



# Accountant

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Money matters in any business require a professional

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## Tax Changes to embrace in the new financial year 2022-2023



**Samia launches  
644 residential  
apartments**



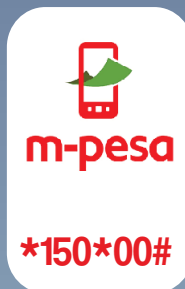
**Blue Economy  
in Tanzania**



**ETS boosts  
tax collection  
on excisable  
goods**



# LIPIA HUDUMA YA MAJI



BENKI  
WASHIRIKI



**MALIPO YA HUDUMA YA MAJI  
KUPITIA NJIA ZA KIBENKI NA  
MITANDAO YA SIMU**

MITANDAO YA KIJAMII



Kwa mawasilino zaidi wasiliana nasi kituo cha Huduma kwa Wateja:

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# Focusing on the future – Building Trust, Quality and Confidence

**Dear** my fellow beloved accountants and auditors, It is my great pleasure to welcome you to our first TAA journal in 2022. On behalf of the Tanzania Association of Accountants (TAA) Governing Council, we at TAA are indeed pleased that so many eminent accountants have joined hands to support the association in growing our accounting profession and adding value to the society.

In the past two years, since we assumed leadership, together, we have experienced a lot of challenges, and particularly the COVID-19 pandemic which has taught all of us lessons of thinking differently and doing things differently. Our role as accountants in overseeing a sound financial environment remains of paramount importance, despite the social challenges experienced globally.

We at TAA we remain focused to build a strong association that will be able to address our members' needs, expectations and will continue to strengthen the profession by building strong partnerships that will be a catalyst for the growth of our members. We will continue to focus on high quality accounting and reporting frameworks which are essential in policy objectives. Our aim for today and to-

morrow is to compare notes on value addition of accountants and auditors from a country economic perspective, and in that way to learn from each other's experiences on areas to focus as financial experts. I am therefore delighted to see that –once gain- there is a continuous strong response to all accountants and auditors across our country.

My fellow accountants and auditors, the accounting profession has never been so challenging and important. In a changing, demanding and complex world your role is critical in maintaining the credibility of our profession. Credibility is necessary in convincing the government, investors, market participants and the society as a whole that the role of accounting profession can help achieve their objectives. Without this credibility, TAA together with our members as a whole will be substantially impaired.

### A Bright Future

My colleagues, I firmly believe that a bright future beckons for our association and our profession at large, but it's not a certainty. Even as we join our hands together and forge strong and relevant partnerships, it's critically

important for us to understand and maintain a focus on the core principles that will move us forward and continue to act by them. Continuous training for our members and dialogue with policy makers and regulators that facilitate opening of opportunities for our members while building a strong economy for our country remains a pillar of our association. It's also vital to the quality and the performance of our economy. The future belongs to those with the courage to lead and the imagination to make things better.

The future must be met head-on with all of us involved in building our profession, being clear-minded, and courageous regarding the objectives, responsibilities, and sensible expectations from each of us.



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# Accountant, Auditor? TAA is your home—CEO

By Winifrida Ngaraguza (ag. CEO)

**P**recisely, one need not to be a rocket scientist to realize that economic growth is the most powerful instrument for reducing poverty and improving the quality of life in any country. And when one talks of economic growth, definitely one is taking professionals (read Accountants and Auditors), who are the pillars in financial matters and life of any business entity.

This dovetails to inform the public (businesses) that the work of an Accountant should not be taken for granted and that is why every year, when they graduate from colleges, the National Board of Accountants and Auditors (NBAA)—an accounting professional and regulatory body operating under the Ministry of Finance and the sole body to certify accountants in Tanzania, certify them.

In quick analysis, there is a large number of accountants and auditors in the country (may be as a result of not being aware), who have not registered with the NBAA and casts doubt in their skills/experience to work or become employed in the market that requires certification. Until now, the board only has 11, 615 registered Accountants and Auditors in its realm.

To address this, the Tanzania Association of Accountants (TAA) has come in and making various efforts to see into it that the challenge is solved, especially among the new graduates in the country. Thus, it has established a practical training unit that will enable all Accountants and Auditors to learn practically the requirements needed by the employers. Through the association, many accountants have been able to be enlightened and get internship and job opportunities in turn become certified. In its strategy, the TAA has been embarking:

- Training programmes for the working and newly graduated Accountants and Auditors to equip them with latest skills in the market.
- Support them to access business and job opportunities and
- Presenting them with opportunities to network with their counterparts in other areas. This includes offering them professional advice on how to go about their chores as well as tackling challenges.

es.

## Current developments in TAA

Our current membership status is 2317 members and we aim to grow and register at least 30,000 members by the end of this year. The number comprises Accountants and Auditors from both public and private sectors. This gives us potential platform to do a lot of marketing and publications with certainty that information shared will reach a large number of people, both professional and non-professional.

## Service range

Through innovation and the use of modern technology, the Tanzania Association of Accountants continues to offer credible and reliable information services to our esteemed members, while maintaining the highest degree of professionalism in the country and beyond.

We channel the information through our Journals, newsletter as well as immediate online updates via social media accounts such as Instagram, Twitter, Facebook and WhatsApp. These media streams have more than 20,000 followers all together.

Then Association ensures that its publications are widely availed to the public through media outlets such as Radio and Television. For places which cannot be reached physically, we endeavor to avail our information through online media streams.

## TAA Mission

To mobilize skills and talents of members towards developing, promoting, and protecting the Accountancy profession as well as the maintenance of high ethical standards among our members.

## TAA Vision

To be a dynamic professional Association capable of ensuring lasting prosperity of the Accountancy profession in Tanzania.

## Our Core Values

- i. Professional excellence
- ii. Integrity
- iii. Good Governance
- iv. Innovation
- v. Social Responsiveness

We offer our services under principles of

- Professionalism
- Responsiveness
- Quality

## How to become a member

For one to become a TAA member, a membership application form is obtained from the TAA secretariat and filled according to instructions with requisite copies of certificates attached thereto. Also, registration can be done online. The duly filled application form together with a non-refundable registration fee of TZS 20,000/= (accounting student registration fee is 5,000/=) are submitted to the secretariat or online. After approval for admission by the Council, the applicant is notified and required to pay the annual subscription fee, where after the membership ID is issued.

## Specific Membership Benefits to different Groups

### a. Professional Accountants

#### a. Benefits to Certified Public Accountants (CPAs).

- i. To associate with TAA in provision of consultancy services.
- ii. To participate in TAA mentorship programs as a Mentor.
- iii. To participate in TAA training programs as a resource Personnel.

### b. Benefit to Associate CPAs

- i. To associate with TAA in provision of consultancy services.
- ii. To participate in TAA Mentorship programs as a Mentor.
- iii. To Participate in TAA Training programs as a resource Personnel
- iv. Technical assistance and capacity building on how to start and run professional firms
- v. Career development and job offers.

### c. Benefits to Graduate CPAs

- i. An opportunity to network with fellow professionals.
- ii. To participate in mentorship program as mentees.
- iii. Opportunity to participate in Internship Program
- iv. Career development and job offers.

#### d. Non-Professional Accountants with Academic Qualification Members

##### a. Members with PhDs or Master's degree

- Engagement in TAA research projects
- To associate with TAA in provision of consultancy services.
- To participate in training programs organized by the Association.

