



# DATA DRIVEN INNOVATION INCUBATION CENTRE



## NANENANE SIMIYU EXHIBITIONS 2020 REPORT

## **1. Introduction:**

Nane Nane refer to the Agricultural Exhibition, eight days fair that takes place every year around 1-8 August in various regions of Tanzania. In the Nane Nane Agricultural Exhibition, farmers and other agricultural stakeholders (e.g universities and research institutions, input suppliers or fertilizer producing industries) showcase new technologies, ideas, discoveries and alternative solutions concerning the agricultural sector. Nane Nane is a fair where government and private firms present their services and activities to the public.

The Nelson Mandela African Institution of Science and Technology in Arusha (NM-AIST) is one of the public universities in Tanzania. However, the institution focused on developing the next generation of African scientists in Science, Engineering, Technology and Innovation at postgraduate and Post-doc levels. NM-AIST's mission seeks to accommodate, enable, stimulate and catalyse and promote social economic development in Tanzania and Sub-Saharan Africa.

Since the institution is relatively young its visibility has to focus on its motto "Academia for Society and Industry" for the purpose of branding itself. To expand its visibility and contributes to industrial revolution in Tanzania and beyond, participation in various forums, platforms and exhibitions becomes a pre-requisite.

NM-AIST participated in the Nanenane exhibitions at the national level for the first time in Simiyu Region from 1<sup>st</sup> to 8<sup>th</sup> August, 2020. The main purpose was to raise awareness specifically to the local community, potential stakeholders and the general public about the services offered by the institution and articulates how to participate in bringing socio-economic transformation through innovations and incubation of potential research product. It is anticipated through these platforms, forums and exhibitions NM-AIST will show case for being a unique institution that requires special status to foster its advancement in the region. Furthermore this was an opportunity to showcase our technologies to potential funders/collaborators/investors which would take the incubated technologies to full-fledged factories

DDI Incubation Centre through the Nelson Mandela African Institution of Science and Technology (NM-AIST) explored and seized this opportunity to participate into National Nane Nane exhibition that held in Simiyu (at a place famously known as Nyakabindi ground). Three innovations under DDI incubation centre were presented to Simiyu of which are Nutrano flour for combing malnutrition, Omega 3 DHA Superfood for brain development and Vuruga biopesticide for controlling pesticides.

DDI Incubation Centre had two booths; one at the main exhibition ground and the second small one positioned to the demo plot.

For the purpose of visibility this year’s Nanenane Agricultural Show that run with the theme “Kwa Maendeleo ya Kilimo, Mifugo na Uvuvi Chagua Viongozi Bora 2020” NM-AIST through the DDI Incubation Centre displayed three innovations. These activities took NM-AIST outside to the community and to the industrial spheres. The following NM-AIST/DDI Incubation Centre staff managed the activities concurrently as spread in table 1.

Table 1: NM-AIST/DDI Incubation staff and incubatees who participated in the 2020 National Agricultural show in Simiyu Region.

<b>S/N</b>	<b>Name</b>	<b>Responsibility</b>
1	Prof. Anthony Mshandete	Representing NM-AIST Vice Chancellor
2	Prof. Hulda Swai	Representing CREATES/DDI and fostering collaborations and partnerships
3	Dr. Ernest Mbega	Dean of LISBE
4	Ms. Rose Masha	Oversee booths activities
5	Mr. Hashimu Mtaka	Oversee Demo plot activities
6	Mr. Edgar Kipoki	Management and coordination of demo plot
7	Dr. Jofrey Raymond	Incubatee- NUTRANO and OMEGA Technology
8	Dr. Never Zekeya	VURUGA production technology
9	Mr. Rogers Msokelo	Driver

However, preparations were done by the Nanenane Material Production Team comprised of:

1. Prof. Hulda Swai-CREATES Centre Leader
2. Prof. Anna Trydtte- CREATES Deputy Centre Leader
3. Dr. Jofrey Raymond- DDI Incubation Centre Incubatee
4. Mr. Hashimu Mtaka- NM-AIST Academic Officer
5. Mr. Peresi Muhagaze- NM-AIST Head of Communication
6. Ms. Elizabeth Mushi- WISE-FUTURE Communication Officer
7. Ms. Rose Masha- CREATES Centre Manager
8. Mr. Edgar Kipoki- CREATES Monitoring and Evaluation Officer

The materials developed were: Roll up banners, Tear Drops, Brochures, Main booth banner, Back drop banner, T-shirts, Directory signage, Caps, and Wheel covers as per Fig. 1 below.



*Fig.1 The demo plot and the Nanenane booth in Simiyu national exhibition*

## **2. Exhibition and Feedback**

For the purpose of practical oriented, DDI Incubation Centre established a demo plot of quarter a hectare that was planted tomatoes, cabbage, maize and cotton for application of Vuruga bio-pesticide. The plot was divided into two portions, the portion which was treated with the biopesticide and the non-treatment portion which served as a control. In conclusion VURUGA biopesticide proved success in combating the existing pesticides as per Fig. 2 below.



