

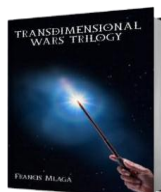


# OPERATION GUIDE 2025 – 2035

*Sponsored by:*



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**Note: All data herein are made before the COVID-19 Pandemic.**

This TWC NGO guide and feasibility study helps giving direction to donors, sponsors, schools, universities, researchers, writers, students, international organizations, governmental and non-governmental organizations, the government of Tanzania and the general public of Tanzania on the objectives, programs and operations of the TWC NGO.

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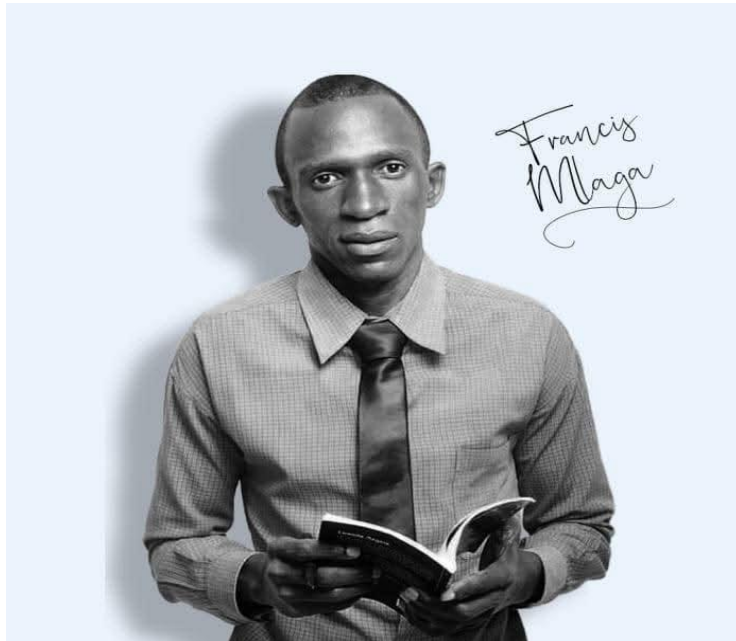
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## ABOUT THE AUTHOR



Francis Mlaga was born on August 23rd 1988 in the gold mining district of Chunya in Mbeya province, Tanzania to an entrepreneur mother Magreth Kyando and a government mineral scientist father Aloyce Mlaga. Both his father and mother passed on, in 2018 and 2019 respectively, and Francis has been writing in full dedication to them since they recognized and nurtured his academic talents from his childhood to make who he is today.

In 2001 at 13 years old, Francis Mlaga was selected by the government of Tanzania from his school of Halengo Primary School in Mbeya city to join a special school for gifted students called Kibaha Secondary School based on his extraordinary high performance in the national primary school final exams of Tanzania. Moreover only at 18 years of age in 2006 to 2007, after moving back to his city private school called Sangu Secondary School, upon graduating secondary education he was publicly announced on the media by the president of Tanzania Dr.Jakaya Mrisho Kikwete as the 2006 - 2007 Tanzania one National

Academic Prize in Mathematics Winner. He received this monumental award from the president due to his tremendous performance in Mathematics in the final national secondary school exams.

Subsequently in 2007 Francis traveled to the U.S for university studies at the State University of New York pursuing a Bachelor's of Science degree in Science, Mathematics and Technology, area of concentration Physics. It is at this university where Francis began his scientific researches and authorship. He currently has three books published on AMAZON and speaks four languages Swahili, English, French and Spanish. Francis has worked for major companies in the U.S such as L.S.I LOGIC INC and UNILIVER INC; working as an assembling engineer of data servers and robotic packing machine operating engineer respectively. As of now Francis has two companies: a gold mining company which also supplies mining and construction equipment called Francis Forever Enterprises Limited Company and a nonprofit company called TWC NGO(TANZANIA WRITING CONTEST NGO) which supports quality education, creativity and well-being for the impoverished and the talented, both established and functioning in Tanzania.