#### e. Members with Bachelor's degree or accounting technicians

- Participate in career fairs organized by the Association for networking between graduate members and prospective employers (Auditing firms, Tax Firms, banks, Government agencies and others).
- To participate in Mentorship program as mentees.
- Participate in project write up competition to solicit funds for financing various costs for the members such as food and travelling costs.
- Opportunities for Internship
- Opportunity for Employment.
- Gain leadership and soft skills

#### f. Members with Diploma or Certificate

- There is an organization in career fairs for networking between graduate members and prospective employers (Auditing firms, Tax Firms, banks, Government agencies and others).
- Participate in project write up to solicit funds for financing various costs for members such as food and travelling costs.
- Opportunity for Internship
- Opportunity for employment.
- Gain leadership and soft skills
- Mentorship so that they can develop their interest with CPA at ATEC and foundation level.

#### g. Accounting Students

##### a. University, Institution and College students

- Field Attachment to reputable Auditing, Tax consultancy and others.
- To offer prize to Best students when we have more members and link them with specific University, Institutes and College.
- Professional nurturing i.e guidance through visiting them and conducting seminars to members.
- Sending Guest Lecturer or speaker from TAA or guru from the industry to speak with them on various issues.
- Protect write up competition for securing Funds to fosters internship and other program initiated.
- Internship after graduation.
- Connecting them with Industrial mentors.

#### h. Students of Business Studies at Secondary Schools

##### a. Benefits to ECA, EGM, Students etc.

- Prepare seminars for them.
- Academic visiting them.
- Professional nurturing.
- Offering Books.

#### i. Teachers of Business Students at Secondary Schools

##### a. Benefits to Teachers of Accountancy, Commerce, Economics and Bookkeeping.

- Engaging them in TAA matters.
- Recognizing them as they are within the accountancy field.
- Giving them seminars on the updates and changes in Accountancy arena.
- Mentorship to advance their career to CPA.

#### j. Firms

##### a. Benefits to Auditing and Accounting Firms

- Organize a workshop where small and medium Audit firms will learn from the big ones so that the Audit reports are more reliable.
- Those Audit firms that are under the umbrella of TAA, will enjoy beneficial and competitive Audit fees' benchmarks as determined by TAA to enhance growth of such firms.
- TAA invites small and medium Audit firms to its events so that they can present their papers.
- To gain knowledge and information on different Audit software. PCAS software was initially used but now CASEWARE has been recommended by NBAA, CASEWARE is very expensive.
- Firm partners will be used as team members in the process of assisting NBAA in compliance checks by forming a committee that is approved by NBAA. TAA has a big pool of human capital.
- Firms will be endorsed to take accountancy works from different companies reaching a certain income threshold; TAA will assist enforcing this agenda through NBAA.

#### Activities performed by the Association

**1) Capacity Building:** This provided to our members, and coached in different ways such as trainings, workshops, seminars etc. This enables them to grow professionally.

**2) Programme:** Such as Kuza Biashara Campaign which is in progress was established to help small entrepreneurs, especially Machinga and Bodaboda and Mama lishe to make them formal in business and be able to connect them with Financial Institutions and Health insurances.

**3) Accountability Seminar:** This is designed for Local Government Authority. The Association trains local government officers to build capacity and improve efficiency of Officials of LGA's in discharging responsibilities in order to improve service delivery to Citizens.

**4) Dawati la Mhasibu:** This is a one-day open air event in which the Association brings together Small and Medium Enterprises (SMEs), Individuals and General public to access consultations on Business, Tax issues, Banking issues, how to raise Capital, Savings and Investments, Debt Management issues, Social Security Welfare, Contracts Management, Business establishment and registration, Auditing, Financial Reporting, and the like, all for free.

**5) Accountancy Week:** This is an event that brings together Accountants and Auditors annually in carrying out professional activities and helping the community. This is based on Pro bono services, Accountancy Professional Mentorship, Fun run and Sports Tournaments, Community Works and Business and service Engagement Symposium.

**6) Pre budget discussion:** This is done annually as a forum, where Accountants and Auditors give their views on different issues such as tax etc.

Category of Membership	Application Fees		Annual Subscription Fees	
	Old Fees in TZS	New Fees in TZS	Old Fees in TZS	New Fees in TZS
Provisional, Associates and Fellows	20,000.00	20,000.00	100,000.00	50,000.00
Accounting Technicians	20,000.00	20,000.00	20,000.00	20,000.00
Accounting Firms - Large	20,000.00	20,000.00	300,000.00	300,000.00
Accounting Firms - Medium	20,000.00	20,000.00	300,000.00	200,000.00
Accounting Firms - Small	20,000.00	20,000.00	300,000.00	100,000.00
Training Institutions	20,000.00	20,000.00	200,000.00	100,000.00
Professional Associations	20,000.00	20,000.00	200,000.00	50,000.00
Students' Association	Free	Free	100,000.00	Free
Students	5,000.00	5,000.00	10,000.00	5,000.00

Come one, come all Accountants and Auditors, because in TAA membership sky is the limit in skills development and networking.



# Challenges facing small auditing firms in Tanzania

By CPA Lupiana Michael Lupiana

## Background

Audits as a profession has evolved in a remarkable growth from parastatal owned audit firms to private owned ones. The tremendous growth was seen in recent years after Tanzania adopted international reporting standard (IFRS) and International public-sector accounting standard effective in 2004. That marked conformity to the global financial standard. These achievements were administered through the National Board of Accounting and Auditors (NBAA). Following the convergence of the reporting standard, we have seen a continuous growth and the emergence of private small audit firms.

Precisely, small Audit firms are those with two or more partners registered by the NBAA in the category of Certified Public Accountant in Public Practice, with at least two full time audit staff and annual turnover of below Tsh 500 million.

These firms are usually operating in urban areas where most of their clients are located. The profiles of their clients are also small and medium enterprises, especially those who cannot employ a fulltime accountant or bookkeeper. However, setting up a small practice and independent audit firm is not something that should be undertaken lightly. In fact, the path of starting even the smallest practice is paved unevenly, with many pitfalls and obstacles to jump. Partners are responsible for initiating an idea from early stages all the way through to sales, marketing, and delivering that service.

## Legal practice

In Tanzania, Accounting profession is regulated by the NBAA under the Ministry of Finance. A person shall not practice as a Certified Public Accountant in Public Practice or register a firm unless that person is registered with the NBAA in the category of Certified Public Accountant in Public Practice. These are CPA (T) holders or its equivalent with at least 3 years' practical experience and registered under Associates Membership to NBAA. It is a contravention of the Code of Ethics and NBAA By Laws 2017 for a registered member to go into partnership with un-registered member (s).

## Challenges facing auditing firms in Tanzania

Finding and retention qualified staff.

Finding the right people and keeping them in place seems to be the common challenge for every startup and growing business. Due to the

competitive environment, small audit firm(s) must offer more to get a well-trained college graduate. As CPA firms across the country lose these knowledgeable employees, they reach out to secure the top talent available. Most of these employees are then employed to the firm's client due to the fact that, the client offers more than the firm. Small audit firms are always trying to balance their need for the best employees with budgetary restrictions.

It is suggested that, small audit firms must find the way to build their own team. This could be offering educational incentives for lower level staff to encourage them to expand their knowledge and become more central to the organization. Another suggestion is creating a strong employee outreach campaign through social media, which could draw qualified individuals who are looking for a more positive and encouraging work environment.

## Keeping up with technology

The other paramount challenge that small auditing firms face is constant need to update their technology. The use of latest software and licenses such as Private Company Audit System (PCAS), CASEWARE and others, make the work easier and more manageable, allowing taking more clients by shortening clearing time for customer interaction. But all this can be expensive for small firms to afford. Most small audit firms cannot keep up with this software's as technology keep changing rapidly.

