



Ground-breaking Jasiri Gender Bond in Tanzania

Feminine hygiene product importers grow with Jasiri loans



Jasiri Gender Bond

The Jasiri Gender Bond plays a crucial role in stimulating economic growth and empowering women in business.

Financing have played a key role in strengthening the agricultural sector, where women comprise over 65% of the workforce. The support has strengthened traditional female-led businesses in areas like retail and education and facilitated women’s entry and growth in male-dominated sectors like mining, energy, and spare parts. This has led to heightened employment, expanded inventory, and increased trade activities. By enabling women to grow their businesses, the bond contributes to improved livelihoods, education, and health outcomes for entire communities, thereby amplifying its impact.



Launched in
February 2022



March 2023
International Women’s Day

The Jasiri Gender Bond became the first Sub-Saharan Bond listed the **Luxembourg Green Exchange**



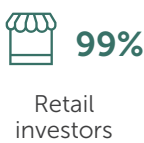
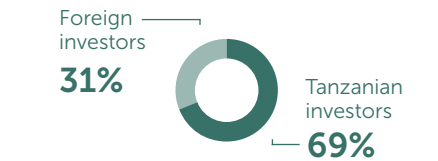
Annual return
8.5%



Funds mobilised
~USD 32 M



Oversubscription
197%



This differs significantly from the corporate bond market’s reliance on institutional investors.



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Selina Godfrey Letara’s entrepreneurial journey is a testament to the transformative power of targeted access to credit and unwavering determination. Her venture, High Quality Tanzania, previously known as NN General Supplies, has evolved from a modest home-based business into a thriving import and distribution powerhouse for feminine hygiene products, thanks to strategic backing from Jasiri loans.

“It all started with a realisation during a vacation in Singapore and China. I discovered sanitary pads of a quality I hadn’t seen back home. That was the spark.”

This moment of insight led her to import an initial batch of 300 cartons, laying the groundwork for what would become a significant business venture. However, the journey was not without its challenges. Selina and her husband faced the daunting task of selling and distributing the products by themselves, a process that took three years to complete. However, their perseverance paid off.

“From struggling to sell 300 cartons to now successfully distributing seven containers, it’s been a remarkable journey of growth,” Selina reflects.

The partnership with Jasiri loans proved to be a game-changer for “High Quality Tanzania”. The financial support enabled Selina to increase her import volumes and diversify her product range significantly.

“With Jasiri’s support, we were able to take our business to the next level. Our turnover soared to over TZS 10 Billion (\$3.9 million) last year.”

One of the key factors that facilitated this growth was the efficiency of the Jasiri loan process. Selina highlights:

“The Jasiri Bond changed everything for us. If I request a loan at 11 am, the money will be in my account by noon. This speed and efficiency have been crucial for our business operations.”

Selina’s vision extended beyond the borders of Tanzania, with High Quality Tanzania establishing branches in Kenya and making its presence felt in Dubai, Burundi, Congo, and plans for expansion into Zambia and the US.

“Our mission is to provide quality feminine hygiene products far and wide. The need is universal, and we’re here to meet it.”

Her entrepreneurial spirit and commitment to providing quality products have led to business success and a positive impact on the community.

“We’re not just selling products; we’re improving access to essential hygiene solutions and empowering women.”

Selina Godfrey Letara’s story with High Quality Tanzania serves as an inspiration for entrepreneurs everywhere, particularly women. It illustrates the profound impact of perseverance, strategic financial support, and the importance of identifying and filling gaps in the market. Through her journey, Selina has not only built a successful business but has also contributed to the well-being of her community by improving access to quality feminine hygiene products. Her experience underscores the potential for businesses to grow and make a positive impact when passion is met with opportunity and support.