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Eugene, OR 97405 USA

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## ADVENTURE AID REPORT ON THE SIHA DISTRICT JANUARY 2007

Adventure Aid (AA) is a U.S. NGO whose mission is to bring together people who have skills, knowledge and energy with sustainable community programs and projects. Along with the volunteer work is an ecotourism experience in the surrounding area.

### **ADVENTURE AID PRINCIPALS:**

- Jonathan Levy MD, retired doctor, Chairman of the Board of AA,
- Janie Thomas, wife of Dr. Levy, secretary of AA,
- Bruce Klepinger, owner and founder of IBEX Expeditions, President of AA,
- Ben Moseley, member of the advisory board of AA and owner and founder of ALPHASHOP, an internet consulting company.

### **OREGON CONNECTION:**

- Cleven Mmari, son of Mr. P.T. And Mrs. Mmari. He is part of the Computer Support Services at the University of Oregon.

### **SIHA DISTRICT:**

Siha district is a new governing district formed in July, 2005. It is located in an area of remarkable beauty on the plateau between Mt. Kilimanjaro and Mt Meru in Tanzania. It is a 20 minute drive on good roads from Mt. Kilimanjaro International Airport. Sanya Juu is the principal town of 12,000 people in the district of 120,000 people living on an area of 1158 sq. kilometers.

This assessment was made in January, 2007. The AA team visited 2 primary schools, 1 secondary school, The Kimbongoto district hospital, a Catholic Church supported dispensary, a vocational training center for out of school orphans, a Lutheran Church supported school for



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disabled children and Sabuko Village and Ndarakwai Ranch. In addition Ben visited the Bustani House and the new township site and worked in a primary school teaching English. We also drove to the Londorossi Gate of Kilimanjaro National Park and Tarangire National Park. We interviewed Mr. Guilliard Mmari, DC Anna Rose, Mr. Temi, Mr. Peter Jones and multiple teachers, doctors and health providers in the community.

Mr. Guillaiard Mmari, acting District Executive Director, told us that the main goals of the community in order of importance were:

1. Improving education
2. Improving Health and health care
3. Alleviating poverty

Mr. P.T. and Mrs. MMari talked to us about their community projects.

Mr. Temi and Mr. Peter Jones told us about their ideas for future economic development. The teachers and doctors discussed their respective areas.

It was exciting to see that several possible projects we identified fit with the district's goals.

In the area of education, there is a desire to have teachers from our community to train local teachers in new techniques and skills, especially in the areas of English proficiency and computers use. Lack of supplies and books and desks was evident at the schools we visited. Cleven MMari has already set up an internship program with the U. of O. and we hope to expand it. Physical education program was also requested, especially sports for both boys and girls.

Health/ Medical - First there was a request by the doctors at the hospital to have a specialist come to train them to perform tubal ligations and other family planning techniques. Also there were requests for an ultrasound machine, training to use it, an additional surgical kit for tubal ligations and head lamps.

Second was a request for an AIDS educator to present a seminar for doctors, health providers and teachers and bring AIDS education materials for distribution. At this time it is not known



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what the incidence of AIDS is in Siha and which direction this epidemic is going. One disturbing fact was that in one primary school with 450 students then were 100 orphans, the vast majority were the result of AIDS. Setting up a regular random testing program for HIV would be very helpful to monitor the trend of AIDS infection and to assess the effectiveness of prevention and educational interventions.

Third was a request for training of the clinicians at the hospitals and dispensaries in treating non infectious diseases.

Fourth was request for a physical therapist to train teachers and community people at the school for disabled children on transferring techniques and basic mobility exercises. There is also a need for more P.T. equipment at this facility.

For each of these potential projects an AA project application has to be filled out and then the details can be fine tuned after we have further discussions and find an appropriate volunteer. Adventure Aid is a new organization. We feel that it is best to start slowly with 1 or 2 simple projects see how we work together to make it a positive experience for all parties. Adventure Aid does not have money or equipment to donate to the projects.

## ECONOMIC DEVELOPMENT AND TOURISM

Along with education, poverty reduction is best approached by developing a tourism industry which will generate revenue for the district to support infrastructure and community programs and create job opportunities and training in the hospitality and guiding industries. One word of caution, economic development and tourism can cause more harm than good if it is not done properly. [See appendixes]

While it is outside the mission of Adventure Aid and we acknowledge our lack of expertise in economic development, we wish to give you our assessment of Siha District and offer several



recommendations for your consideration. When assessing an area it is important to identify its positive and negative attributes.