*Fig.2 The demo plot at the Nanenane in Simiyu national exhibition*

## 2.2 Exhibition by Incubatees

<b>Full Name</b>	Dr. Jofrey Raymond and Ms. Christina Charles
<b>Position</b>	Incubatees, DDI-Incubation Centre
<b>School and Department</b>	Life Science and Bioengineering , Food and Nutritional Sciences
<b>Title of innovation</b>	Nutritional Formulations
<b>Brief the innovation</b>	Nutritional formulations (Omega-3 DHA Superfood and Nutrano) made from local ingredients to improve nutrition and health of children, mothers, elders, and general population
<b>Key visitors/ stake holders (visited)</b>	<ul style="list-style-type: none"> <li>• Minister of Industry and Trade (Hon. Innocent Bashungwa)</li> <li>• Minister of Agriculture (Hon. Japhet Hasunga)</li> <li>• Permanent Secretary in the Ministry of Industry and Trade</li> <li>• Permanent Secretary in the Ministry of Agriculture</li> <li>• Deputy director in the Ministry of Health, Community Development, Gender, Elderly and Children (MoHCDEC)</li> </ul>

	<ul style="list-style-type: none"> <li>• Regional Commissioner of Mara (Hon Adam Malima)</li> <li>• Regional Commissioner of Simiyu (Hon. Antony Mtaka)</li> <li>• Regional Administrative Secretaries</li> <li>• District Commissioners</li> <li>• TBS  Tanzania Bureau of Standards</li> <li>• TMDA  Tanzania Medicine &amp; Medical Devices Authority</li> <li>• GCLA  Government Chemist Laboratory Authority</li> <li>• Executive directors (Tanzania Fertilizer Regulatory Authority, Tanzania Cotton Board etc)</li> <li>• Researchers from different institutions</li> <li>• Several consumers, buyers and business people who are interested in nutrition and health</li> </ul>
<p><b>Impression on our innovation by visitors</b></p>	<p>Visitors especially Minister of Industry and Trade (Hon. Innocent Bashungwa) as well as Minister of Agriculture (Hon. Japhet Hasunga) plus their Permanent Secretaries and other top government delegates were highly impressed with our innovations. What impressed them the most was on how our innovations are linked to job creation, improved nutrition and health, through agriculture, industry, and trade.</p> <p>The two ministers (Minister of Industry and Trade; and the Minister of Agriculture) spent over 45 minutes in our booth discussing on how best our innovations could be scaled out for greater impact in the country.</p> <p>Interestingly, the deputy director in the Ministry of Health, Community Development, Gender, Elderly and Children was so much impressed with our nutrition innovations and promised to link us with the Permanent Secretary of the Ministry of Health, Community Development, Gender, Elderly and Children to discuss a way forward on how best these products can be introduced in Government hospitals and clinics sustainably to replace formulations or products that are usually imported from abroad for maternal and child nutrition as well as for elders and the general population.</p> <p>Furthermore, the Regional Commissioner of Mara (Mr Adam Malima) was overwhelmed with our innovations and promised to link us with UNDP</p>

	funding for scaling up these nutrition innovations. He advised that once we secure the grants, we (NM-AIST) should team up with Mwalimu Nyerere university to combat malnutrition in Mara region. He further proposed that we arrange to participate similar exhibition which will soon be held in Mara region
<b>Advice/ suggestion/ expectations by the visitor</b>	Products have potential for scaling to profitable business but packages and labeling need to be improved. Products also need to be patented and should be registered to regulatory authorities (TBS, etc) to attract potential investors and quicken commercialization
<b>Overall experience</b>	There is a huge market for our products/innovations, we need to improve packaging, labeling etc and quickly establish profitable business to capture the advantage of being the first in the business arena
<b>Support by the organizing committee</b>	Support from organizing committee was excellent
<b>Challenges occurred</b>	Preparation time prior to exhibitions was very short. Though we scored among the top 3 highest, we had to spend a lot of energy, words and time on selling our business idea to visitors. Let's put more efforts and time on improving products/innovations for future opportunities.
<b>Suggestions to improve participation at Nane Nane and other similar strategic exhibitions</b>	Preparations should begin one year before the event. We should strive to exhibit the actual business and not prototypes and set more active strategies for attracting potential investors for scaling up innovations or inventions

### **3. Institutional Visibility during the 2020 Nanenane National Exhibition**

#### **(i) Position and Participation**

The 2020 exhibition was a success to the NM-AIST side and DDI Incubation Centre. It was the first time that the institution showing the steady pace of achievement. The Minister of Agriculture Hon. Hasunga declared NM-AIST the third winner in the Education Institutions category and ultimately handed in a trophy and certificate to the Deputy Vice Chancellor Academic Research and Innovation of the NM-AIST, Prof. Anthony Mshandete during the closing ceremony of the exhibitions held on August 8, 2020 at Nanenane Grounds in Simiyu.