For clarification, CASEWARE is an International company that sells software for accounting, auditing, financial, risk and governance professionals and it is used in 130 countries and available in 16 languages.

For small audit firms, the best way to alleviate this concern is to enquire the latest approved software for audit firms from NBAA. But also, small audit firms may gather themselves together under Tanzania Association of Accountants (TAA) umbrella and find a greater managed Information Technology (IT) service provider to tailor made the cheapest audit software or license. The service provider should handle all technical aspects including regular updates.

## Pricing

Pricing is one of the biggest challenges for small audit firms operating in Tanzania. Although NBAA has issued the guideline in charging audit fee based on the hourly charge, but still small audit firms are forced to charge below the proposed rates. Most clients of small audit firms are small enterprises which do

not keep accounting records properly, which implies, more time consuming in auditing. At the same time, other small audit firm are popping up all over the place and they are ready to offer lower prices than yours.

One of the most successful strategies used to control prices involves associations. Of course, there are multiple ways to accomplish this. By opening platform under TAA, for all practicing small audit firms setting rules and prices based on the complexity of the assignment. That should also restrict grabbing clients from each other by ensuring the acceptable prices are charged within the association.

## Marketing differentiation and attracting new business.

Another challenge of small audit firms from the couple of years is attracting new business and sustaining clients. More and more individuals and smaller businesses seem to think accounting is something they can handle on their own. The public is also exposed to crime scenes that distort the perception of Accounting professionals by seeing them as potential crooks or conmen. This may not be the perception of every mind, but there is an underlying negative attitude.

One of the most popular ways to attract new clients is to appreciate your existing client and ask them for the referrals. Clients that come from referrals tend to towards greater loyalty due to credibility given to a trusted peer. Another strategy is keeping your firm different by creating an image that is more approachable by common or small business owner. Particularly taking an advantage of social media and online ads, small audit firms can get the word out about their services, appealing to business owners who are afraid to make mistake. Get connected to local radio or TV programs and present accounting related issues with consequences of noncompliance of tax returns. Write articles for your local newspaper, a blog, and your social media accounts. As you boost your visibility in the marketplace, you set your firm up to command new business.

## Quality Control

Although IFAC SMP Committee's has issued the guide to Quality Control for Small and Medium Sized practices, practically in Tanzania Quality control has been the biggest challenge for Small Audit Firms. Small Audit Firms' employees strive to ensure the assignments done are in control with regards to quality as per ISQC 1 requirements. There are only few seminars in this regard, and none of them was specific for practical implementation of the ISQC 1. Most of these small audit firms staff, they had never attended any seminar on ISQC 1, and hence preparing audit files being heavily thrown to Partners.

In analysis- The IFAC SMP Advisory Group is an advisory body that provides strategic input on IFAC's activities in three main areas:

- Supporting standard setting—providing regular and timely input to the international standard-setting process in order to help ensure the stability, relevance, and proportionality of international standards to SMEs/SMPs
- Building a future-ready profession—

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# Tax Changes to embrace in the new Financial Year 2022-23

By Godvictor Lyimo

The National Assembly of the United Republic of Tanzania passed the Finance Bill, 2022 on the 28 June 2022. The Finance Bill was assented to by the President of the United Republic of Tanzania on 30 June 2022, and therefore effectively making it the Finance Act, 2022 (the Finance Act).

The Finance Act 2022/23 has made a number of changes to the Income Tax Act (the ITA). The amendments also include widening the definition of what constitutes a business for income tax purposes in order to bring into the tax bracket transactions or activities carried out through the internet or through electronic means including electronic services or transactions conducted in the digital marketplace regardless of the manner in which such transactions are carried out.

The principal Act has been amended in Section 3 to expound the definition of business to read "a transaction or activity carried out through the internet or an electronic means including an electronic service or transaction conducted in the digital marketplace regardless of the manner in which such transaction is carried out. "In this context, a digital marketplace has been defined to mean a platform which enables direct interaction between buyers and sellers of electronic services.

The changes have introduced a single installment tax on income realized through digital marketplace. The new amendment now requires payments (sourced in Tanzania) to a non-resident person for services rendered, other than a payment made in the course of conducting business, to be liable to income tax in Tanzania at the rate of 2% of the gross payment.

Payment of the withheld tax to Tanzania Revenue Authority needs to be done on or before the seventh day of the month following the month to which the payment relates. No return of income will be required to be filed by the nonresident service provider. The Minister is expected to issue Regulations to prescribe procedures for assessing and collecting the tax or giving effect to the section.

It should be noted that the tax residence helps determine the scope of your tax liability in Tanzania. Tanzania taxes its residents on their worldwide income and gains. Nonresidents are usually liable to tax on their Tanzania sourced income only. The source rules are amended to bring into scope "payments by individuals other than payments made in conducting a business for services rendered by a nonresident through a digital marketplace.



The rules for residence are set out by the Income Tax Act, 2019. According to Section 66 of the Income Tax Act, 2019 you are likely to be treated as a Tanzanian resident under the statutory residence test for either an individual or a partnership or a trust or a corporation.

A corporation is a resident corporation (and hence tax resident) in Tanzania if It is incorporated or formed under Tanzanian law, or At any time during the year, the "management and control" of its affairs is exercised in Tanzania. Accordingly, a company incorporated or formed overseas can only be a resident corporation if "management and control" is exercised locally. The narrative dealing with the exercise of management and control is now expanded to state that this can be exercised "physically or through any electronic means". This essentially seeks to bring within the tax net a company not incorporated in Tanzania but with effective management from Tanzania electronically.

Also, the ITA has been amended to provide for special rules and tax rates applicable in determination of income tax liability of resident persons engaged in transportation of passengers or goods. Income tax on trucks and passenger buses will now be liable of income tax of TZS 3,500,000 per year on each truck and passenger bus. This change aims at increasing Government revenue, predictability of the tax regime and enhance transparency in assessment of tax. Even though Economically speaking applying turnover tax, discourage the investments (considering that they are not deductible expenditure before applying the tax) but there are arguments about tax order which place applying of this kind of tax.

The simplicity of this tax calculation, math formula is simple (applying the percentage to an amount). However on the other hand turnover tax can make any crisis a company will be in, worse and make it impossible to recover as turnover tax is paid even though companies register business losses.

Turnover tax makes it hard for new investors to enter the market. Any new company has a time of losses, and the investor is taking care of this (initial investment, initial losses). The measure brings a cost which the company didn't have previously turnover tax- which need to be paid no matter if the company has profit or not. However, for the government, the simplicity and increase of collected revenue remains a big incentive for this type of tax.

The Finance Act has now provided guidance and will allow a resident person, other than a partnership, who carries out business or investment in both Mainland Tanzania and Tanzania Zanzibar, to claim a tax credit for a year of income for any income tax paid by the person in relation to the person's taxable income from business or investment carried out in Mainland Tanzania or Tanzania Zanzibar, as the case may be.

In the area of shipping, the Finance Act has amended the Tanzania Shipping Agencies Act to narrow the exclusive clearing and forwarding mandate of the Tanzania Shipping Agencies Corporation (TASAC) on certain imports and exports.

Prior to the Finance Act 2022/23, Section 7(1) of the Tanzanian Shipping Agencies Act, Cap 415 vested the Corporation with exclusive mandate to conduct clearing and forwarding function relating to import and export of minerals, mineral concentrates, machineries, equipment, products or extracts related to minerals and petroleum, firearms and ammunition, and live animals.

The list included Government trophies, fertilizers, industrial sugar, domestic sugar, edible or cooking oil, wheat, oil products, gas, liquified gas and chemicals.