### POSITIVES

1. The people of Siha are your most important asset. We came away from your community with the sense that the leadership both in the public and private sectors are committed to making a great improvement in the lives of its citizens. The people themselves showed us their friendship and opened their hearts to us. They remain “unspoiled”.
2. Siha is a new district which can fashion itself in the way to maximize its opportunities.
3. Location
  - A. Siha is in the center of a recreation and tourism destination.
  - B. It is the nearest community to the Mt. Kilimanjaro Int. Airport.
4. There are opportunities for economic development with land availability and potential tax incentives.
5. A transparent, honest government. This needs to be demonstrated. Corruption and lack of government cooperation will greatly hurt economic investment and development.
6. Strong agricultural and timber industries.
7. A new town site which could be a showcase for the district. We may be able to find people interested in the planning and development of this project.

### NEGATIVES

1. Being a new district there is a current lack of infrastructure and government employees to address the issues and needs of the community.
2. Lack of enough people with written and spoken English skills
3. Lack of internet connections
4. Lack of tourist quality accommodations and restaurants
5. Lack of people trained in the hospitality industry.
6. Lack of worldwide recognition of the potential of the Siha District.



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7. Lack of businesses that add value to the raw materials [wood coffee, fruit] produced locally.
8. Poor roads and a squatter's community near the Londorossi Gate.
9. Lack of an arrival and departure Hotel /Hostel near the gate.
10. Frequent electrical power outages.

With these points in mind, the following are our recommendations:

Develop a master plan for the district with short [<6 month] medium [6 month to 2 yrs.] and long term [2 to 5 yrs.] goals in the following areas:

- A. Government infrastructure
- B. Budget and tax base planning
- C. Education especially in English and computer skills
- D. Health – access, quality, Aids education and prevention, family planning.

Economic Development –

1. Facilities, businesses and training in the tourism area, possibly designating a person to be the business development coordinator. Encourage and support people like Mr. Temi and Mr. Peter Jones who have unique visions that can make Siha District a major tourism destination and be an example for public / private partnerships for the region.
2. Marketing
  - A. Add Kilimanjaro to the Siha District name. It will give it international name recognition.
  - B. Develop a web site and a web marketing program
  - C. Written brochures and tour guides and maps
  - D. Promotional Video for potential investors
  - E. Contacting the “Lonely Planet” and other tour books.
3. Develop sustainable agriculture and grazing practices in the light of global warming with a hotter, drier climate.



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- A. water catchments and storage facilities
  - B. Develop value added businesses for agricultural produces [roasting coffee call it Siha -Kilimanjaro Coffee and it will be a marketing tool for your community] dried fruit, lumber mill and manufacture of wood products.
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- 4. Develop a small business micro loan program.
  - 5. Improve the roads to Londorossi Gate and to the north entrance to Arusha Nat. Park.
  - 6. Set up a Siha / Kilimanjaro Foundation for charitable giving
  - 7. Set up a Swahili language school for tourists
  - 8. "Sister City" partnership



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## “GREEN” TOURISM

The term “ecotourism” was coined in the 1980’s to signify new type of tourism that was more sensitive to the environment. Unfortunately now this term is more about marketing than substance, making it an essentially meaningless word.

Every time people from different cultures and backgrounds meet, the encounter affects both parties and the environment. One of the goals of “green” tourism is to create a positive interaction and to minimize the negative impart to the local people and their surroundings. One way to do this is to educate the tourist about the cultural differences and to encourage them to act and dress respectfully.

Many “ecotourism” companies pay their guides and staff very little salary with most of the income going to the tour operator. “ Green” tourism supports a “living wage” for the guides and staff also gives a certain percentage of the company’s income to help local communities and their projects. Tourists are encouraged to visit these projects and to make a donation to them. “Green” tourism supports lodges and other facilities that are also supportive of local programs.

“Green” tourism emphasizes “minimal negative impact” on the environment by using bio-diesel or hybrid vehicles whenever possible, clean burning stoves and lanterns and biodegradable or reusable supplies. Green companies carry out all non biodegradable waste materials and recycle / reuse them when possible.



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## “GREEN” DEVELOPMENT AND INVESTMENT

In many areas, both in America and Africa, communities are so eager for investment and development that they give large tax breaks and other incentives to the developers and then the communities receive very little in return. In some cases the local population and the environment suffer.