## A SCIENCE/ASTROPHYSICS BOOK: COSMIC WAVE THEORY;

Cosmic wave theory is a new physics theory based on the idea that the entire cosmos contains an ethereal wavy medium through which gravitational waves and subatomic particles such as photons of light, neutrinos and hydrogen molecules in fusion reactions travel. Furthermore cosmic wave theory contains a new equation for gravity in a wave perspective, progressing the works of Sir Isaac Newton and Albert Einstein.

## A POETRY BOOK: POEMS FROM OTHER DIMENSIONS (PHILOSOPHICAL LULLABIES)

Poems from other dimensions are a collection of poetry works based on philosophy, existence, culture, tradition and politics from the author's philosophical perspective of transcendence.

## A LITERARY NOVEL: TRANSDIMENSIONAL WARS TRILOGY

Billionaire physicist professor J. Steven finds himself turned supernatural by his mysterious lovely daughter called Nina so as to save the seven dimensions of the universe from cataclysmic attacks by ruthless supernatural intruders called Devons.

## **BANK ACCOUNT AND MOBILE MONEY FOR FUNDING: DONATIONS, CONTRIBUTIONS, GRANTS AND SPONSORSHIPS:**

### **BANK ACCOUNT:**

**ACCOUNT NAME: TANZANIA WRITING CONTEST (TWC)**

**ACCOUNT NUMBER: 24710017515**

**BANK: NMB BANK**

**BRANCH: SINZA**

### **MOBILE MONEY**

**NAME: TANZANIA WRITING CONTEST (TWC)**

**VODACOM MPESA LIPA NAMBA : 36718772**

### **INTRODUCTION**

TWC NGO is a non profit organization in Tanzania based on facilitating quality education and creativity in Tanzania along with developing education infrastructure in schools and universities.

## TWC NGO OBJECTIVES AND IMPACTS

### • TWC NGO OBJECTIVES

- i. Recognizing, honoring and promoting Tanzania writers as well as searching and awarding best talents in creative writing.
- ii. Sponsoring talented students from primary school to university level.
- iii. Encouraging people to read and increasing the value and demand of Tanzanian books.
- iv. Increasing the rate of literacy in Tanzania from 77.89% to higher levels of literacy like First World countries such as the U.S, Germany, Canada, U.K and Norway which have been maintaining an average of 99% of literacy rate over the years.
- v. Encouraging self-employment and creativity to all Tanzanians, and therefore reduce unemployment rate of Tanzania from 9% to reach lower levels of unemployment like First World countries such as the U.S, Germany, U.K and Norway which have been maintaining an average of 3% of unemployment over the years.
- vi. Raising public awareness on the importance of quality education and creativity.



- vii. Through fundraising, establishing the state of the art ONE AFRICA UNIVERSITY, O.A U (between 2025 and 2035 ), Tanzania which will operate nationally and internationally so as to advance art, science, economy and technology of Tanzania and Africa as a whole to higher competitive international standards.
- viii. Through fundraising, establishing TWC ENLIGHT RADIO and TELEVISION NETWORK to strongly facilitate the movement of TWC NGO as an instrument of creativity and consciousness in Tanzania and Africa in general.
- ix. Educate the mass and run projects about environmental conservation.

- **TWC NGO IMPACTS:**

- i. Having a new generation of creative, imaginative and inventive Tanzanians interested in reading so as to gain new knowledge and skills, and thus elevate literacy.
- ii. Having a new generation moved to employ themselves based on their talents consequently reducing unemployment in Tanzania.
- iii. Raising great talents in creative writing who can potentially be great writers, leaders, educators,

researchers, scientists, entrepreneurs, engineers and pioneers of the future.

- iv. Having a generation that care and conserve our environments for the betterment of the future.

## **TWC NGO VISION**

TWC NGO envisions becoming a leading instrument at elevating quality education and creativity in Tanzania and Africa in general.