Following the amendments, TASAC now retains exclusive mandate to deal with import and export of arms and ammunition, mineral concentrates, chemical used by mining companies, Government trophies and live animals under the Wildlife Conservation Act. Specifically, this implies that the exclusive mandate to deal with machineries, equipment, products, or extracts related to minerals and petroleum has been removed from TASAC.

Regarding tax administration, there are a couple of amendments to the Tax Administration Act (the TAA) focusing on various areas. The TAA now obliges the Commissioner General of TRA (Commissioner) to register and issue Taxpayer Identification Number (TIN) to every Tanzanian citizen who has been registered and issued with a National Identification Number (NIDA card). This requirement will come into operation on 1 January 2023.

Following the changes in the Finance Act, the Commissioner has been granted powers to license individuals to act as tax consultants under the Tax Administration Act. Previously, the Commissioner's powers in relation to tax consultants were limited to just registering them. Licensing of tax consultants imply vesting more regulatory powers to the Commissioner.



# Blue Economy in Tanzania

By CPA Ally Bukuku

**Y**ou once hear of Blue Economy and don't rush to think of economies existing in colours like the ones in rainbow, but what is it now?

The idea of 'blue economy' was first articulated by Gunter Pauli in 2010 and later discussed at the United Nations Conference on Sustainable Development, Rio + 20 in 2012. It is an emerging concept which aims at improving wellbeing of people and social equity, while also reducing environmental risks and ecological scarcities. It encourages better stewardship of our ocean or "blue" resources.

According to the World Bank, the blue economy is the "sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem"

European Commission defines it as "All economic activities related to oceans, seas and coasts".

The blue economy has diverse components including traditional ocean industries such as fisheries, tourism, seaweed production and maritime transport.

## Blue economy and green economy

Green economy strategies tend to focus on the sectors of energy, transport, agriculture and forestry, while blue economy focuses on fisheries sectors, marine and coastal resources. Both have strategies to address climate mitigation and adaptation.

## Investment opportunities that support the blue economy

According to Noelle Cazalis Co-manager of Rathbone Ethical Bond, "The blue economy is valued at 1.3 trillion Euros, so protecting marine ecosystems and promoting better fishing practices will help economies to be more resilient. Protecting coastlines and ecosystems also create a huge social impact and ensure jobs are protected, particularly in the tourism and hospitality industries."

There are multiple investment opportunities that support the blue economy, but today we will be looking at these three.

## Production of Sustainable Protein from the Ocean

According to the UN, the ocean is the main source of protein for more than a billion people around the world. Investing in ocean-based food production can take on numerous forms, from improving fisheries and production of ocean aquaculture to more sustainable food sources.

As the world population grows, investing in wild fisheries would help provide healthy diet for people while replacing carbon intensive proteins like beef. For example, salmon farming business is a very fast growing source of protein. And of the major food proteins, incidentally, it is actually the most environmentally sustainable. Salmon versus red meat in terms of the environment; salmon farming is always a winner.

The World Resources Institute believes that every \$1 invested in increasing production of sustainably sourced ocean-based protein could generate \$10 in benefits.

## Maintaining Mangrove habitats

Mangroves are the first line of defense for coastal communities. They stabilize shorelines by slowing erosion and provide natural barriers protecting coastal communities from increased storm surge, flooding, and cyclones. They are complex ecosystems, serving as breeding, feeding and nursery grounds for most of the commercial fish thousands of people depend for their livelihood. Mangroves are being destroyed and face severe threats due to urbanization, industrialization, discharge of domestic sewage, industrial effluents and pesticides. As a result, mangroves around the world get depleted to the tune of 2% to 8% annually.

## Increasing Offshore wind production

Wind production can provide energy to highly populated coastal regions where energy needs are high and land resources are scarce. Off shore wind farms are part of a major push to get more electricity from renewable sources. There are a lot of opportunities in wind; the impacts are very localized and small when compared to the effects of commercial fishing or warming of the oceans.

## Sustainable Development Goal (SDG) 14

Sustainable Development Goal 14 is about "Life below water" and is one of the 17 Sustainable Development Goals established by the United Nations in 2015. The official wording is to "Conserve and sustainably use the Oceans, Seas, and Marine resources for sustainable development."

As the world is highly gravitating towards the Blue Economy due to its social and economic benefits, it is very important to keep in mind the 10 targets of the Goal 14 as this will enable us to protect marine ecosystems and promote better fishing practices, and result into better and stable economies for the population along the coast and the world at large, these 10 targets are:

1. Reducing Marine pollution (14.1)
2. Protecting and restoring ecosystem



The blue economy is valued at 1.3 trillion Euros, so protecting marine ecosystems and promoting better fishing practices will help economies to be more resilient





- (14.2)
3. Reducing ocean acidification (14.3)
  4. Sustainable fishing (14.4)
  5. Conserving coastal and marine areas (14.5)
  6. Ending subsidies contributing to over-fishing (14.6)
  7. Increase the economic benefits from sustainable use of marine resources (14.7)
  8. Increase scientific knowledge (14.8)
  9. Supporting small scale fishers (14.9)
  10. Implementing and enforcing international sea law (14.10)

Most above targets are not measurable in quantitative terms because the data is not available yet, only target 14.5 is quantifiable.

#### Position of Tanzania on Blue Economy

Being located in the Eastern African region, Tanzania is endowed with diverse ocean resources including fishing, minerals and tourism and possess enormous potential to contribute to the regional cooperation for promoting blue economy with Indian Ocean Rim Association (IORA) framework.

There are many traditional and emerging sectors of blue economy covering aquaculture, manufacturing and services which offer tremendous opportunities for value addition and job creation.

The United Republic of Tanzania is a member state of Indian Ocean Rim Association (IORA), which is a dynamic inter-governmental organization aimed at strengthening regional cooperation and sustainable development within the Indian Ocean region.

#### Mafia Island

Is the Island in the Indian Ocean that lies 130km southeast of Dar es Salaam and opposite the mouth of Rufiji River in Pwani region. Mafia Island is located 198km south of Zanzibar and it has a remnant block of threatened lowland coastal forests surviving along the eastern seaboard of the island. Several sites of historic ruins lie within the Island,

some dating back to the 13th Century. Mafia Island's separation from the main land and the absence of the Industrial Development have ensured that its surrounding waters are some of the least contaminated in Tanzania and thus an attraction as a tourism destination.

#### Marine Park

Mafia Island Marine Park area extends across some 822km, more than 75% of it is below the high water mark. The area hosts an outstanding mosaic of tropic marine habitats including coral Reefs, sea grass beds, mangroves and inter-tidal flats. Two species of sea turtles use Mafia's beaches as nesting grounds and the area has been recognized internationally as a critical site for biodiversity. The Marine Park area has National importance as one of the few remaining reef complexes within Tanzania's coastal waters in relatively intact condition.

#### Attractions in Mafia

##### Snorkeling

Your underworld trip to Mafia Island will be made memorable with sightings of angel-

fish, butterfly fish, fusiliers, damselfish, flatworms, nudibranchs and many more as you visit the Chole Wall. A part of the first Ocean reserve of Tanzania, Mafia Island Marine Park, Chole Bay is one of the most incredible Indian Ocean snorkeling locale in all of Africa. It will interest you to know that the bay is protected by monsoon winds by the Island that lie around it, and as a result, it is a first-rate location for snorkeling all months of the year. Chole Bay has an incredible range of under-sea landscapes that you will enjoy exploring while on your Mafia beach holiday, and there are many locations that have shallow depths of less than 10 meters that are just right for the first time snorkeler.

