

# Mentorship app for young women, girls in Africa

DAR ES SALAAM, Tanzania - A mobile app and online web portal designed to provide mentorship and learning on the go for girls and women in Africa has been launched by the Tanzania Women of Achievement (TWA).



Tanzania Women of Achievement.

[Twaa Mentorship](#), is the result of TWA's continued work in transformation programs for women and girls that started in 2009 with the mission to improve lives, expand opportunities and help women across Tanzania flourish and in turn help societies, the country and the continent prosper.

The platform is designed to connect, engage and transform girls by empowering them to match and select mentors from a diverse pool of talented professional women in different categories; as well as learn from content curated for a 21st century girl in areas of health, innovation, business development, personal development, sexual reproductive health and rights, fashion and beauty and many more.

Twaa Mentorship also features a helpline from professional psychologists for emotional support and advice, a goal setting and task management feature to help girls set and execute plans strategically, as well as Kinara, a feature for girls to share their personal journeys and inspire each other.

Speaking at the launch, Irene Kiwia, TWA founder and president said that the one-on-one mentorship and knowledge sharing on the go will help facilitate the growth of girls by enhancing their skills, empowering them to perform to their

highest capabilities and helping them realise their full potential.

“Twaa mentoring platform is like a GPS system to help guide girls with directions. It bridges the existing gap where women want to give back and pay it forward by uplifting others, but are challenged by lack of time for face to face interactions due to their multi roles in the society; and girls everywhere in Africa are seeking for mentors to guide and shape them but are challenged with access to mentors.”

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The platform takes TWA’s work outside the borders of Tanzania, to Africa where the organisation wants to expand its influence. “I am thrilled to champion an innovation that will connect the women and girls of Africa. Given the opportunities that lie within the challenges facing Africa, I believe the solution is in numbers.

“Africa’s young population is the answer in addressing the existing growing gaps. Not only is it the fastest growing population in the world, but it is also predicted to be the youngest in the world by 2035. With expectations to have 50% population increase over the next 18 years, growing from 1.2 billion people today to over 1.8 billion in 2035, Africa will account for nearly half of global population growth over the next two decades. Now this is our continent’s greatest asset and the time to nurture, empower and lay the foundations for its connectivity is now,” stated Kiwia.

Sadaka Gandhi, a counselling psychologist and chair of TWA said she is keen to see women leaders in Africa leverage this platform to pay it forward and register to mentor girls. “Twaa gives women an efficient and effective solution to empower girls, transform communities and transform the continent. It’s an African woman leader’s personal social responsibility platform to give back, something that a lot of women are passionate about.

“We envision the platform will spark a culture of learning among girls, and of giving back among women. There is so much potential in the women and girls of Africa, we look forward to see girls livelihoods being improved and Africa being impacted by all the positive influences that come with a society of empowered women.”

The app was developed with support from Shule Direct, a social enterprise that provides local and accessible digital learning content for young learners across Tanzania and Africa.

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