## **TWC NGO CORE VALUES**

TWC NGO operates under the following core values called “I.N.C”:

INTELLIGENCE in every project we manifest.

NETWORKING internationally for infinite exposure.

CREATIVITY in every project we manifest.

## **TWC NGO MOTTO**

TWC NGO Motto is:

“Knowledge is Power”.....(a quote by Francis Bacon who was a pioneer Philosopher and Author)

And

“Education is the most powerful weapon which you can use to change the world”.....(a quote by Nelson Mandela who was a pioneer humanitarian, activist and first president of a free South Africa).

And lastly : TWC NGO focus on consciousness and creativity..... To Enlight, Educate, Inspire, Enrich, Edify, Illuminate and Transform the World.

### **TWC NGO MISSION STATEMENT**

TWC NGO mission statement is building a new Tanzanian generation which is highly creative.

### **TWC NGO INCOME SOURCES**

TWC NGO funds help to accomplish the aforementioned objectives and mission statement come from the following sources:

- I. Donors
- II. Sponsors
- III. Tanzania Books Festival event fundraising.

## PART 1:

# FEASIBILITY STUDY ON THE BOOK INDUSTRY OF TANZANIA

## INTRODUCTION ON THE BOOK INDUSTRY OF TANZANIA

- There are two types of publishing in any country in the world:
  - i. Educational Publishing and
  - ii. General Publishing
- Educational Publishing is the publishing of text books according to the education curriculum of a country.
- General Publishing is the publishing of literary books such as novels, history books, biographies, memoirs etc for general use.
- The ministry of education of Tanzania started doing educational publishing 10 years after independence in 1971, after breaking its contract with Macmillan Publishing a major publisher from U.K, which were previously publishing text books of primary schools, secondary schools and universities of Tanzania.

- Ever since 1971 the ministry of education of Tanzania has been publishing text books of primary schools, secondary schools and some university courses. Other university text books are published by Oxford University Press which also publishes all history books written by the founder of the nation of Tanzania, Julius Nyerere.
- Also in 1970s Tanzania Publishing House – TPH was established which handles the publishing of Swahili literary novels, History books, dictionaries etc. led by the pioneer of publishing in Tanzania and writer Mr Walter Bgoya, MBA.
- Some popular Swahili literary novels published by TPH (Tanzania Publishing House) under the leadership of Mr Walter Bgoya, which are also used in the secondary school Kiswahili curriculum are:
  - i. Kuli by A.S Adam
  - ii. Njozi Iliyopotea by C.G Mung'ong'o
  - iii. Nyota ya Huzuni by George Liwenga
- There are 14 major book publishers in Tanzania:
  - i. Oxford University Press
  - ii. Mkuki na Nyota Publishers

- iii. Stadium Publishers
- iv. Tanzania Ed Publishers
- v. Mangrove Publishers
- vi. Kwanza Publishers
- vii. Heko Publishers
- viii. Galaxy Publishers
- ix. E & D Vision Publishers
- x. Children's Book Project For Tanzania
- xi. Best Deal Publishers
- xii. Niim Computers and Graphics
- xiii. Mture Educational Publishers
- xiv. Read It Books

- According to UNESCO there are 27 universities and 15 colleges in Tanzania.
- Also according to UNESCO most recent released data of 2015, Tanzania literacy rate is 77.89% (females 73.09% and males 87.01%) ...which means an average of 22.11% do not know how to read and write.
- Literacy rate in Tanzania has improved compared to how it was in 2010 when the literacy rate was 67.80%....which means 32.20% did not know how to read and write.