#### Swimming with whale sharks

The Whale sharks weigh up to 15 tons they have a height of 17 to 18m, their diet is mostly planktons and they are found west coast between Kilindoni and Mbisi Lagoon. The peak period to experience these big gentle fish is October to March. Mafia Island experiences the longest whale shark season globally. The Marine guards will ensure a memorable and safe experience swimming with the whale sharks on Mafia Island.

#### Blue Lagoon

Kua Lagoon is the fierce blue lagoon with a unique feature. As the tide changes the lagoon is a natural pool filled with upside-down jellyfish, it is a perfect site for snorkeling and relaxation as the only sound you will experience is of the birds, not even the waves of the ocean.

#### Challenges in implementing Blue economy in Tanzania

Common challenges that also face Tanzania in implementing Blue economy are frequent floods, marine pollution including ocean acidification and blue carbon, lack of trained personnel, harmonizing sectorial policies, plans and laws, poor ocean governance and political support.



Mafia Island experiences the longest whale shark season globally. The Marine guards will ensure a memorable and safe experience swimming with the whale sharks on Mafia Island



# Bitcoin: Why is it important to understand it?

By CPA Sandra Chogo

The International Monetary Fund (IMF) on October 1, 2021 in its website published a report entitled "Crypto boom poses new challenges to financial stability." Among other things the report mentioned the significant challenges ahead as quoted below:

"Although the extent of the adoption of cryptoassets is difficult to measure, surveys and other measures suggest that emerging market and developing economies may be leading the way. Most notably, residents in these countries increased their trading volumes in crypto exchanges sharply in 2021.

This begs the question—what is a cryptoasset? In a nutshell, cryptoassets are digital assets which use cryptographic techniques to generate a medium of exchange of financial transactions. Here, the currency is encrypted (secured) using cryptography to secure financial transactions, create additional units, and verify the transfer of assets.

Looking ahead, widespread and rapid adoption can pose significant challenges by reinforcing dollarization forces in the economy—or in this case cryptoization—where residents start using cryptoassets, instead of the local currency. Cryptoization can reduce the ability of central banks to effectively implement monetary policy. It could also create financial stability risks, for example through funding and solvency risks arising from currency mismatches, as well as amplify the importance of some of the previously mentioned risks to consumer protection and financial integrity.

Threats to fiscal policy could also intensify, given the potential for cryptoassets to facilitate tax evasion. And seigniorage (the profits accruing from the right to issue currency) may also decline. Increased demand for cryptoassets could also facilitate capital outflows that impact the foreign exchange market".

I have been involved in the Blockchain technology behind Bitcoin since 2016 and this might also require defining what the term refers to. Blockchain is a system of recording information in a way that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain.

According to the 2021 Global crypto adoption index, Tanzania has been ranked in the top 20 countries worldwide as country, where its citizens are involved in the Cryptocurrency transactions.

According to [www.Coin.Dance](http://www.Coin.Dance), localbitcoins (Cryptocurrency wallet) weekly reports Bitcoin transactions in terms of TSh amount



up to 375 million per week and this is for Bitcoin Cryptocurrency only. What is the figure for Bitcoin transactions in other wallets? So far we have more than 3000 Cryptocurrencies and more than 200 Cryptocurrency wallets worldwide. What is the value of Cryptocurrency in terms of Tanzania Shillings that is being traded in these other Cryptocurrencies and other wallets?

While it's becoming extremely important for professionals to understand this technology and mitigate the risks arising in it, it has come to my attention that understanding this technology is still a nightmare to many of us.

There are many reasons for this, one of them being that the technology is a result of implementation of Satoshi Nakamoto's creative idea..Satoshi the innovator for Bitcoin was the right person to make us understand this industry but today he has not been identified.

If we are to do a research, we first need to understand the technology. We need to

understand what we are researching for; we need data; we need to have a research problem and so forth. Satoshi Nakamoto is nowhere to be seen, where do we learn from? Where do we get the data as we don't have access to the different Cryptocurrency platforms? We are only users.

His innovation is disrupting the traditional financial system at an exponential rate. Currently we need to understand the Blockchain versions (1.0,2.0,3.0 and 4.0), Bitcoin protocol, Bitcoin network, Bitcoin cryptocurrency, Mining process, Altcoins, Stable coins, Central bank digital currency, Facebook libra/diem, DeFi, NFTs, DAO etc.

The more we delay to acquire the skills the more difficult it becomes to mitigate the risks arising. We need to be proactive and not reactive. This innovation has not come to an end, there is no direction of learning as it's not in the curriculums yet. Where should the learning start from and end? We are forced to read from different sources and connect the dots so as to have the right information. Very few universities worldwide have started teaching this, but they are too expensive for an ordinary person.

The fact that it's disrupting the traditional financial system makes it extra important for professionals to understand it. We also need to understand what is behind the above move.

When trying to understand Bitcoin I faced a lot of challenges such that if I didn't have the passion about it, I would have lost interest. Lack of information, negative information, use of technical languages in most literatures, lack of funds, and lack of collaboration also contribute to difficulties in acquiring the knowledge. At some point it requires one to have an understanding of Economics, IT, Finance, Banking etc.

What needs to be done?

1. Collaboration between the Government, Practitioners and Professional organizations is key in understanding the technology.

2. Incorporate these topics in Conferences, Trainings and curricular so that each one of us start thinking about them and come up with creative ideas of what should be done. I conduct regular training in Dodoma and Dar es Salaam.

3. Just like what some of the countries have done, regulatory sandbox is important at the moment. Regulatory Sandbox constitutes a regulatory regime that provides financial technology firms (FinTechs) a controlled environment to test their innovative financial propositions for a specified period and while formally engaging with the regulator. It gives room for trial and errors while close monitoring.

— The writer, CPA Sandra Chogo is an employee with the National Audit Office as a Blockchain Consultant. She is also the author of the "Jielimishe Kuhusu Blockchain" book, reachable via 0742042550 or Email: [scblocktech@gmail.com](mailto:scblocktech@gmail.com)



## CPA Kamuntu: Lead by example in providing professional advice

By Staff Writer

**T**he Tanzania Association of Accountants (TAA) is a pool of professionals that a sound business entrepreneur should engage with on financial matters including pieces of advice on how to sustain trade and forge ahead in a market, where uncertainties must be addressed.

Taking the stance, TAA Vice-President CPA Victorious Kamuntu said money matters in any business require a professional to handle and should not be taken lightly as a state of buying and selling goods and services and at the end of the day, one ekes out a living.

While advising the public to engage Accountants/Auditors in their businesses, in his school of thought, Mr Kamuntu sheds light that for any business to grow amid calamities (unseen and must be projected) like COVID-19 and instabilities caused in the market by the Russia-Ukraine war, it is only a professional Accountant/Auditor, who would advise on how to address such situations, and still profit accrued.

"Take my case, I am a farmer and cultivating cashew nuts in Lindi Region and at the sometime running a 50hacters farm of planted trees in Karagwe, meaning I have diversified my means of income. With such experi-

ence and given my academic skills in finance, I can give professional advice to a firm that is focusing on agricultural products," he says.

This in a way sends a message to other professional Accountants and Auditors to diversify their means of eking out a living instead and offer firsthand pieces of advice instead of solely relying on what they theoretically read to give direction in businesses.

"I would like to advice my fellow TAA members to think outside the box and start legal businesses and get practical experiences on top of what they studied. Take the example



I would like to advice my fellow TAA members to think outside the box and start legal businesses and get practical experiences on top of what they studied

of a clock that is viewed differently by different people. The same watch can be a luxury to an old woman and a key thing to a surgeon in an operation. My point is, what a professional accountant sees in finance of a firm is different from what a layman sees in the same finance of the same company," he says.