*Fig. 3 Simiyu Regional Commissioner Hon. Anthony Mtaka when visited NM-AIST booth and Simiyu Regional Administrative Secretary when visited NM-AIST booth*

**(ii) Visibility to the Community**

**a) Physical Visibility**

The institution extended its visibility to various stakeholders in Simiyu; these include government authorities, agricultural organisations /companies from both the public and private sector. In addition, various groups of agriculturalists and pastoralists from the three regions namely: Shinyanga, Mara and Simiyu visited the NM-AIST booths. Others were reached out by the demo plot visitations. More than 250 visitors were captured in the visitor's book, However the tent was visited by more than 500 people, among them being farmers, District Commissioners, Partners, Regional Commissioners, Ministers, Permanent Secretaries just to mention few.

**b) The Use of Media to extend visibility**

The team used various media to promote the institutional visibility. These includes; Reporters from TBC1 and ITV and Star TV.



The DDI Incubation Centre also used its website, Facebook and Instagram to keep the audience informed of its presence at the Nanenane Exhibitions. The Public Address (PA) System was used time to time to inform people of the products and solutions available in the NM-AIST booth.

(iii) **Products and prototypes**

The DDI Incubation Centre Exhibited three prototypes namely NUTRANO, VURUGA and OMEGA-3. The products attracted and impressed visitors who managed to visit the NM-AIST booths immensely.

(iv) **The thematic coordination**

NM-AIST/DDI Incubation Centre exhibitions team managed to suitably prepare exhibitors who were streamlined into the 2020 nanenane Exhibitions theme titled. “Kwa Maendeleo ya Kilimo, Mifugo na Uvuvi Chagua Viongozi Bora 2020”. It was from this approach the institution emerged the third winner under academic institutions category.

(v) **The use of Kiswahili Language for convenience**

Exhibitions were conducted in Kiswahili language. The brochures were also in Kiswahili language to assist farmers to grasp the message smoothly. The VURUGA, NUTRANO and OMEGA 3 Leaflets were also produced in Swahili.



*Fig. 5 A group photo of the Exhibition team with the DVC-Academic, Research and Innovation of the NM-AIST, Prof. Anthony Mshandete.*

#### **4.0 Achievement/Lesson Learnt**

- Product and prototypes development. It was a forum for meeting stakeholders and potential investors for product development opportunities, also gather ideas and input for further product improvement. Recommendations and ideas were documented that will support improvement of products as per customers demand.
- Market analysis and survey. Few products were presented for sales to test and study the market. DDI through incubates and exhibitors trapped the lesson on how to beat the markets.
- Partners and networking. DDI managed to secure contact and discussion forum with private and public partners of which the selection and technical report is underway for incubation succession.
- Publicity and reputation. The event were visited and covered by local and international media of which will facilitate promotion and achievement of DDI mission and vision thus will excel attraction of investors and development of industries associated to DDI incubation centre.
- Knowledge dissemination. Both DDI booths and demo plot were used as avenues for knowledge dissemination. Many people visited for getting knowledge and sharing experiences.
- Government intervention. Government officials including Regional Commissioners, Permanent Secretary and Ministers responsible for Agriculture, Industries and Trader expressed their readiness to support DDI Incubation Centre particularly in development of VURUGA biopesticide and registration of Nutrano product. DDI shall press the mechanism to meet those directives.

#### **5.0 Challenges:**

Despite being the third runner in the 2020 Nanenane exhibition in Simiyu there has been some challenges that need future attention to smoothen preparations and promote visibility.

- Unexpected costs which arised while in Simiyu such us flowers for the tent, government visitors book, President picture, dust bins, hiring extra tables and chairs, cleanings and labour charges. Next time we will need to budget for miscellaneous.

#### **6.0 Way forward / recommendations:**

- 6.1 Organise meeting with the Ministry of Health to advocate for the NUTRANO and OMEGA-3 registration and commercialization
- 6.2 Liase with Ministry of Industry and Trade and also Ministry of Agriculture for VURUGA commercialization
- 6.3 Posters and Banners prepared well in advance in Kiswahili
- 6.4 National and international level participation to enhance visibility.

- 6.5 Opening a window for promoting local technologies for patenting and by connecting them to companies through NM-AIST Incubation Centres.
- 6.6 Organize meeting with Minister of Industries and trade for potential upscaling of our technologies
- 6.7 Visit UNDP for incubation and upscaling funding opportunities

## 7.0 Acknowledgement

The Nanenane exhibition team would like to express sincere thanks to the NM-AIST management for supporting the event and even physical participation by the DVC-ARI and Dean of LiSBE.

Being the first time for NM-AIST, CREATES and DDI Incubation Centre to participate into National Nane Nane exhibition, it managed to score the 3<sup>rd</sup> position for Higher Learning and Vocational Education Institutions. This was abled by the Data Driven Innovation Centre for supporting the event.



*Fig. 6 Community engagement sessions.*



*Fig 7. ICT Materials displayed during the exhibition*