

ACADEMIC INSTITUTION	NSCC Pictou
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PROJECT NAME	Happiness Now
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NEED AND AUDIENCE

Through a partnership between NSCC and the Vocational Educational Training Authority (VETA) in Tanzania, our Enactus team works with Tanzanian students educating them on the value of entrepreneurial education. According to the Tanzania Chamber of Commerce, Industry, and Agriculture (TCCIA), in Tanzania, 95% of businesses are SMEs, and they represent about 35% of the country's GDP. Tanzania is a low-income country in Africa with 27.7 million women of whom more than 60% live in extreme poverty. Students interview Tanzanian small, medium, and large business owners about their experiences with entrepreneurship, use the Business Model Canvas to create business plans and create their own small businesses on campus. Together, we work with small businesswomen who belong to a Vicoba (Village Community Bank). Through our partnership, two of the women used their investment to open a small grocery store and a livestock business. The women are now recognized by the government as entrepreneurs with legal documentation, their children go to school because their business enable them to afford the school fees; one of the women built a house. Our team has used this academic year to re-establish our relationship with our partners at VHTTI after a lull during the global pandemic. Our team created an updated Business Model Canvas and are currently planning to return to Tanzania in May to work with a new group of students and other women who belong to the Vicoba. Success of "Happiness Now" addresses 10 of the United Nations 17 Sustainable Development Goals

ACTION TAKEN

Our team created a project based on mentoring and aiding aspiring student entrepreneurs and mentoring them as they implemented micro-businesses at their campus; Students have re-established contact with the students and faculty of the VHTTI, the women of the Vicoba and our partners at the VETA through social media and video conferencing applications; we held a lunch & learn, workshop, and information sessions both on campus at NSCC and within our community to spread the word about Happiness Now; our team has been sharing a nine-minute documentary on the impacts of the initial Happiness project on social media; the team has 21 students working on the project, of which 15 have committed to traveling to Tanzania in May to continue the project; we have increased our capacity to work with greater numbers of Tanzanians directly learning about empowerment through entrepreneurship from 12 to 60

IMPACT

Because of the global Covid pandemic, our target this academic year was to re-establish our team's Happiness project and re-brand as "Happiness Now"

Focus was on providing information to our campus student body and local community to raise awareness of the impact of entrepreneurship through education at home and abroad; hosted information session with previous team members attended by nine students; interact with 12 Tanzanian students from past projects via Facebook group; established contact with the leader of the Vicoba the team has worked with in past years; hosted lunch & learn at the campus attended by 192; shared 9 minute documentary on the project via social media with 620 views;

Projected impact in May 2022 – Working directly with and educating 60 Tanzanian post-secondary students about entrepreneurship and business planning via the Business Model Canvas, taking those students into their communities to learn from other small, medium, and large business owners, hosting a week of "mini-ventures" on campus where VHTTI students will plan and run their own small businesses, following up with the 30 women in the Vicoba and supporting them with their entrepreneurial ideas through education and mentorship

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started	0	Number of existing entrepreneurs helped	0
Number of people exposed to entrepreneurship	792	Number of jobs created	0

PROJECT START DATE	September 2018
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IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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