THE RURAL WOMEN PROJECT

APMLIFYING THE RUAL WOMEN VOICES, TO SET OWN AGENDA, AND FIGHT FOR THEIR RIGHTS

BY JOSEPHINE KARANI
IAWRT KENYA CHAPTER
OBJECTIVES

- Use Mobiles/Radio /TV to amplify voices
- Empower women to tell their own stories
- Empower women to engage with leadership at county level
- Empower women to explore online opportunities and maximize on cell phone use.
- Basic Media / digital literacy for rural women
Methodology

- Identification of group
- Sharing the concept and getting their buy in
- Getting the right / effective phones
- Identifying the first ten from the group of 25
- Travel to the first meeting
The launch

- Wait until their official business is over so that formal introduction is done
- Assumptions (They know to handle phones, trust, digital literacy, etc)
- Receptive and eager to learn
- Rural setting (Hire cars, tents, seats etc)
- Full intro of IAWRT and expectations
Lessons learnt

- One step at a time – building trust
- Need for digital literacy
- Continuous engagement
- Sad for the 15 who did not get. Revisit and adjust accordingly. Build hope
- Allow experiments
Way forward

- We will have registered some impact however small.
- Need to look for more funding to broaden the scope. All essential services in Kenya have gone digital (ID, Passport, DL, etc)
- The activities have elevated their self esteem. Looking forward to direct engagement with leadership
- The stories have been carried on radio. The final documentation will go on Radio / TV / online
- Have witnessed family interest in the project so we encourage the young members to upscale the skills
- Will grow to be voices to reckon with. Good model that can be replicated across chapters
Pictures
Pictures
Screen shots

[WhatsApp conversations]

**Racheal**
Hello honourable members of Blue Light Star Women's Group. As you may be already aware, we would like to work with you and encourage you to use the online platforms for social, economic and political empowerment. We recognize your contributions in society and want to encourage you to share your inspiring stories with the wider society. But first also learn to use the digital space for empowerment. That is why we have created the group to encourage us to begin the conversation as we plan to meet all of you on 11th August at Mayi Esther’s house. Have a blessed weekend
Rachel Nakitare & Josephine Kakai

**Racheal**
Yes my dear.
Looking forward to seeing you all on Saturday

**Sarah Wanyama**
Hallow there! Is anyone around?

**Racheal**
See you all on Saturday

**Metrine Kubumba**
Hi members am having pilipili ready for sale but lacking market help me to find one thanks

**Felstus Natembeya**
Give it to members and they will pray for you but I don't eat dear

**Racheal**
By the way Mwalimu do we have a Facebook account?

**Nipo**
Give it to members and they will pray for you but I don't eat dear

**Metrine Kubumba**
😊😊😊...which type, put a picture here. If you will still have some when we meet, I will take.
Screen shots

WhatsApp Chat:

BLS Group

1. +254 716 210919
   ~konshenskay12
   Mayi Sarah's idea of getting land in Ndivisi is the best. Can we get the land before the next meeting?

2. +254 710 483258
   ~STELLA MAKONA
   If we have a member with leasable land we can be more advantaged.

3. Luka Jnr
   By the way, members, do we have any member who may be willing to lease land to the group? We will really appreciate.

4. +254 716 210919
   ~konshenskay12
   If we want to plant sugarcane as madam Metrine's suggestion, how is the land between Murembe and the former assistant chief - Sarayi?

5. +254 712 159937
   ~Metrine Kubumba
   Mama yetu amenyamaza sana we really her views otherwise naona kama Lucas is the right person to inquire for the group (land) the earlier the better guid day to all.

6. +254 719 507175
   ~Joash Ngvilo
   Chairlady, kindly please, put us on the right track.
Screen shots

BLS Group
Luka, Racheal, +254 707 261326, +254 7...

SEPTEMBER 19, 2018

+254 707 261326
~Juliana Wekesa

I thank you for the idea but let's meet all and discuss.
07:34

In the next meeting at Grace's house.
07:36

+254 707 261326

I thank you for the idea but let's meet all and discuss.

Muriena👉 when is the meeting at Grace house?
07:46

+254 712 159937
~Metrine Kubumba

We are fine mum it will be on 13th sat👏
07:50

+254 712 159937

We are fine mum it will be on 13th sat👏

+254 707 261326

~Juliana Wekesa

I thank you for the idea but let's meet all and discuss.
07:45

In the next meeting at Grace's house.
07:36

+254 712 159937
~Metrine Kubumba

We are fine mum it will be on 13th sat👏
07:50

October? Asante
08:19