



# NEWS FLASH



## Mukono Women's Day celebrations

On the occasion of International Women's Day, the Uganda Small Scale Industries Association (USSIA) took a step to honor and celebrate the incredible women contributing to the growth of small-scale industries across the country. The national chairperson for women, along with the women's desk from the Mukono district, visited six remarkable women entrepreneurs to recognize their efforts, inspire others, and celebrate the resilience and determination of women in business.

The visits, which took place on March 8th, were a testament to USSIA's commitment to empowering women in the business community. The women entrepreneurs, each with a unique story of struggle, perseverance, and success, were delighted by the visit, which not only provided them with much-needed recognition but also an opportunity to share their experiences and challenges with the leadership of USSIA.

## Arua Women's day celebrations

The Arua women organized a vibrant and powerful march in Arua, where women entrepreneurs proudly paraded through the streets, showcasing their solidarity and strength. The march, which took place on March 8th, was a significant event highlighting the role of women in small-scale industries and their pivotal contribution to the country's economic growth.

The participants walked with pride, symbolizing their collective empowerment and the recognition of women's achievements in business.

As the march concluded, participants gathered to reflect on the day's significance and reaffirm their commitment to supporting each other and continuing to grow their businesses. The event was a strong reminder that women's contributions in business deserve to be celebrated every day, not just on International Women's Day.





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## Masaka Women's Day celebrations

In a remarkable display of solidarity and compassion, members of the Uganda Small Scale Industries Association (USSIA) gathered in Masaka to celebrate women's achievements and the spirit of giving back to the community. The event, which highlighted the importance of women's empowerment, culminated in a Corporate Social Responsibility (CSR) initiative focused on blood donation.

The initiative, spearheaded by the women of

USSIA and their counterparts from the Masaka Women's Group, aimed at addressing the ongoing blood shortage in the region's hospitals. The blood donation drive not only reinforced the significance of women coming together to make a meaningful impact but also showcased the leadership roles women can assume in societal well-being.

## Sironko Women's Day celebrations

In an inspiring display of community service and women's empowerment, The women in Sironko performed a Corporate Social Responsibility (CSR) initiative led by the women of Sironko, who took on the monumental task of cleaning the Mutufu Local Market. This initiative aimed not only to beautify the area but also to promote hygiene and sustainability within the community.

This CSR effort went beyond simply tidying up the market; it was designed to promote sustainability and long-term environmental care. Women who participated in the event were encouraged to adopt eco-friendly practices, such as reducing plastic waste and reusing materials, to further enhance the environmental impact of their work.

Through such initiatives, they continue to inspire others and contribute to the growth and prosperity of their communities.



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## Women's day celebrations in Kampala

Uganda Small Scale Industries Association (USSIA) recently celebrated women's achievements in Kampala with a vibrant day of sports and education. The USSIA women's celebration brought together women from various sectors for a day filled with friendly competition, fitness, and personal development. The event featured thrilling netball games and valuable personal hygiene training sessions, aiming to promote physical health, women's empowerment, and community well-being.

The games were not only about athletic performance but also about fostering a sense of community and collaboration among women. As the teams competed, they cheered each other on, celebrated their victories, and supported one another through the challenges of the game.

In addition to the exciting sports activities, the USSIA women's celebration also focused on personal hygiene education. Understanding the importance of maintaining good hygiene for both physical health and self-esteem, the event included a series of informative training sessions aimed at equipping women with the knowledge and skills they need to take better care of themselves.

The personal hygiene workshops, led by healthcare professionals, covered a range of topics including menstrual hygiene, proper handwashing, skincare, dental hygiene, and maintaining general cleanliness.

As women in Kampala celebrated their achievements, they also took home practical knowledge and new connections, inspired to continue making strides in both their personal and professional lives.



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## USSIA Partners with ZOHO at Women in Business Summit to Empower Members

At the recently concluded Women in Business Summit held at the Serena Hotel, the Uganda Small Scale Industries Association (USSIA) made a significant stride towards empowering its members through digital solutions and technology. The event, organized by ZOHO, a leading global SaaS company known for its suite of cloud-based applications, brought together businesswomen and entrepreneurs from across the country to discuss innovation, leadership, and the importance of digital transformation in business.

One of the standout moments of the summit was the partnership between USSIA and ZOHO. During the event, USSIA and ZOHO signed a Memorandum of Understanding (MOU), which will see ZOHO offer an incredible opportunity for USSIA's members.

As part of the partnership, ZOHO has pledged to provide USSIA members with \$50,000 worth of credits to use across their suite of applications. These applications include a variety of business management tools such as ZOHO Email, ZOHO Invoice, ZOHO CRM, and more, aimed at streamlining business operations and enhancing productivity.

