

10th - 14th March 2025



# NEWS FLASH



## Women's Day Celebrations In Hoima

On the 13th of March, 2025, the women of Hoima City celebrated International Women's Day with a heartwarming act of kindness and solidarity. Organized by the Uganda Small Scale Industries Association (USSIA), the celebrations centered on a charity visit to Mustard Seed Babies Home, located in Kijungu, Hoima. This event not only marked a celebration of women's achievements but also demonstrated the power of compassion and unity among women in the community.

The event, attended by USSIA women in Hoima, saw participants come together to support the less fortunate, particularly the children at Mustard Seed Babies Home. The women, representing different sectors of the community, gathered donations, including clothes, food items, soap, and soft drinks. The gesture was aimed at providing essential supplies for the children at the home

The Women's Day celebration organized by USSIA in Hoima was more than just a day of acknowledgment and recognition of women's achievements—it was a day of action, unity, and charity. The visit to Mustard Seed Babies Home reinforced the importance of supporting the vulnerable and demonstrated that women, when united, have the power to bring about meaningful change in their communities. This celebration will surely inspire many, not just in Hoima, but across Uganda, to continue fostering a spirit of compassion and collective empowerment.



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## Women's Day Celebrations In Fortportal

In celebration of International Women's Day, the women of the Uganda Small Scale Industries Association (USSIA) in Fort Portal came together to mark the occasion in a meaningful and impactful way. Led by the USSIA Women Desk Representative and supported by other active members of USSIA, the group embarked on a charity visit to Manna Rescue Home, a local orphanage and care facility for vulnerable children and women.

The charity visit was an opportunity for USSIA's women members to show solidarity with the community, extending their support to those who are less fortunate. The visit was not only a celebration of the achievements of women worldwide but also a demonstration of compassion, unity, and the spirit of giving back to the community.

As USSIA continues to work towards advancing the interests of small-scale industries and promoting women's participation in the business world, it is also making a significant impact on the lives of those who need it most. Through such charitable actions, USSIA is helping to create a more compassionate, inclusive, and equitable society.



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## USSIA Women Join Gulu Women in Celebrating International Women's Day

In celebration of International Women's Day, women across the Gulu region gathered at Kaunda Grounds for a powerful and vibrant event aimed at honoring women's achievements and advocating for gender equality. The Uganda Small Scale Industries Association (USSIA) women members in Gulu were proud to be part of the celebration, joining women from various sectors, organizations, and partners to mark this important day.

USSIA women members in Gulu were part of a larger procession that marched through the streets of the town, showcasing their solidarity with women from all walks of life. The march was not only a symbolic act of unity but also a demonstration of the strength and determination of women to continue pushing for progress in society.

As women continue to break barriers in business, education, and leadership, the celebrations were a timely reminder that gender equality is not only a fundamental right but a crucial component of a sustainable and prosperous future for all.



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## USSIA Hosts Zonal Sensitization Campaigns in Kampala, Mukono, Wakiso, Luweero and Jinja

The Uganda Small Scale Industries Association (USSIA) recently conducted a series of vital zonal sensitization campaigns across six zones and these include, Kampala, Mukono, Wakiso, Luweero and Jinja. 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.

The members in Jinja were urged to utilize assets that are always given to them by the secretariat with a purpose of providing them with services like trainings

There will be another membership meeting in Wakiso that is aimed at bringing members together especially the old members

By engaging in these discussions and offering valuable information on the electoral process, USSIA continues to play a pivotal role in supporting the small business community and ensuring they are not left out of important national decisions.



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## USSIA Hosts Peer-to-Peer Mentorship Session at Country Oven to Empower Small Businesses

In a bid to help small businesses thrive and grow, the Uganda Small Scale Industries Association (USSIA) recently organized an insightful Peer-to-Peer Mentorship session at Country Oven, a renowned bakery and café. The session, held on 12th March 2025, saw two USSIA members receive valuable mentorship on crucial business strategies, including brand promotion, quality control, and formalizing their businesses for long-term success.

The peer-to-peer mentorship session at Country Oven was not just about one-on-one learning but also about building relationships and fostering collaboration among small business owners. By sharing their experiences and challenges, the mentees learned from each other's journeys.

The event offered a supportive environment where entrepreneurs could network, exchange ideas, and explore potential partnerships that could help them scale their businesses.

As USSIA continues to empower small business owners through mentorship and training, events like these are paving the way for a more formalized, professional, and competitive small business sector in Uganda. With the right support and guidance, small businesses can not only survive but thrive in a dynamic and ever-evolving market.