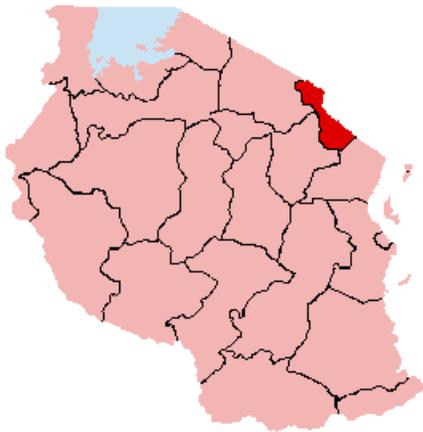
“Green” development and investment strategies include: [1] A public – private partnership to protect the community’s interests and to be involved in all aspects of the development processes. [2] Provide training on all levels of management and operations of a development. [3] Pay good wages to the workers. [4] When possible utilize local labor, materials and suppliers for construction and maintenance. [5] Use energy saving methods [solar power] , water collecting and heating for conservation. [6] Preserve, enhance and restore the surrounding environment. [7] Designate a certain percentage of the development’s income to support community projects.

To encourage and attract this type of investment, which may seem not to offer as much potential return for the investment as conventional projects, the local government needs a land and business development plan outlining potential building sites, permitting process and fees and contact administrative personnel to help expedite the project. It should also be made very clear from the beginning that graft, bribery or coercion will not be tolerated from government officials and private contractors.

January 27, 2007

**Re: Adventure Aid, Inc. Exploratory Trip  
Community Visitation, January 18 – 24<sup>th</sup>, 2007**

Siha District (formerly part of Hai)  
Kilimanjaro Region, Tanzania



At the request of the District Commissioner, the following is a brief overview of the people met, places visited and topics discussed during the recent exploratory trip to the newly formed Siha District by members of the Adventure Aid organization.

Please note, not all information has been processed at the time of this review. A formal report is to follow.

*Prepared by: Ben Moseley*

Attending:

Dr. Jon Levy & Janie Thomas (cleotl@aol.com)

Bruce Klepinger

Ben Moseley (bmoseley@alphashop.com)

Arranged by: Guilliard Mmari (*Acting* District Executive Director)



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Thursday, January 18, 2007

**Organization: Lawate Primary School**

*Contact(s) and topics not available at time of review (n/a)*

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Friday, January 19, 2007

**Organization: Vocational School (Assisted by World Vision)**

*Contact(s): Mrs. Mmari, Mama Rama (n/a)*

Topics Discussed:

Sewing/ Carving/ Restaurant/ Embroidery/ Computer Training

**Organization: Lomaka Primary School**

*Contact(s): Flora Masawe – Head Master (f\_mass1955@yahoo.com)*

Topics Discussed: Teacher & Student Training

Technical Training (computers), Physical Education, AIDS/HIV Prevention, Teacher Seminars, English Competency

**Organization: Kibongoto National Tuberculosis Hospital**

*Contact(s): Dr. R.A. Mcharo (richardmcharo@yahoo.com) 0754 77 1864*

*Dr. John Kissima 0754 57 0733*

Topics Discussed:

On-going educational seminars, “Nurse Practitioner”/ Clinician training around diagnosis and treatment of non-communicable diseases, HIV Education (teachers and medical personnel), Reproductive Health, Contraceptive Methods, Family Planning, Tubal Ligation Training, Ultra Sound Training, Internet related training (email, web)

**Organization: Oshara Secondary School**

*Contact(s): Mr. F.F. Kiwia (Head Master)*

Topics Discussed:

Mr. Kiwia reviewed their plan to expand the campus including; classrooms, administration block, sanitation, girl’s hostel, conference hall, computer room, library. Also, training for the staff and how much community involvement there is for the construction project.

**Organization: Kilari Health Center (Catholic Clinic)**

*Contact(s): Sister Lucy Anna, Sister Lucy Maria*

Topics Discussed:

Toured Dental Unit, Maternity, Pediatrics, Wards, etc. Two Ultra-sound machines, EKG machine. The clinic was very well equipped compared to the hospital.



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**Organization: Lutheran's Women's Center**

*Contact(s): Mr. Nasari*

**Topics Discussed:**

Possible location for training seminars and/or facilities for boarding. Several houses, main dining hall, conference area, generator.

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Saturday, January 20, 2007

**Review with local business contact Mr. Teme**

**Topics Discussed:**

Volunteer oriented projects (health, education, poverty reduction through economic development), accommodations for volunteers, tourism (making Siha a "destination"), investment opportunities and government support.