In appealing to the public to hire skills of professional accounts, he said their advice will enable a firm to know type and what amount of tax to pay so that the government does not corner you for not remitting its dues.

He added: "Hiring an accountant would help save time so that you can focus on other priorities. Also, it would spare you the stress of dealing with complex financial matters yourself and allow you to stay focused on your primary objectives, such as growing customer relationships and increasing profits.

"Accounting plays a vital role in running a business because it helps you track income and expenditures, ensure statutory compliance, and provide investors, management, and government with quantitative financial information which can be used in making business decision.

"This profession is highly sought-after since accountants can work in many different professional spheres. For example, an accountant may be employed in an accounting firm, academic institutions, governments, financial institutions, and virtually any organization that requires financial management."

Elaborating, he noted that when a professional Accountant/Auditor registers with TAA, he/she is likely to get benefits ranging from being further trained by reputable bodies like National Board of Accountants & Auditors (NBAA) to being linked with other business firms and network in the employment realm, saying:

"TAA offers a range of training and professional development opportunities for accountants to enhance their professional career prospects

"TAA website provides members with access to relevant information including a technical resource library, discussion forums and other useful downloads regarding new development and updates in professional.

"TAA's mission is to provide services to and on behalf of its members in public accounting, industry, education and government aimed at facilitating their professional and social development and promoting public confidence in their services.

"Membership of the Association is open to professionally qualified accountants, accounting firms, accountancy training institutions and students associations who are registered with National Board of Accountants and Auditors."

TAA is a voluntary professional association registered under Societies Ordinance in 1983 started its operations on 2nd January, 1983; whereas NBAA is a regulatory body established by Act No. 33 of Parliament in 1973 commenced its operations from 15th January, 1972.

# Secrets behind Joan's wizardry CPA 2020 victory

By Joan Temu

**A**t 25, Joan Nixon Temu was in the lime-light for being the best student and above all a female the National Board of Accountants and Auditors (NBAA) 2020 examination results would send into the historical annals.

Born in Arusha in Arumeru District in 1995 to business parents, who are also academic elites, little did Joan realize that her Primary education at St Mary's Tabata in Dar es Salaam and Barbro Johansson Secondary School in Kibamba Dar es Salaam before joining St. Mary Goreti Secondary School in Moshi Kilimanjaro for her advance studies were grooming her to one day shine in the world of financial studies.

The soft-spoken mother of one said her studies right from Barbro Johansson Secondary School, where she got Division One in her Form Four national exams and also at St. Mary Goreti excelling with another Division One of 5 points at the Advanced National Exams were becoming possible, because she was focused for shining in studies, being her major goal.

"I got the courage from my dad who loved mathematics and motivated also my sisters,



who were stars during their times. I have a sister who studied Physics, Chemistry and Biology and excelled and above all my uncle, who is a Banker and loved mathematics and all were my role models," she said.

She further said joining St. Mary Goreti to study Economics, Commerce, and Accountancy (ECA) was in a way honing her to go to the University of Dar es Salaam to study Bachelor of Commerce and Accounting and graduate with Upper Second (3.9 aggregate points) in 2018.

After her first degree, she opted to enroll for Certified Public Accounts (CPA) studies renowned for Accounting and Auditing professionals that is offered by-The National Board of Accountants and Auditors Tanzania (NBAA) since 1973, because a person holding CPA and registering with Tanzania Association of Accountants (TAA) is an expert in Accounting, Auditing, Finance and Taxation, who can assist an organization to reach its financial goals.

She added, "The Board is recognized in the public and employers want personnel, who are certified to handle their finances. Though, I conceived in July 2018 and delivered in 2019 interrupting my studies, I still managed to stay focused for six exams at Intermediate courses at Convent Financial Consultants,

only for the plague of Covid-19 pandemic to further disorient my plan."

With such unseen circumstances fighting her study spirit, Joan said she had to multi-task herself and shorten her sleeping time as a sacrifice to realize her academic goal, adding that she had never been an academic dwarf in the world of studying.

"As a career-oriented woman, I realized that for a woman especially a mother to balance time and excel in also in other realms, five things must be addressed.

"First, a woman must be strong and radiate power that is why God gave us the opportunity to conceive and show the world that we can balance forces. Second, hard work must be the slogan of a woman, because nothing comes easy, especially in raising a family, when you are a mother.

"Third, humbleness in studies and making meaningful friends that you would want your children to have must be what a woman and a mother long for. Fourth, a woman must believe in herself and have confidence, because nobody would belittle you unless, you allow it. Lastly, a woman must never give up nor quit because all along the race it is not easy but possible," she pointed out.

Being the best student in Performance Management B5, Joan said that she wanted to break the record in Advance Tax C4, but still managed to become the first female in Tanzania history to have led in CPA studies and overall CPA graduate.

"I believe in women, because they are smart in their careers and work and again to the womenfolk, she said nobody would support you to excel unless you also pull up your socks and show intention. No woman should quit the race to success, just because of teething problems which wean on the way. If you find a person telling you that you are incapable just because you are a woman, show him the door," she would say.

## The Explainer - Emaergency Fund

By CPA Amina Ramadhani Haighai

**H**as your car ever stopped working in the morning as you prepare to run for errands? Or as you go to the office? Or has your phone ever blacked out for unknown reasons or even worse, have you ever lost your job when you least expected it? Then you know the importance of having some cash stashed away as a safety net – and this is **Emergency Fund**.

Most, if not all nations at the Central Government level have a Government unit or function that caters for all national emergencies including natural calamities and other disasters. In Tanzania, there's "Sheria ya Usimamizi wa Maafa ya Mwaka 2014" which depicts the way national calamities and other emergencies can be prevented, controlled and how their aftermaths can be contained.

This includes having a fund ready to cater for such eventualities.

Now, at an individual level do you maintain an emergency fund? A fund that will help you at your time of need, when even "your other" financial resorts can't be of much help! I cannot emphasize more on the importance of having such fund as an individual as well as a family.

Emergency fund is a saving to help you in times of emergencies, remember we are human beings, what happens in the next minute is unknown. An emergency fund could be a saving totaling your six months basic salary or an amount equivalent to a total of your monthly expenses for a period of six months deposited in a bank account, to be utilized at the time of your emergency needs.

The funds should surely take care of your life comfortably for a period of six months as

you hunt for a new job in case you lose one, or repair your car/house in case of damages caused by natural disasters.

The fund will save you from subscribing to other sources of funds, which in most cases come with higher interest rates given the fact that when human beings are in need they barely evaluate these "other" sources.

The principal of "time value of money" should guide you on saving your emergency funds; negotiate with your bankers for some "returns" on your funds that will be deposited in the bank waiting for such an unfortunate event to occur.

At all cost, avoid having idle cash! Be financially wise, ok?

Start today and develop an emergency fund. All the best as you do that.

— The Writer is Head Finance & Administration (HFA) — TCRA CCC

Kindly visit my Youtube channel (Amina Haighai), for more insights on this topic and many other interesting topics on Finance, Leadership, Travel, Lifestyle and parenting.

For more details call or text 0753 820744.





## MABADILIKO YA JINA

Tunapenda kuarifu umma kwamba tumebadilisha jina la Taasisi yetu kutoka WATUMISHI HOUSING COMPANY na kuwa **WATUMISHI HOUSING INVESTMENTS (WHI)**.