- According to UNESCO out of 781 million illiterate people in the world 75% of them are found in Asia and Africa and almost 66.7% of them are females.
- Tanzania is 19 based on literacy rate out of 54 countries of Africa, led by Zimbabwe which had 90% literacy rate in the 2015 UNESCO census.
- Also according to UNESCO 2015 data, literacy rate varies differently across the world in the following categories:
  - i. 99.2% Developed Nations
  - ii. 71.3% Oceania countries
  - iii. 70.02% South and West Asia
  - iv. 64.0% Sub Saharan Africa
- Based on UNICEF.....”Literacy rates among youth (aged 15 to 24) and adults are the test of an educational system, and the overall trend is positive, thanks to the expansion of educational opportunities. Globally, the youth literacy rate increased from 83 per cent to 91 per cent over two decades, while the number of illiterate youth declined from 170 million to 115 million. Regional and gender disparities persist, however. Literacy is lowest in least developed countries and higher among males than

females. In the most recent years for which data are available, young women accounted for 59 per cent of the total illiterate youth population”.

Also according to UNICEF.....”For a full picture of children’s school participation, UNICEF uses two sources of data: enrolment data, which are based on administrative records.....

and attendance data from household surveys. In half of all countries, data on primary and secondary education come from more than one source. All data on primary and secondary education used by UNICEF are based on official International Standard Classifications of Education (ISCED) and may deviate somewhat from those used by country-specific school systems.”

- According to Tanzania Publishing House-TPH, the following are major problems facing the publishing industry of Tanzania in relation to the education system of Tanzania:
  - i. Culture of Reading Absence
  - ii. Illiteracy
  - iii. Language Barrier
  - iv. Over Pricing of Books



# CHAPTER 1:

## PROBLEMS FACING THE BOOK INDUSTRY OF TANZANIA

- According to TWC NGO research the following are major problems facing the publishing industry of Tanzania.

### i. CULTURE OF READING ABSENCE

Based on our ancient African traditions whereby formal and informal education was mostly given out through oral methods of storytelling, metaphors, folklores, folk tales etc, still most people gravitate to oral method of acquiring informal knowledge. Going to a public library to acquire knowledge through reading books is hardly a common tradition to most Tanzanians.

Books as a method of transmitting knowledge are mostly applied in the school curriculums, mandatorily. There is a lack of reading tradition to most Tanzanians when it comes to acquiring informal education at home, work or for leisure.

## ii. ILLITERACY.

According to UNESCO statistics Tanzania illiteracy rate is 22.11% for adults in general. This means 77.89% of adult Tanzanians can read and write.

This significant amount of about 13.7 million illiterate Tanzanians somehow hinder back the Tanzanian book industry market regardless of the fact that most of illiterate Tanzanians occur to be residing in the rural areas.

## iii. LANGUAGE BARRIER

Over 100 million people across Africa use Swahili for communication and about 80% of approximately 62 million people in Tanzania use Swahili for communication.

However most people with general secondary education in Tanzania can speak, read and write in English language since English is used in the education curriculum along with Swahili.

There is a language barrier problem when it comes to books written in English language to some of the regular Tanzanians who lack secondary education basis.

#### iv. OVER PRICING OF BOOKS.

Due to the lack of investors in the publishing industry of Tanzania, most authors find themselves self-publishing their books and marking them at very high prices so as to earn significant profits.

This causes most regular Tanzanians to fail to afford buying books.

#### v. OVER USAGE OF FOREIGN BOOKS IN ENGLISH LITERATURE.

There is only few books written by Tanzanian authors in the English literature curriculum of secondary school as well as university. Most books used by the ministry of education of Tanzania are written by foreign authors from other African countries or overseas.

#### vi. LACK OF MAJOR BOOK PUBLISHERS

There are only 14 major publishers in Tanzania in comparison to developed nations such as the U.S which has hundreds of major mainstream publishers.

This results to many talented authors to self-publish their books at very low budgets and fail to promote them nationally or internationally in the book markets.