**Organization: Kilimanjaro National Park; Londorossi Gate**

**Topics Discussed:**

Exploring potential of increasing the number of visitors/climbers that enter (Aug 06 – Jan 07; 437, 664, 353, 90, 369, 310 respectively).  
- Along the way we met Siha District Counsel Chairman, Mr. Daniel Sandewa

**Review with District Commissioner Anna Nyamubi**

Ann Nyamubi - DC Siha

Mobile- 0784 583636, anyamubi44@yahoo.com

**Topics Discussed:**

Reviewed information to date and Ms. Nyamubi added a needed emphasis for Youth Programs and Agriculture Programs. Additionally, we discussed relationship building opportunities (for both volunteers and development financial partners), the new district township currently under development, a computer network project, and possibility of a "sister city" program.

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Sunday, January 21, 2007

**Organization: Local Lutheran Church**

*Contact(s): Pastor*

**Topics Discussed:**

Building of a new church and youth area.

**Organization: Tarangire National Park**

**Topics Discussed:**

Visit to local national park; experienced road conditions and park accommodations including Tarangire Safari Lodge.

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Monday, January 22, 2007

**Organization: Sabuko Village**

*Contact(s): Fidelis Olekashe (District Party Secretary)*

Topics Discussed:

Project of renovating the facility into a hotel. Coffee farm, learning environment for farmers, accommodations for visiting volunteers.

**Organization: Ndarakwai Ranch**

*Contact(s): Peter Jones (Owner)*

*<http://www.ndarakwai.com/>*

*[ndarakwai@aol.com](mailto:ndarakwai@aol.com)*

Topics Discussed:

Ranch: Eco-tourism, Migration route for animals, testing different environment management methods for reclaiming land and sustainability, would like to be a model for others learn, employment and skills training for locals, Elephant Research Project, Reducing Human/wildlife conflict, reducing community poaching and over-grazing, vegetation study, use of local resources for development, alternative energy, alternative foods (fish farming), water systems (filtration & heating), alternative technology (solar lighting), field trips for schools to learn about tourism & wild life management, paper making development.

**Organization: Summit Access (roadside restaurant)**

*Contact(s): Edward Martin Limo (owner)*

Topics Discussed:

Development of restaurant and Internet café, gifts/souvenirs, coffee/espresso, dried fruits, green salads, cheeses, international newspapers, simple foods (paninis), maps/guides, tourist center.

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Tuesday, January 23, 2007

**Organization: School for Disabled Children**

*Contact(s): Pastor Leban Kileo*

Topics Discussed:

Decon's training school (Northern Diocese Church of Evangelical Lutherans), School for physically disabled children, government now providing 2 teachers, shortage of Physical Therapists/ Equipment, Polio problems, Guest houses (one of which the DC is currently renting).



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**Review w/ Mr Teme & Anna Nyamubi (DC)**

Topics Discussed:

Summary of information to date.

- Development of a District Profile to include area assets/resources and services
- Idea for renaming of district to include "Kilimanjaro" to provide instant location recognition and marketing value.
- Reiterated value of Siha becoming a tourist "destination." Including economic development of local resources (land and people) to "green" tourism concept, hospitality infrastructure/training, English competency, guide training, tourist agency, land reclamation, getting into "Lonely Planet" tourism book, area borders Serengeti, Arusha National Park, etc.
- 200 acres allocated for new district township
- Sports programs to be developed for community as well as schools

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Wednesday, January 24, 2007

**Organization: New Township Area**

*Contact(s): District Commissioner Anna Nyamubi*

Topics Discussed:

- Visited housing developed (including DC's house) and DC Office. Reviewed community plan; layout of area including residential, government, commerce district, market, schools, health, etc. Ideas to capture rainwater, add pedestrian/ bicycle routes, add corner markets/ one-stop-shops, farmers market away for highway.
- Up to 600 acres available for development; land given w/ requirement to develop w/in 3 years.
- Need landscape planning,

**Organization: Bustani House / Bonde la Chemchem**

*Contact(s): Eric and Maddy Ng'maryo (bibidjedje@yahoo.com, eric@eoltz.com, semaericbabu@yahoo.com )+255 784-520254*

Topics Discussed:

Women's Project : Community based economic development. 8 project centers

- Mushrooms
- Processors (solar drying, etc.)
- Home based projects
- Catfish – Planting 2000 Trees – Natural spring restoration
- Tree Planting Group
- Organic Farming
- Hibiscus Group – Wine, Jam, tea
- Community Stores
- Substitute cash crops and combat malnutrition; inspire people that rural living can be good rather than moving to the city to make a living.