

SBL Empowers Women and Youth in Lake Region Through 'Training for Life' Program



Lake Region – Serengeti Breweries Limited (SBL) is reinforcing its commitment to community development by launching an exclusive training program for women and youth stockists in the Lake Region, in partnership with non-profit organization **Bridge for Change (BFC)**. This initiative, part of SBL's Learning of Life Training program, which aims to empower participants by equipping them with essential business and entrepreneurial skills, positioning them for sustainable success in the beverage distribution sector.

50 selected stockists from across the Lake Region will undergo specialized training focused on critical areas such as **business acumen, financial literacy, credit-risk management, inventory management, and leadership development**. The training aims not only to enhance participants' practical skills but also to support their growth by enabling better financial decision-making, improving business sustainability, and preparing them to drive increased sales volumes as valued partners within the SBL supply chain.

Speaking about the significance of the program, Gordon Katundu, Regional Sales Manager-Mwanza at SBL, reaffirmed the company's commitment to fostering inclusive economic growth:

"At SBL, we believe true progress is measured by the opportunities we create for our communities. Through our Training for Life program, we're investing directly in our customers,

specifically women and youth, by providing them with the critical skills needed to grow their businesses sustainably. This initiative is a direct investment in our communities' economic health, helping participants strengthen their business capacity and create lasting impact."

Echoing this sentiment, **Ocheck Msuva**, Executive Director of BFC, highlighted the program's practical benefits:

"We are pleased to partner with SBL to facilitate this impactful training, which addresses the real-world challenges faced by entrepreneurs. The knowledge gained through sessions on business management, credit management, financial planning, marketing, and responsible business practices will empower trainees to become more resilient, productive, and competitive in the distribution sector."

Through strategic initiatives and targeted partnerships, SBL continues to enhance market linkages, enabling more women and youth entrepreneurs to establish sustainable stockist and distribution businesses within their communities. This initiative underscores SBL's dedication to driving long-term socio-economic impact while supporting Tanzania's entrepreneurship ecosystem.