

NEWS FLASH



USSIA Conducts Labour Market Survey for the Green Deal Project

The Uganda Small Scale Industries Association (USSIA) recently conducted a comprehensive labor market survey in Hoima, Kyegegwa, and Fort Portal as part of its Green Deal Project. This initiative, aimed at promoting sustainable development and economic growth, focuses on three key areas: renewable energy, bamboo value addition, and Manson (a term referring to the local masonry and construction industry). The survey sought to assess the availability of skilled labor in these sectors, identify gaps in the workforce, and gather insights on how to best support local communities in participating in these emerging industries.

The labor market survey was designed to understand the capacity of the workforce in Hoima, Kyegegwa, and Fort Portal to support the Green Deal Project's goals.

By identifying both the strengths and gaps in the local labor market, USSIA can tailor its interventions to ensure the successful implementation of the project and promote the growth of these key sectors.

By focusing on these key sectors, the Green Deal Project is not only contributing to environmental sustainability but also driving inclusive economic growth, providing sustainable livelihoods for many Ugandans, and positioning the country as a leader in the green economy.



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USSIA Organizes SACCO Sensitization Meeting for Members in Arua

The Uganda Small Scale Industries Association (USSIA) organized a key sensitization meeting for its members in Arua, focusing on the benefits and opportunities offered by the USSIA Savings and Credit Cooperative Organization (SACCO). The meeting aimed to educate existing and potential members on how they can leverage the SACCO to improve their financial wellbeing, access affordable credit, and support the growth of their small businesses.

The meeting offered a platform for open discussions, where attendees had the chance to ask questions, express concerns, and provide feedback.

The interactive nature of the session ensured that members fully understood how they could take advantage of the SACCO's services. Some attendees asked for clarification on the interest rates, loan repayment options, and what financial education resources the SACCO provides. USSIA staff were on hand to offer personalized advice and address specific queries.

The USSIA SACCO sensitization meeting in Arua was an important step in empowering small-scale industry members with the financial knowledge and resources necessary for business growth. Through the SACCO, USSIA continues to support its members in achieving financial stability and success. Arua and beyond will be significant.



17th - 21st March 2025



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USSIA Holds Quarterly Review Meeting

The Uganda Small Scale Industries Association (USSIA) recently organized a successful quarterly review meeting for the regional coordinators of the Kampala Metropolitan area, covering Kampala, Mukono, and Wakiso. The meeting, held in the presence of the Women National Chairperson and the Regional Representative, aimed to evaluate the activities, achievements, challenges, and the way forward for the USSIA initiatives in the region.

The quarterly review meeting is an essential platform for assessing the progress of USSIA's initiatives, understanding the challenges faced by regional coordinators, and ensuring that the goals of the association are being met effectively.

The meeting provided an opportunity for the Kampala Metropolitan regional coordinators to present their reports, share insights, and collaborate on strategies to enhance the operations of small-scale industries in the region.

As the region moves forward, USSIA's continued focus on training, networking, and advocacy will be key to unlocking the full potential of small-scale industries in Kampala, Mukono, and Wakiso.



17th - 21st March 2025



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USSIA Conducts Membership Visits in Mukono

On the 19/03/2025, The Uganda Small Scale Industries Association (USSIA) conducted membership visits in Mukono District to follow up with long-standing members of the association. These visits were part of USSIA's ongoing efforts to engage with its members, particularly those who have been with the association for years, ensuring that they are receiving the necessary support to thrive in a competitive business environment.

During the visits, the USSIA team met with five key members based in Mukono, gaining valuable insights into their business challenges and success stories. These visits not only served as an opportunity to reconnect but also allowed USSIA to assess the growth and progress of the businesses over time.

The USSIA team came away from these visits with several key takeaways. First and foremost, the visits confirmed the critical need for ongoing support in areas such as access to financing, market expansion, and business modernization. Many members expressed the desire for more practical training on business management, as well as support in navigating the challenges posed by an increasingly digital economy.

Moving forward, the association aims to continue building on this foundation, ensuring that small businesses have the tools and resources they need to grow and succeed in an increasingly competitive marketplace.

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USSIA Organizes Membership Meeting with Gulu Members

The Uganda Small Scale Industries Association (USSIA) held an important membership meeting with its members in Gulu as part of ongoing preparations for the upcoming zonal elections. This meeting followed a sensitization session held earlier, aimed at educating members about the election process, its significance, and how they can actively participate. The Gulu meeting was a crucial follow-up to ensure that all members are fully informed, engaged, and ready to take part in the elections that will shape the future of USSIA and its support for small-scale industries in the region.

A significant portion of the meeting was dedicated to discussing the role that strong leadership can play in strengthening USSIA and advocating for small-scale industries.

It was emphasized that the upcoming elections present an opportunity to elect leaders who will champion the needs of small-scale entrepreneurs in Gulu and across Uganda.

The active participation of Gulu members in this meeting demonstrates the region's commitment to strengthening the role of small-scale industries in Uganda's economy. As the elections approach, USSIA looks forward to seeing a renewed and energized leadership that will continue to advocate for the needs of small businesses, support entrepreneurship, and drive economic growth across the region.



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SUCCESS STORY :Wakiso Village Savings Group Shares Out 3.4 Million Shillings

In a remarkable demonstration of financial growth and community solidarity, a village savings group from Wakiso recently celebrated a major milestone by sharing out a total of 3.4 million shillings among its members. This achievement is a testament to the power of collective savings, effective management, and the support of the Uganda Small Scale Industries Association (USSIA) Savings and Credit Cooperative Organization (SACCO), which has played a pivotal role in helping this group achieve financial empowerment

By linking with the SACCO, the group was able to deposit their savings in a secure, regulated environment, ensuring that their funds were safeguarded while earning interest.

Through the SACCO, the group also gained access to financial advice and training, which empowered them to make better financial decisions, both individually and collectively. The group's leaders and members received regular updates about their savings, enabling them to track their progress and make informed choices about when to distribute their funds.





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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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The marketer's view

“If people believe they share values with a company, they will stay loyal to the brand.” When customers feel a connection to a company's values, they are more likely to become loyal advocates and repeat customers, strengthening the brand's reputation and market position.

“A brand is no longer what we tell the consumer it is—it is what consumers tell each other it is.” If the customers find your products/services valuable they will tell others 🗣️, if they don't like it they will tell even more people. 📣

Customers' opinions matter. They have the power to make 🛠️ or break ✂️ a product.

“Your brand is what people say about you when you're not in the room.” A brand is much more than a logo or tagline. It's the trust we build with our clients, the consistency in our work, and the solutions we deliver. It's the story people tell about us long after a project is completed, the recommendations they make to others, and the impression we leave behind.

“Don't push people to where you want to be; meet them where they are.” understand and respect individuals' current situations and needs, rather than forcing them to conform to your own expectations or goals.

“Make your customer the hero of your story.” focus on the customer's perspective and highlighting their experiences, needs, challenges, and triumphs, rather than solely emphasizing the product or service.