



ENTREPRENEURSHIP IN NURSING AND MIDWIFERY

ELIZABETH CHIGUA

***FOUNDER AND DIRECTOR OF ELIJERRY COLLEGE
OF HEALTH AND ALLIED SCIENCES (ECOHAS)***

MOBILE FACILITATION TEAM



PERSONAL PROFILE

- Her name is Elizabeth Chigua, Registered Nurse. A holder of Masters of Science in Nursing Education. She is a founder and director of Elijerry College of Health and Allied Sciences (ECoHAS) since 2015, located at Mheza Tanga offering several courses including Nursing and Midwifery, pharmaceutical sciences, social work and Clinical Medicine. She has marked achievements for transforming professions to entrepreneurship opportunities with the dedication of serving the community at large. She is successful created both permanent and temporary employment.



GREETINGS!

- Hi every one, Facilitators and Participants of this debate on **ENTREPRENEURSHIP IN HEALTH AMONG NURSES IN TANZANIA.**
- I am here to support the debate theme saying **“Entrepreneurship Opportunities in Nursing and Midwifery Profession is possible”**



❖ **INTRODUCTION**

- My name is Elizabeth Michael Chigua, I am a Registered Nurse and Midwife, Founder of Eljerry College of Health and Allied Sciences (ECOHAS) based in Muheza Tanga and also the Managing Director of the College.

❖ **APPRECIATION**

- I would like to express my special gratitude to moderators of this debate for giving me the opportunity to participate in this wonderful debate which provides an opportunity for sharing views and experiences regarding entrepreneurship. I thank you very much!!



- **REFLECTION**

- Throughout my working experience, I realized that there were many business opportunities which could enable me to achieve my dream of becoming an **entrepreneur**. It is from here the idea of establishing a Private Health Training Institution evolved. Before starting the College, I worked with the Anglican Diocese of Tanga in various work positions. I started as a Nurse and Midwife holding Diploma in Nursing and Midwifery in year 1997. Later I became a Nurse Tutor at the Muheza School of Nursing by then which now is known as ST. Augustine Muheza Institute of Health and Allied Sciences (SAMIHAS). I held some Managerial positions as College Vice Principal (2004-2007), Principal (2007- 2012) and Executive Director from 2012- 2016 when the College was changed to become an Institute.



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- **Due to my long vision/Dream of running own a business venture** I found that I could not have enough time for my Private Businesses thus in 2016 I decided to quit my employment job and started the journey of **Self - Employment** through engaging in Entrepreneurship.
 - It was a difficult decision to be honest at that time since I did not have money, but I believed in my ideas and vision.
 - The small amount of money I had helped in the acquisition of land where the College is built.
 - I then collected my personal savings to become a starting capital.
 - I had a small **Grocery** which helped me to secure loans from various Banks and other financial institutions while doing part time and consultancy jobs which in one way contributed in the initial set up of the College.



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- I thank God that through my determination and focus I received encouragements and guidance from friends, Private and Public institutions which at a great deal paved a way of my success.
 - In 2016, I started the College with 75 students, in the following year the number of students increased to 97 and to date the College has 830 students pursuing their Diplomas of Nursing and Midwifery, Clinical Medicines, Pharmaceutical Sciences and Social Work.
 - *With all the challenges and hardships, at last my dream has come true.*



❖ Some of the **SECRETS** behind my successes are:

- ✓ Hard working
- ✓ Self determination and focus
- ✓ Working and living with my vision
- ✓ Honest in my financial dealings
- ✓ Risk taking
- ✓ Records keeping
- ✓ Seeking and accepting advices
- ✓ Keeping ongoing without fear
- ✓ Making quick decision whenever necessary



❖ In my entrepreneurship efforts I made a lot of small businesses. Some of them are listed hereunder

- Catering Services 2006
- Retail shop 2010-2011
- Hair cutting saloon 2011-2012
- Grocery 2011 to date
- Health training College 2016 to date



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- Medics shop 2019 to date
 - Milling machine 2021 to date
 - Mobile financial services 2021 to date
 - Running a recreation garden for Children 2022 to date
 - Hostel for Renting Students 2023



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- However, apart from the achievements and challenges discussed above, I also discovered some other opportunities which encourage me to think of other businesses in the near future as mentioned hereunder:
 - Establishing a Tailoring
 - Establishing a training program on Sewing, Livestock Feeds, making Soaps, Lotions, Creams and Sanitizers
 - Establishing mobile catering services
 - Establishing a Bakery
 - Constructing modern sports grounds for Football, Netball, Basketball, and Volleyball
 - Establishing a small factory for Paper production and packaging

Q8. How the institution policies like privatization and contract government jobs impact the necessity - driven entrepreneurship and opportunity entrepreneurship among nurses?