#### vii. LACK OF PROMINENT TANZANIAN AUTHORS IN THE INTERNATIONAL BOOK INDUSTRY

There is a scarcity of Tanzanian authors in the international book industry who can be used to inspire other authors in Tanzania to go global compared to other African countries such as Kenya which has Ngungi wa Thiong'o, Okioti Omtatah etc and Nigeria Wole Soyinka, late Chinua Achebe, Chimamanda Ngozi Adichie etc

## CHAPTER 2:

### TWC NGO SOLUTIONS TOWARDS PROBLEMS FACING THE BOOK INDUSTRY OF TANZANIA.

- i. Upon our conventions, sharing with students at various schools and universities of Tanzania the importance of reading books, reading and writing skills. And also upon the conventions, giving students library membership cards and encourage them to develop a tradition of going to the library to read books so as to expand their knowledge.
- ii. Through broadcasting TWC conventions, sharing with parents importance of emphasizing their children to develop a culture of reading books. Moreover emphasizing parents the importance of taking their children to school so as to acquire quality education, and thus lower illiteracy in Tanzania and boost creativity which will help them to be productive in their societies.
- iii. Work with the U.N, local and international organizations and the government of Tanzania on programs to eliminate illiteracy in rural areas and on

programs to reduce unemployment rate in Tanzania by encouraging self-employment.

- iv. Advise the Ministry of education of Tanzania to consider English literary books written by Tanzanian writers in the English literature syllabus instead of having books written by foreign writers dominate the English literature syllabus of Tanzania... Such English literary novels written by Tanzanian writers as “Trans dimensional Wars Trilogy” a novel written by international Tanzanian author Francis Mlaga.
- v. Encourage students to develop a culture of reading both Swahili and English books so as to gain knowledge and exposure, and to expand critical thinking and language skills necessary at work and business.
- vi. Giving Tanzanian writers a platform to market their books at the TWC conventions and Tanzania Books Festival and advise them to lower their books prices so as to maximize sales for many regular Tanzanians and students to be able to afford while the culture of reading books is emphasized across the country by

TWC conventions and broadcasting. Also advising Tanzanian writers to write both English and Swahili literary books. Instead of having books written by foreign writers used in our education curriculum.

- vii. Influence local and international investors to invest in the book publishing industry of Tanzania which is yet unexplored and fresh.

## **PART 2:**

### **TWC NGO OPERATION GUIDE BETWEEN JANUARY 2025 AND DECEMBER 2035**

#### **TWC CONVENTIONS ACROSS TANZANIA:**

##### **Time Table:**

- TWC conventions will be conducted by TWC NGO team across schools and Universities of Tanzania.

##### **Function:**

- i. Sharing with students importance of reading books and reading skills.
- ii. Sharing with students importance of writing and writing skills.
- iii. Sharing with students importance of being creative.
- iv. Sharing with students importance of quality education.
- v. Emphasizing students to develop and submit their creative works on TWC NGO website so as to be considered for awards to be held at the TANZANIA BOOKS FESTIVAL under TWC NGO every year on Summer whereby winners will be given funds for



motivation and obtain education scholarships based on the following categories:

- Science Article/Essay
- Business Article/Essay
- History Article/Essay
- Documentary Article
- Short Story/Movie Script
- Poems/Play
- Drawing/Graphics
- Technology
- Environmental Article
- Health Article

**WARNING NOTE:** TWC NGO shall not accept any work with a context that's provocatively controversial to the government of Tanzania or any work that's threatening or violating the rights of the people in general or the constitution of Tanzania.

## CONCLUSION:

### PROJECTIONS FOR YEAR 2025

- By the end of the year 2025 TWC NGO will have visited and done multiple conventions at various schools and universities across the country of Tanzania.
- TWC NGO will have also carried the first national groundbreaking TANZANIA BOOKS FESTIVAL in Dar es salaam on Summer 2025 of at least 1,000 guests. Every year continuously a portion of the income of Tanzania Books Festival event will go to the programs of TWC NGO to continue facilitating quality education and creativity by searching, raising and sponsoring creative talents in art, science and technology.

## REFERENCES

UNESCO

UNICEF

MINISTRY OF EDUCATION OF TANZANIA

TANZANIA PUBLISHING HOUSE (TPH)

WALTER BGOYA (Founder and CEO of TPH)

Honorable EDWARD LOWASSA (former prime minister  
of Tanzania)