Mabadiliko haya yanaendana na majukumu ya sasa ya usimamizi wa mfuko ya uwekezaji na ujenzi wa nyumba za watumishi wa umma na wafanyakazi kama ilivyo idhinishwa na Ofisi ya Rais Menejimenti ya Utumishi wa Umma na Utawala Bora, Bodi ya Wakurugenzi na kisha kusajiliwa na Wakala wa Usajili wa Biashara na Leseni (BRELA).

Imetolewa na:  
Mkurugenzi Mtendaji


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## MIRADI YA NYUMBA ZA WATUMISHI HOUSING INVESTMENTS



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NJEDENGWA-DODOMA



MAGOMENI-DAR ES SALAAM



BUNJU B-DAR ES SALAAM



GEZAULE-DAR ES SALAAM



MKUNDI-MOROGORO

## WATUMISHI HOUSING INVESTMENTS



- ➡ Ni uwekezaji wa pamoja ambao unasaidia kuinua watu, kampuni au taasisi kiuchumi.
- ➡ Ni mfuko unaotoa nafasi ya uwekezaji wa muda mrefu na mfupi kwa wawekezaji.
- ➡ Hakuna gharama za kujiunga wala kujitoa kwenye mfuko.

Tanzania Association of Accountants President Godvictor Lyimo (right) signs a three-year Memorandum of Understanding (MoU) with a global network of professional firms providing Audit, Tax and Advisory services-the KPMG Tanzania Representative CPA Alexander Njombe, aimed at enhancing the former in capacity building among others in Dar es Salaam on 26th March, 2022.



A souvenir photo of Tanzania Association of Accountants (TAA) staff after signing of a three-year Memorandum of Understanding (MoU) with a global network of professional firms providing Audit, Tax and Advisory services-the KPMG.



SOME the International Public Sector Accounting Standards (IPSAS) training participants in Morogoro on 27th May, 2022 follow proceedings from the Ministry of Finance and Planning facilitator, CPA Study Mwakipesile.



A souvenir photo of Tanzania Association of Accountants (TAA) and some Ministry of Community Development, Gender, Women and Special Groups officials after signing a Memorandum of Understanding (MoU) in Dar es Salaam on 20th June, 2022. The agreement was signed by TAA Vice-President Victorius Kamuntu and the ministry's Acting Secretary General, Amonanastaz Mpanju aimed at formalizing and empowering small scale entrepreneurs in the country.





The Tanzania Accountants Association (TAA) in collaboration with Kigamboni Municipality in Dar es Salaam provided Business Education training to small scale entrepreneurs from Ushindi-Dege Market in the city on 23rd April, 2022.



Tanzania Association of Accountants (TAA) President CPA Godvictor Lyimo (second left) in a group photo with the National Board of Accountants and Auditors (NBAA) in Dar es Salaam on 13th April 2022. That was after meeting to discuss creating work conducive environment and addressing vexing laws like penalizing Accountants to pay \$500 on failure to complete CPD hours. Right is TAA Acting CEO, Winifrida Ngaraguza, Governor Council member, CPA Method Kashonda, CPA Zakia Said among others.



The Tanzania Association of Accountants in a meeting with the business community in Dar es Salaam in June, 2022.



The Tanzania Association of Accountants (TAA) holds a meeting with its stakeholders from the Ministry of Finance and Planning and National Board of Accountants and Auditors (NBAA) in Dar es Salaam in July, 2022. From right is government Chief Accountant representative, CPA Dr Kalugendo John, TAA Vice President CPA Victorious Kamuntu, the association's Govern Council member CPA Ally Bukuku, NBAA representative, CPA Angelile Tende, CPA Yona Bulangwahe (member), CPA Wilington Makaka (NBAA rep) and TAA Acting Chief Executive Officer, Winifrida Ngaraguza.





# Ambitious horticulture's blueprint eyes \$1bn export value



By Staff Reporter

**T**anzania has rolled-out one of its “most far-reaching strategy” that will see the value of horticultural exports ballooning to \$1 billion annually by 2026. Netting the economy \$779 million annually at the moment, horticulture industry strategically offers Tanzania the long-term potential to create decent jobs, generate windfall foreign exchange and boost poverty-reduction efforts.

Unveiling the ambitious blueprint crafted by the champion of sub-sector, Tanzania Horticultural Association (TAHA), during the 9 Feb 2022 Horticulture Business Forum and 15th TAHA's Annual General Meeting in Arusha, the Minister of Agriculture, Mr Hussein Bashe directed his staff to work with private sector players, especially by convening a national horticultural conference in the near future to deliberate and adopt the strategy.

The Minister underlined the horticulture industry as central to the country's economy,





livelihoods and poverty reduction, particularly for women and youth. "We are going to sign a Memorandum of understanding (MoU) with TAHA and other players in a bid to unlock the potential of the horticulture industry and contribute significantly to the economy," Mr. Bashe noted.

Billed as a grand strategy compiled in a 45-page, full-color document seeks the joint efforts from public, private sectors and more importantly the development partners to open up regional and international markets for horticulture in the forthcoming five years.

Mr. Bashe confided to the stakeholders that his eyes are now set to unlock the \$133 million worth Chinese avocado market with 1.4 billion consumers, after the two key markets of India and South Africa were recently opened up to bolster bilateral trade ties and bring higher returns to smallholder growers.

TAHA's blueprint builds on the elapsed plan (2017-2021), new opportunities and challenges facing the industry, and institutional set up of the organisation including reach out services to its members. The plan will see over 2,000 metric tonnes of horticultural products exported come 2026, up from barely 850 metric tonnes exported in 2021. The blueprint will spearhead the yield of avocados per acre to rise from 4,800 kg in 2020 to 9,600 kg by 2026, pineapples from 25,000 kg to 36,000 kg, passion fruits from 14,000 kg to 19,600 kg, mangoes from 5,850 to 8,190 kg and bananas from 4,590 to 29,400 kg.

To realize the high productivity, TAHA CEO, Ms Jacqueline Mkindi said they will need to mobilize over \$1million worth of soft and long term loans for its members and other industry players to be able to invest. As if that was not enough, Ms Mkindi said the entire blueprint execution requires at least \$30 million to increase the global and local competitiveness towards a sustainable, resilient, and inclusive growth of horticulture industry. Whereas TAHA is optimistic that membership and service fees will cover 25 per cent of the strategy costs, the lion's share of the funds are expected from the key development partners.

USDA and USAID contributed 29 per cent of the TAHA's outgoing strategic Plan (2017-2021) trailed by Sweden 24 per cent and UNDP, Trade Mark East Africa (TMEA) and TRIAS from Belgium and Andreas Hermes Akademie (AHA) 9 per cent each. The organization had also attracted contributions from RIKOLTO from Belgium 7 per cent; EU, TRIAS and AHA 5 percent; Fintrack 2 per cent; and Plan International, Finland, TAHA

members and others 1 per cent each.

The blueprint tasks the industry to adapt changes and mitigate the impact of climate change by integrating environmental conservation aspects across activities to be implemented in a bid to promote a healthy and balanced ecosystem. To realize the objective, TAHA will have to build the capacity of about 50,000 farmers in a new concept dubbed climate-smart-agriculture (CSA) and over 200 crop-based facilitators to promote the model and to transform horticultural activities into green and climate resilient practices. The CSA practices aim at sustainably boosting agricultural productivity and incomes, adapting and building resilience to climate change and reducing, if not removing, greenhouse gas emissions. The new approach calls for the TAHA to devise a CSA action plan and to harness partnerships with fisheries, livestock keeping and forestry, among others, if the organization is to promote biodiversity for a healthy soil and ecosystem.