❖ Privatization

- The government of Tanzania through its privatization policy has given permission to private individuals, groups and companies to participate in the provision of goods and services to the Public.
- This act has created many opportunities for Health personnel (Nurses) to be able to engage in entrepreneurship by running private Dispensaries, Health Centers, Hospitals, Health Laboratories, Maternity Homes, Pharmaceutical Services, Colleges of Health and Allied Sciences and Consultancy Services.
- Elijerry College of Health and Allied Sciences (ECOHAS) based in Muheza Tanga is a vivid example of Entrepreneurship initiative.



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- With the privatization policy emerged competition among entrepreneurs in the rendering of services which forces entrepreneurs to be:-
 - ✓ Innovative and creative
 - ✓ Courageous to take risks (Risk taker)
 - ✓ Flexible
 - ✓ Well informed or open minded
 - ✓ Smart in planning, organizing and leading for achieving their business goals
 - This will bring about quality services to the public and at the same time development of the Nursing profession and increasing the spirit of entrepreneurship among Nurses and others

❖ **CONTRACT GOVERNMENT JOBS**

- Contractual Government jobs compels Nurses to feel in secured at their job because when the contract finishes there is uncertainty of contract renewal hence they are driven to engage in entrepreneurship activities to secure their tomorrow. Nurses devote their time to participate in part time jobs outside their full time jobs for additional income.
- They also engage themselves in income generating businesses (entrepreneurship) in order to attain additional income.



Q9. HOW ENTREPRENEURSHIP MAY INFLUENCE IN NURSING PROFESSION DEVELOPMENT?

- Entrepreneurship may influence the development of Nursing Profession due to the availability of many opportunities of making extra incomes as it can promote many Nurses to be passionate with their Profession.
- The increase of successful Nursing entrepreneurs will make others to imitate. This will consequently make the Nursing Profession to develop further
- ✓ Nurses works hard and produces more health personnel who will work for the community.
- ✓ Their increased income makes them capable to engage more entrepreneurship activities
- ✓ More nurses may emulate or copy from successful entrepreneur hence the development of the profession



- **BECOMING AN ENTREPRENEUR**

- Some of the major attention of an entrepreneur is studying his or her surrounding environment to explore the economic opportunities (market) while considering the following aspects:-

POLITICAL

- The government forms various policies, guidelines, rules and regulations which promote the conduct of businesses to be adhered by all entrepreneurs in the country, for example the acquisition of business licenses, registration certificates, Tax identification numbers (TIN) and various permits.



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- The government also allow for private sectors (privatization) to carry on the provision of public services such as education (pre- primary, Primary, secondary, and higher learning institutions), health (dispensary, Health Centers, Hospitals) and training of health personnel (College of health and Allied sciences), transportation, pharmaceutical services, financial services, Telecommunications and many others.

❖ **ECONOMICAL**

- The foregoing of the Economic situation helps the entrepreneur to make wise decision on his business undertakings for example during harvesting period customers are able to pay for goods and services than in other times example school fees, fare, purchasing, starting up income generating activities.

❖ **SOCIAL**

- The demand of goods and services depends on people's preferences on certain product or services at a particular time/season for example changes in fashion(clothes, mobile phones, cars, TV programs etc), styles, educational policies (curriculums/syllabuses)
- An entrepreneur should conduct needs assessment to identify marketable profitable products before deciding to conduct any particular business

❖ **Technological**

- Development in technology is crucial to entrepreneurship because it simplifies the conduct of business through the use of modern technologies for example the use of computer applications and soft wares, media communication (online businesses, electronic Money transfers, E learning, Zoom meeting.



❖ **ENVIRONMENTAL**

- Consideration of the environment is very important to any business because some businesses have negative impact to the creation and some of the environment has negative effect to the business example business of charcoal have a serious effect to the natural vegetation due to deforestation, industrial work and products may cause air pollution.
- Some environments are not conducive for conducting business example food vending in a hospital ward/premises, school near alcohol club or hospital near main bus stop.



❖ **LEGAL**

- An entrepreneur should conform to legal requirements of the business she is conducting in order to avoid confrontation with law enforcers example acquisition of business licenses, registration certificates, TIN certificate and all other permits.

❖ **CONCLUSION**

- Basing on the information provided above it is very obvious that “Entrepreneurship Opportunities in Nursing and Midwifery Profession is possible”