



NOSILALE SOPIA CASE STUDY

In early 2024, Nosilale Sopia, from the village of Mondorosi. took a loan of 300,000 TZS (approx. \$120 USD). She grew up working as a labourer fetching water for people and selling clothes in the weekly markets so that her children could have the essentials of food, books and pens. Once she had been trained by Engishon on business and financial matters, she decided to stop fetching water for people, and use her new capital to grow her own retail business. Now, her business income has grown, and her profits have increased. Her children are also eating well and wearing prized school uniforms, bringing greater dignity and respect to their entire family.