



Benki ya Maendeleo  
ya Kilimo Tanzania

*"Benki ya Wakulima"*

A large graphic with the text 'NANE NANE CELEBRATION' in white and green. A green leaf icon is positioned above the second 'N' in 'NANE'. The background is a dark green rectangle with a yellow diagonal line.

# NANE NANE CELEBRATION



SIMIYU, AUGUST 2020





# NaneNane Celebration

The Nane Nane celebrations are among many vibrant public holidays in Tanzania, held on 8 August of every year, the national event intends to celebrate and recognize farmers' contribution in our economy.

TADB Bank as an apex national level bank for agricultural transformation in Tanzania, holds the Nane Nane celebrations close to its heart as a unique opportunity to showcase the bank's role in transforming agriculture, create opportunities for farmers and other stakeholders to exchange knowledge as well as business.

This year's celebration theme focused on the need to have strong leaders for better transformation in the sector. The theme was tamed

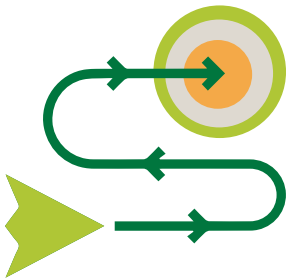
**“ Kwa Maendeleo ya Kilimo,  
Mifugo na Uvuvi Chagua  
Viongozi Bora 2020 ”**

to sensitize opportunities for crop growers, fisheries, livestock, cooperative unions to increase productivity through the use of technology to promote economic growth, food security and reduction of poverty.



## What transpired?

The engagement between TADB staff and visitors in the booth at the Nane Nane grounds was very high. Key activities included answering visitors' queries, sharing developments that we have made a bank as well as capacity building.



## Seeing is believing! TADB Beneficiaries displaying their products





The key highlights were our customers, beneficiaries of the Bank, such as TANICA Instant Coffee from Kagera, DAG Farm who showcased their processed milk (Mara-Tarime), Busega Fishing Association who showcased their Sardine (Dagaa) Products, Rochlunzu Limited, a packaging factory from Shinyanga, Kahama and SHELEMIA, who demonstrated their horticulture produce. Visitors in our booth were intrigued by the way; our beneficiaries were supported and transformed their services through the Bank's support.







In effort to build the capacity of the Agricultural Marketing Cooperative Society (AMCOS) leaders in areas of good governance, law of contract, finance, loan management as well as TADB products and services; TADB identified 26 AMCOS in Simiyu eligible for a two (2) days capacity-building program. The selected AMCOS are those strong one involving in cotton production and has been recording satisfactory performance. Through the program, the bank had an opportunity to collect customer needs. So far, over five (5) AMCOS have shown interest in tractors financing!



## High Profile Visits that left a mark



Our booth was visited by High Profile visitors and public figures, local administrators, ministerial and presidential visits. Here are some of the visits that left a special mark in our booth!

### Day 01

A visit by Vice President Hon. Samia Suluhu. She inaugurated the Nane Nane fair and passed over the TADB Booth and had an opportunity to be provided with information about the bank's services and beneficiaries.





## Day 02

A visit by Regional Commissioner Hon. Anthony Mtaka visited our booth acknowledging the high professionalism spirit among TADB management.



## Day 03



We scooped an Award from the Ministry of Cooperatives given by the Guest of Honor Hon. Angelah Kairuki Minister of State, Investment to TADB for its support to cooperative sector.



## Day 05

A visit by Minister for Trade Hon. Innocent Bashungwa. Among other discussions held; there was a request by beneficiaries to have the Bank fast track and ensure payments to SHFs for coffee receive their timely payment.



## Day 06

Minister for Livestock and Fisheries Hon. Luhaga Mpina visited the TADB booth and managed to obtain introductory and explanatory details on our services and beneficiaries including how the Bank is supporting the Diary and Livestock compared to other agricultural activities.





## Day 07

A visit by the Governor of Bank of Tanzania Professor Florens Luoga who was provided with information on how the Bank has positioned itself to support SHFs across the country.







