

Tanzania



Case Study: Nicola Banks' Outstanding Contribution to Social Enterprise



Dr Nicola Banks is a Lecturer in Global Urbanism and Urban Development at the University of Manchester, and was awarded A Making a Difference Award in 2016 for her outstanding contribution to social enterprise. This was granted for one of her major research projects focusing on youth, poverty and inequality in urban Tanzania.

The Motorbike taxi savings and employment scheme

Nicola is helping combat youth unemployment in Tanzania. She set up a savings scheme in partnership with a local NGO, helping people to buy a motorbike taxi and enhance their incomes. After six months of saving, the group has purchased their second bike.

Nicola was inspired by a man from Arusha who was working as a motorcycle taxi driver. The daily rental fees he paid for his motorcycle wiped out any surplus for saving to enroll on a degree course.

The enterprise is low-cost, sustainable and scale-able, with benefits passing onto another group when all members own their own bikes.

Click on the below to watch Nicola's short film.



Outstanding Contribution to Social Enterprise Nicola Banks



Social Responsibility at The University of Manchester

 **Subscribe** 105

349 views

Want to find out more?

To find out more about Nicola's work visit her [current research page](#). Here you will be able to find further information, her key academic publications, the impacts she has made and a video from the Global Development Institute (GDI) about her work. See below.



Additionally, visit the GDI [blog](#) about tackling youth unemployment in Arusha. You can also find out about the outcomes of the motorcycle initiative [here](#)!