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## USSIA Parent Trainer Engagement:

On 11th March 2025 the Uganda Small Scale Industries Association (USSIA) in partnership with WHH organized a highly informative Parent Trainer Engagement session designed to equip parents with the knowledge and tools they need to support their children as they embark on upcoming technical training programs. This engagement was aimed at informing parents about the specific technical training their children will undertake, fostering greater collaboration between parents and educators to ensure the success of the students.

The USSIA Parent Trainer Engagement proved to be a valuable initiative, bridging the gap between educators and parents. It allowed parents to gain a thorough understanding of the technical training programs that their children would be

undertaking and provided them with practical strategies to support their children's success. As the world becomes increasingly reliant on technology, parents' involvement in their children's technical education is more important than ever.

USSIA is proud to be leading the charge in not only providing quality technical training but also empowering parents to become active participants in their children's educational journeys. By working together, parents, educators, and students can help ensure that young people have the skills and knowledge needed to succeed in the digital age.

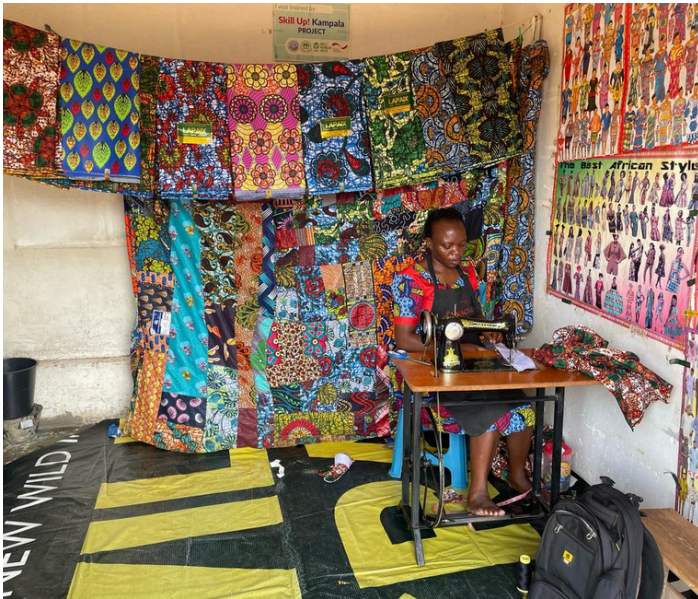


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## Follow-Up on Youth Start-Up Businesses under the SKIL-UP Project

In its ongoing efforts to empower youth and promote entrepreneurship, the Uganda Small Scale Industries Association (USSIA) recently conducted a series of follow-up visits to check on the progress of youth who had previously participated in the SKIL-UP Project by WHH. This initiative, which included specialized training and the provision of start-up kits, was designed to equip young entrepreneurs with the skills and tools necessary to launch and sustain their own businesses.

The follow-up visits were conducted to assess how the youth businesses were progressing, identify any challenges the entrepreneurs were facing, and determine what further support might be needed to ensure the continued success of these ventures.

A number of the youth entrepreneurs reported positive outcomes from their ventures. Some of the successes included:

- Increased Sales and Profit
- Job creation
- Expansion in to new markets
- Brand Development





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## Upcoming Events

### Tomato Sauce, Chilli Sauce, and Jam Training

The Uganda Small Scale Industries Association (USSIA) is excited to announce an upcoming training session aimed at empowering entrepreneurs and small-scale business owners in the food processing sector.

29th March, 2025  
USSIA Offices, UMA show grounds Lugogo  
0787091022 / 0751734621

The training, scheduled for March 29, 2025, will take place at the USSIA Boardroom, located at the UMA Show Grounds, Lugogo, at a fee of , 100,000shs

### Painting and Networking Session for Women

The Uganda Small Scale Industries Association (USSIA) is excited to invite all women entrepreneurs, creatives, and aspiring artists to a unique and empowering event: a Painting and Networking Session



on March 29, 2025. This exciting event will take place at the USSIA Offices at UMA Show Grounds, Lugogo, and promises to be a day of creativity, connection, and empowerment. This session will be at a fee of 35000shs





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## Did you know?

**Did you know** that small-scale industries contribute significantly to the creation of jobs and poverty reduction in Uganda? By continuing to grow and innovate, you are directly impacting the lives of many families and strengthening our economy.

**Did you know** that by networking and collaborating with other small-scale business owners, you can unlock new opportunities, share valuable knowledge, and overcome common industry challenges? The power of community is one of your greatest assets.

**Did you know** that continuous training and skill development are key to staying competitive in the market? By investing in your growth, you ensure that your business remains resilient and adaptable to changing times.

**Did you know** that your commitment to quality, innovation, and sustainability not only grows your business but also boosts the reputation of the small-scale industry sector as a whole? Let's continue to set the bar high.

**Did you know** that by diversifying your products and exploring new markets, you can reduce risks and expand your reach? Think globally, even while working locally—opportunities are all around us!