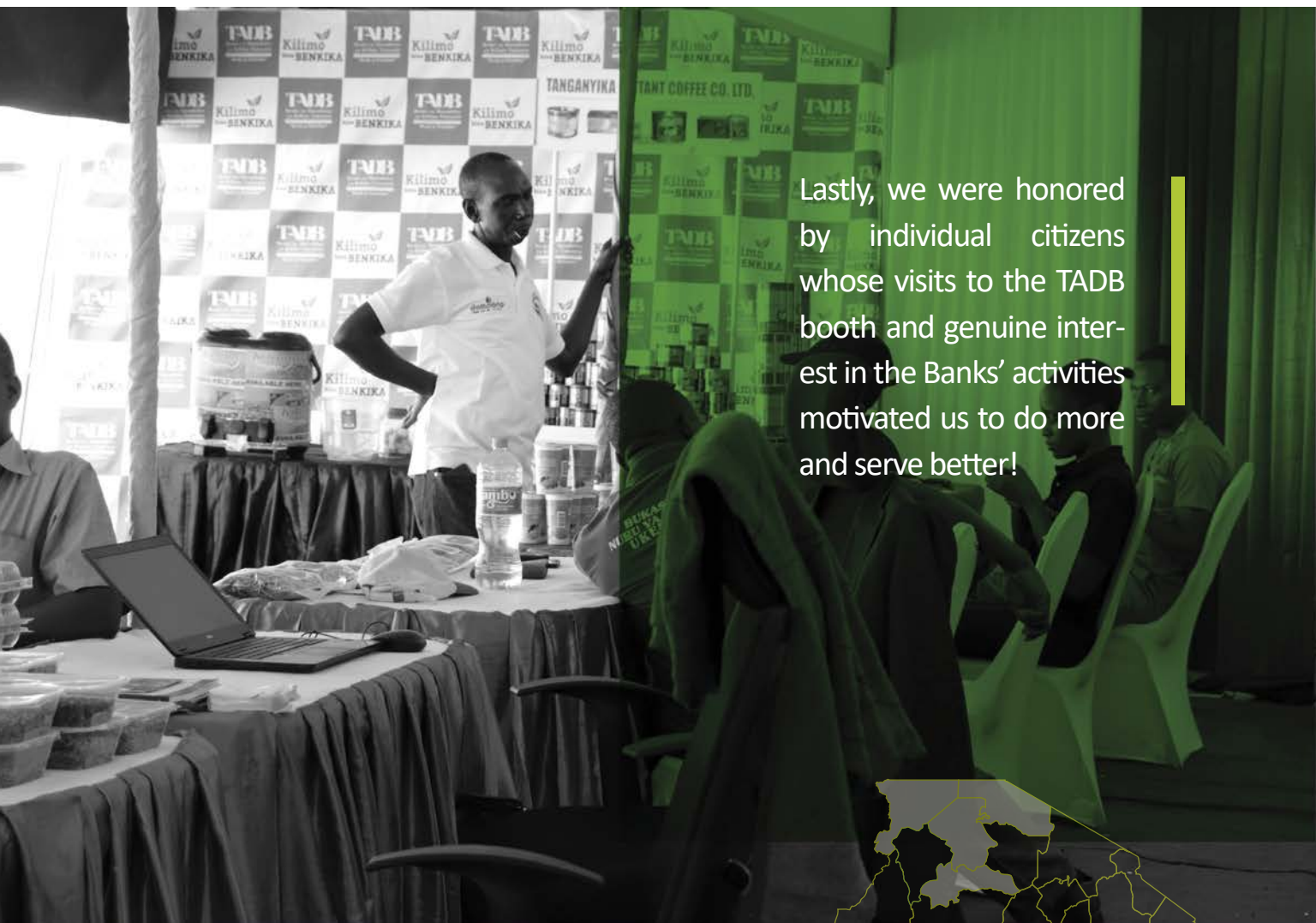
The Minister for Planning and Finance Hon. Dr. Philip Mpango visited the TADB Booth and applauded the work that has been so far done by the Bank reaching out to the farmers across the Country.

in addition, the Guest of Honor, Prime Minister accompanied by Ministers for Agriculture , Minister for Livestock and Fisheries , Minister of Planning and Finance with their respective dignitaries and regional Commissioners from Shinyanga, Simiyu and Mara visited our booth and acknowledged the good work done by the Bank so far, and heard testimonies from beneficiaries.



The visits did not end there; the Minister of Agriculture Hon. Japhet Hasunga visited the TADB booth with our Managing Director and inaugurated the Tractor lending to Mrs. Pili a TADB Loan Beneficiary from Biharamulo District, throughour Partner LonAgro Mwanza.





Lastly, we were honored by individual citizens whose visits to the TADB booth and genuine interest in the Banks' activities motivated us to do more and serve better!

## Special Recognition Lake Zone Team

We want to take this opportunity to recognize the Nane Nane 2020 organizing committee that work tirelessly to ensure we have a successful event. The team comprised of Zone office staff members and a few selected staff from Head Office. Here is a list of Nane Nane 2020 organizing committee members who contributed to the success of the event.

Lake Zone Team Lead by Mike Granta, whose leadership, persistence and dedication enabled the team to complete the coordination and ground-work at Nyakibinda Stadium, ensured that we had key stakeholders and beneficiaries to showcase what the bank has done. A special mention for Ms. Jacqueline Mnyanga whose effort to drive business lead to Tractor lending to Mrs. Pili, a TADB Loan Beneficiary from Kagera Region.





# Southern Highlands Zone Team

Southern Highlands Zone Team lead by James Mwakilima, whose dedication and insight made it possible to have similar successful activities in the Southern Highlands Zone.



## Head Office Team

A special mention for Ms. Janeth Urio, Nane-Nane 2020 Project Team Coordinator for her persistence, resilience and excellent performance in preparing and executing the project activities. Janeth demonstrated team work and was instrumental in driving the PR agenda for the bank especially through her contacts with key stakeholders in Government and Government institutions.

Mwenze Kabinda provided the team with positivity and energy while giving his all in ensuring that our booth is set up and all technology requirements met at Nyakibinda Grounds, he made sure our social media coverage was up to par and supported the customer service desk.

Ms. Nyamakale Malloda and all support staff whose responsiveness and flexibility ensured team members smooth logistics arrangements.

The Head Office Team was led by Mzee Kilele and Noelah Bomani-Ntukamazina, whose support in creating the project plan and activities was instrumental in getting the ball rolling and of course the TADB Management Team who supported the organizing team initiatives.





# Kilimo kina **BENKIKI**


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