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By Arusha Times Reporter

## **Marketing move Registers Success in Arumeru**

A programme known as Agricultural Marketing Systems Development (AMSDP), being executed under the Prime Minister's office, is reported to have recorded major achievements in Arumeru district. Being carried out in Northern and Southern Zones of Tanzania, the programme has been designed specifically to integrate smallholder farmers, traders and processors into the rural market economy and increase returns from agricultural produce and other market related activities.

In Arumeru district, where the programme has been implemented through a local organization known as Traditional Irrigation and Environmental Development Project (TIP) as Partner Agency (PA), it has enabled the small-scale farmers, traders and processors to diversify production and participate aggressively in an improved marketing system. Speaking before the TIP's board of trustees and AMSDP coordinators during their one-day visit at various villages in Arumeru, most of cooperative societies leaders said TIP's market access and agro-enterprises development was a viable component for them in improving their income.

Mariam Massawe the chairperson of cooperative society known as Ikunda Dairy Farmers Society (IDAFASO) said that at the moment her group has started to jubilate the fruits of the TIP's intervention, as they have been able to secure permanent customers of their products.

Another cooperative society known as Aranga also acknowledged TIP intervention, saying it was not easy for them to link with financial institutions before the training provided to them by TIP.

"But training has opened our eyes on how to solicit funds from different financial institutions by using a business plan" said the Aranga group chairman Fanuel Nko.

"The project which started in January this year will have a number of benefits which are obvious first of all, as it has overcome employment crisis in the respective rural areas around Arumeru district where job opportunities are rare" contended Nko. The second benefit of such project according to him is that of raising the income of majority of rural folks who are living on subsistence below the poverty line.

"If AMSDP project through TIP is widespread in all rural areas in our country, could be the panacea of eradicating poverty in Tanzania and taking us off from the humiliating position of being among the poorest nation in the world" said the Nkoaranga village chairman John Pallangyo. He further said that such a project could also help so much to reduce the rural-urban exodus of jobless youngsters, fleeing from unbearable rural conditions.

Commenting, the TIP acting chairperson Bernedette Kinabo said TIP believes that it is only the poor themselves who can shape their lives through identifying constraints and opportunities.

In the rural areas, Kinabo said the main problems leading to poverty are not completely a result of a lack of resources, but knowing how to mobilize and use them to improve sustainable livelihoods.

According to the TIP's Director, Dr. Kawa, Traditional Irrigation and Environmental Development Project (TIP) was established in 1988. It was a result of research conducted by the irrigation department of the Ministry of Agriculture in 1987/88 under the "Freedom from Hunger Campaign" and the Netherlands Development Agency (SNV).