

**KARIMJEE JIVANJEE FOUNDATION ANNOUNCES  
NEW PARTNERSHIP WITH MSICHANA INITIATIVE**

**June 2021**

Standing up for Girls Rights! Karimjee Jivanjee Foundation launches a new partnership with the local NGO, Msichana Initiative to promote girl's rights and empowerment.

Msichana Initiative is a local NGO founded in 2016 by Rebeca Gyumi. Msichana works to advance gender equality and advocating girls' rights to education.

At just 34 years old, Rebeca Gyumi has a list of major local and international achievements anyone twice her age would be proud of.

She has successfully challenged Tanzania's legal system, winning a landmark ruling in 2016 to raise the age of child marriage for girls in Tanzania from 14 to 18.

In 2016 she was named the UNICEF Global Goals Award winner for her work in advancing girls' rights in Tanzania.

In 2018 she won the 2018 UN Human Rights Prize for dedicating her life's work to ending child marriage and most recently was selected in the BBC 100 Woman 2020; a list of 100 inspiring and influential women from around the world for 2020.

On June 15th at the KJF head office in Dar es Salaam, Yusuf Karimjee, Chairman of KJF and Rebeca Gyumi founder of Msichana signed a partnership agreement to the amount of \$20,000 for the period of 2021-2022.

KJF identifies gender inequality as one of Tanzania's most pressing development issues, and has put girls' rights and empowerment at the centre of its support and work.

Both the World Bank and the IMF assert that greater gender equality can enhance economic productivity and improve development outcomes. Despite milestone agreements and promises to tackle gender inequality, millions of girls globally struggle to claim their rights. Girls are the most excluded group in the world facing the double challenge of being young and female. It is time to push back on the regressive trends that are stifling progress for girls.

KJF is thrilled to be working with Msichana on such a powerful agenda.

**ENDS**

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**ABOUT KJF**

Karimjee Jivanjee Foundation is the philanthropic arm of the Karimjee Group established in 1825. For seven generations, we have supported causes and organisations that share our values and tradition. The foundation was officially created in 2010 as an important part of our corporate social responsibility (CSR) programme. We believe in long term and sustainable action to tackle the social challenges facing the country and its communities.

[www.kjffoundation.or.tz](http://www.kjffoundation.or.tz)