

Connecting the dots

Stories of change: Young Women in Local Economic Development

Fresh footing for freezit business

Summary

Evalyn Mubanga, freelancer and businesswoman, Mporokoso, Zambia
Project involvement: Young Women in Local Economic Development network and workshops

The seasonal nature of a business selling freezits meant that young businesswoman Evalyn Mubanga was looking for ideas to expand her business to make it more sustainable. Evelyn found that the support and knowledge she receive from the Connecting the Dots project gave her the ideas and impetus she needed to take things forward and make the most of any opportunities that come her way.

Background

Evalyn Mubanga lives in Mporokoso, Zambia. After completing secondary school in 2016 she found work as a freelancer for a local radio station and set up a business selling freezits about which she is very passionate.

Aims

As the situation around Covid is getting more under control, Evalyn now wants to expand her freezit business and buy a machine so that she can make them herself, and hire others to work for her as the business expands, thereby also creating employment.

One of her challenges is that the freezit business is seasonal, and the weather has a big impact on sales, with sales seeing a significant increase in hot weather. Evalyn was looking for guidance and support to tackle the challenges she was facing.

How the CtD project has helped

The project helped Evelyn to expand her knowledge in many different area and gave her new ideas about her business so that she can try a range of approaches so that if one fails she has alternatives on which to fall back. She says that some project activities called for a lot of commitment and patience when working in group dynamics, giving her a new outlook for a positive approach to work..

Evalyn says that the knowledge she gained from the Connecting the Dots project has helped her see the need to expand her business. In taking thing forward she has had the support of her family and friends as well as other members of the project network.

“The Connecting the Dots project has been an awesome experience, meeting with different youths from different towns and countries through the dialogues to share knowledge has been uplifting,” says Evalyn.

Impact

Being involved in the Connecting the Dots project has had a big impact on Evalyn who says it has not only been a great opportunity but it has encouraged her more actively to take up opportunities when they arise. She has also found it stimulating and rewarding to see other young people doing well and developing.

“I never knew i had a say in governance issues or could take a stance where elders are standing for positions in governance,” comments Evelyn.

“I think I have now been exposed to the issues, I am now confident and able to articulate issues effectively,” she said.

Looking ahead

Evelyn would like to see more capacity building support given to young women who want to take up political leadership positions, particularly in view of the low number of woman who participated in the recently run local elections in Zambia. however YWILG will add to the number of women to stand in positions.

“The project has had a positive impact on various stakeholders including local authorities, young people and women in business. It would be great to scale up interventions such as mentorship despite the project coming to an end,” concluded Evalyn.