Following the signing of the MOU, USSIA members are now eager to begin utilizing ZOHO's powerful tools to improve their businesses. The partnership has been welcomed by the members, who see it as an opportunity to take their operations to the next level. Furthermore, it is expected that the collaboration will not only improve the digital literacy of women entrepreneurs but also help them build stronger networks and partnerships within the business community.



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## USSIA Hosts Breakfast Meeting with Pakistan Ambassador to Discuss Trade Opportunities

The Uganda Small Scale Industries Association (USSIA) recently hosted a productive and insightful breakfast meeting for its members, featuring the Ambassador of Pakistan to Uganda. The event, held at USSIA offices in Kampala, aimed to explore trade opportunities between Uganda and Pakistan, with a special focus on the upcoming Pakistan Trade Fair scheduled for April 17th to 19th, 2025, in Lahore, Pakistan.

The breakfast meeting with the Pakistan Ambassador was an encouraging start to what promises to be a prosperous chapter in Uganda's international trade relations. With the Pakistan Trade Fair on the horizon, USSIA members are now poised to explore new markets, forge strong business partnerships.

The Ambassador invited USSIA members to visit Pakistan in the near future to explore opportunities in greater detail, particularly in sectors where Pakistan has developed expertise, such as textiles, agriculture, and technology.



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## USSIA Hosts Zonal Sensitization Campaigns in Soroti, Mbale, Sironko Gulu, Lira, and Arua to Prepare for Zonal Elections



The Uganda Small Scale Industries Association (USSIA) recently conducted a series of vital zonal sensitization campaigns across six zones and these include, Soroti, Sironko, Mbale, Gulu, Lira, and Arua. These sessions, held in the presence of

current zonal leaders and representatives from the National Executive Committee (NEC), were designed to engage USSIA members and prepare them for the upcoming zonal elections. The sensitization campaign sought to ensure that members were well-informed about the election process, the roles of zonal leaders, and the importance of active participation in the leadership process of the association.

in Gulu and Lira members were encouraged to always be part of planning meetings for the zone to enable them lobby for the different services available on district levels

In Arua, 27 members attended and they decided that the current ZEC should be retained but further agreed that the membership will be increased to a minimum of 20 fully paid up members for West Nile to have a nominee at the regional level

In Mbale, Soroti, and Sironko the members appreciated the work done by USSIA in supporting their businesses and further encouraged unity among themselves for the association to move forward



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## USSIA Empowers Youth Entrepreneurs with Entrepreneurship Training under the GET Skilled Project

In an effort to foster the next generation of entrepreneurs, the Uganda Small Scale Industries Association (USSIA), in collaboration with Welthungerhilfe (WHH), recently organized an impactful entrepreneurship training for Cohort 3 of the GET Skilled project. The training, which brought together 200 enthusiastic youth, focused on essential business skills such as idea generation, the Business Canvas Model, customer analysis, and market analysis—key areas that empower young entrepreneurs to turn their business ideas into successful ventures.

The training was part of the GET Skilled project, which aims to provide youth with the knowledge, tools, and skills required to thrive in the competitive business environment. USSIA and WHH have been working together to ensure that young people gain hands-on, practical knowledge that will enable them to establish and sustain businesses

With the upcoming practical skilling phase, the 200 youth will gain valuable industry-specific insights that will prepare them to enter the workforce with confidence and competence. As they embark on their entrepreneurial journeys, they will not only become job creators but also catalysts for economic growth and innovation in Uganda.

Through programs like GET Skilled, the future of Uganda's youth entrepreneurship looks bright, offering new opportunities for personal and national growth.



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## USSIA Participates in the 3rd Regional Steering Committee Meeting for the EU-EAC Market Access

The Uganda Small Scale Industries Association (USSIA) recently participated in the 3rd Regional Steering Committee meeting for the European Union-East African Community (EU-EAC) Market Access Project. The meeting, brought together key stakeholders from the EAC region,

including government representatives, trade experts, and business associations, to discuss strategies for improving market access for East African products in the European Union

As a leading advocate for small and medium-sized enterprises (SMEs) in Uganda, USSIA's involvement in this important meeting was a significant step toward strengthening trade relationships between East Africa and the European Union

## USSIA Conducts Membership Visit at Awindiri Millers

The Uganda Small Scale Industries Association (USSIA) recently conducted a membership visit to Awindiri Millers, a valued member of the association. During the visit, Awindiri Millers was taken through the guidelines of the Uganda National Bureau of Standards (UNBS) certification process.

The visit was aimed at helping the member understand the importance of UNBS certification in ensuring the quality and safety of their products. Mr. Walusimbi Andrew provided detailed guidance on the steps required to obtain certification, including the necessary documentation, and quality control standards. This initiative is part of USSIA's ongoing efforts to support its members in meeting national standards.

