)
- ✓ Timeframe: August 2013
- ✓ Target audience: local and national residents, tourists
- ✓ Duration: 3 days

Day 1 : Coffee tour

Day 2 : Drumming festival

Day 3 : Party ( Harvest celebration)



## Expected outcomes

- ✓ Increased marketing skills
- ✓ Huye district is turn into a vibrant business and touristic city through added value of Onpaku
- ✓ Huye district is turn into an inspiring and showcasing success story of women empowerment
- ✓ Onpaku activity is built as an annual women world class brand event



Come and celebrate life in Rwanda  
and be part of this unique story !

ARIGATO !