



AN ACCOMPLISHED BUSINESS WOMAN: THE STORY OF NOORKIDOTI

Noorkidoti Silala Makesen is the Treasurer of the Omomo Group and a proud pastoralist woman. Entrusted with safeguarding her VICOBA group finances, Noorkidoti is the caretaker of funds and a strong symbol of women’s economic empowerment, resilience and leadership in her community.

Before Engishon Microfinance Limited reached her village, Noorkidoti, like many others, struggled to make ends meet, but when Engishon arrived, everything changed. Through the Omomo Group, Noorkidoti and her fellow members received business, entrepreneurship and financial literacy training, after which they qualified for a loan of 6 million TZS (USD \$2,400). With this capital injection from Engishon, 8 of the strongest VICOBA members were selected by their group to receive VICOBA loans of TZS 700,000 (USD \$280) each.

With her share, Noorkidoti decided to invest in a small trading business, buying bananas, rice, sugar, and other essentials to sell at the local market. This investment marked the beginning of a more stable life. Noorkidoti soon became the family breadwinner. *“The income I generate helps me cover some of my children’s basic school needs, such as buying exercise books and pens,” she shared. “Although small, this step has been very meaningful for me as a mother and a businesswoman.”*

Despite her progress and achievements, Noorkidoti has had to overcome societal obstacles along the way. She tells us, *“One major challenge I still face is a lack of trust from some men, who hold the belief that women are not capable of running businesses. Despite this, I remain determined and continue pushing forward without giving up.”*

Noorkidoti’s dreams have grown too. She envisions a future where women like her can access larger loans, expand their businesses, win tenders, and become powerful suppliers in their own right. Today, Noorkidoti stands as a mother, an accomplished businesswoman, a leader, and a role model for other pastoralist women in her community.

“Engishon has truly brought positive change to our lives, and I believe it can help many more women improve their lives and livelihoods.”