The introduction and promotion of fisheries and livestock keeping will, in turn, be a boon to players in organic farming, as the practice will bring about the much-needed manure for cutting down the use of industrial fertilizers. The practice of agroforestry, environmentally safe pest and disease control agents as well as water-efficient farming practices will also be introduced and promoted for the industry to adapt to the increasing water constraints in the country.

The climate change mitigation interventions will further promote key fruits value chains in areas with degraded land, including Dodoma and Singida to generate economic returns for farmers and the economy, while playing the shrinking role of forests. Special varieties of trees such as Gliricidia will be planted along Uluguru and other mountainous areas to produce vanilla and animal feeds.

The new strategic plan also requires TAHA to establish a market authority to coordinate all value chain actors and to improve produce handling facilities countrywide. TAHA will also have to collaborate with other partners in reducing post-harvest losses in key value chains by 70 percent in 2026, up from 20 percent recorded in 2020. TAHA will carry out nutrition promotion programmes to ensure at least 70 per cent of households countrywide diversify diets to improve their health through horticultural products and in so doing, expanding the local market for the industry.

<< From Page 10

## Challenges facing small auditing firms in Tanzania

developing and sharing practical guidance, tools and resources with a focus on implementation of international standards, practice management, and business advisory services; and

- Speaking out—promoting the visibility and recognition of SMPs and representing and advocating on behalf of SMPs and SMEs worldwide.

TAA have been working on the practical trainings by mentorship programs where graduate accountants attached to the audit firms for practical training. Small Audit Firms are advised to contact TAA for registering themselves so as facilitated on the practical trainings on ISQC 1, as well as preparation of audit files.

### "VISHOKA"

"Vishoka" have been a big challenging for every professional in Tanzania for many years now. "Vishoka" are those who practice without having qualification for practicing and use someone's name to sign accounts without his or her knowledge. Most of these "Vishoka" are the former employees of Small Audit Firms which are no longer working in any professional firms and decided to venture on their own. They have access and influence to the former employer's clients and continue business with them at a lower price. "Vishoka" have been much trusted by small and medium sized business owners due to their large network and good relationship with TRA. The effects of using "Vishoka" will always appear during the tax audit, where the adjusted assessment will attract huge penalty and interest.

### Closing the audit expectation gap

There is always a gap on auditor's duties and responsibilities and the messages conveyed by audit reports. Small business owners expect auditors to do everything with regard to accounts, auditing and preparation of tax returns. They always expect messages conveyed by audit reports are clear and do not give detailed information which could lead to tax issues. They believe auditors are there to protect them for paying tax and not otherwise. As a result, business owners are always unhappy on modified opinion issued to their accounts. Public believes that a modified opinion is only issued if there is no good relationship between business owner and the auditor. The biggest challenge is to retain clients whom were previously issued a modified opinion. Some of the Small Audit Firms kept in losing clients by issuing modified opinions, while other firms are keeping registering new clients.

Small Audit Firms should be very clear during the engagement stages by having a constructive discussion with business owners on the Auditor's responsibilities and scope of each assignment in order to reduce the gap. More efforts should be pressed to the quality control by ensuring auditor's opinion is properly supported.





# Why is Marketing Important for Accounting Firms

By CPA Issa **Masoud**

## Advertising

The ethics code gives information about advertising and solicitation. Whether advertising and solicitation by individual professional accountants in public practice is permitted or not is up to the professional accounting organizations in every country.

**Advertising activities that are not permitted are those which:**

- Create false, deceptive or unjustified expectations of favourable results,
- Imply the ability to influence any court, tribunal or regulatory agency;
- Consist of self laudatory statement that is not based on verifiable facts;
- Make comparisons with other professional accountants in public practice;
- Contain testimonials or endorsements;
- Contain any other representations that would be likely to cause a reasonable person to misunderstand or be deceived;
- Make unjustified claims to be an expert or specialist in a particular field of accountancy.

### Importance of Marketing a Professional Accounting firm.

In the modern world Marketing of an accounting firm in a manner that will not jeopardies professional ethical code is key. Some importances of marketing a professional accounting firm are:

1. It promote the accounting profession and create desire for upcoming professionals
2. Increase revenue and hence existence

3. Create a room for brand growth of accountant
4. Assist to combat or reduce unqualified or unregistered people or firm, which illegally perform accounting works.
5. Marketing and PR will assist creation of emotional attachment with the society and increase professional networking

## Strategies & Ideas for How to Market an Accounting Firm:

In order to obtain marketing benefit of your accounting professional firm without comprising with ethical code of conduct, the following strategies and ideas might be used to market an accounting firm:

## Build A Strong Digital Presence

The first step to any successful digital strategy is to build a strong brand and digital presence. If you don't do that, anything else you do will be a waste of time and money. As



the first step is to identify which social media sites your audience uses so you can include them in the digital marketing for your accounting firm

a growing CPA firm, you must be patient with the amount of work that goes into creating a digital marketing campaign. When you find a local CPA firm with a strong online presence, you can bet it took some time to attain that position. We would love to tell you that building a brand is a quick process, but, unfortunately, it is not.

**This includes but not limited to the following digital channel:**

- a) Professional designed WEB sites
- b) Informative and Educative Social Media Accounts

The first step is to identify which social media sites your audience uses so you can include them in the digital marketing for your accounting firm. For example, Facebook is the largest social media site and is extremely effective for direct-to-consumer marketing. LinkedIn is best if your firm specializes in business accounting.

- c) Mobile Services

## Co-Marketing

Co-marketing isn't new but it's something you may not have considered. Co-marketing involves teaming up with another company with the same target audience as yours to generate leads and business.

If you decide to try co-marketing, think about other companies that offer services your clients might use. For example, you might pair up with a law firm that does estate planning and create a piece of content aimed at people who need both an accountant and an estate attorney.

## Sponsor Events

Sponsoring events can help you attract new clients. While in-person events are often used to attract business, the events of 2020 and 2021 have given new importance to online events. Zoom conferences and meetings provide people with a way to gather and exchange ideas online.

The type of event you sponsor may depend upon your goals. For example, if you simply want to elevate your profile and connect with the community, you could sponsor a local charity event or fundraiser. If you wanted to partner with other businesses, you could host



a conference focused on your city and state tax laws and business regulations.

The benefit is that your company name will appear on event invitations and signs. You'll be recognized as a sponsor and that can help to build your brand and increase your authority and priority.

#### **Host a Webinar: Offer a FREE Consultation or Tax Advice**

Webinars are online classes that offer valuable information to the people in your target audience. Hosting one doesn't need to be time-consuming. Webinars can demonstrate your expertise and authority to the people who take it, making it more likely that they'll use your services.

One way that accounting firms can leverage webinars to their advantage is by tying the webinar to the services they provide. For example, you could offer a free accounting consultation or some free tax advice. When you offer something free, you trigger a cognitive bias called reciprocity, which makes people feel an obligation of gratitude to you.

Webinars may be offered on your website and promoted on Facebook and other sites. Access to the webinar could be granted to people who complete your lead form.

#### **Put Marketing Collateral in Public Places**

Even non-digital techniques can help with your digital marketing. For example, placing marketing collateral, such as brochures or flyers, in public places can help people learn about your company and find your website.

Buying space on a billboard and featuring the URL of your website or your social media pages can also help people easily find you.

#### **Join a Local Networking Group**

Networking within the community is one of the best ways to get referrals and increase your brand recognition and profile. Local networking groups might include.

- The local chamber of commerce
- Professional associations
- Community advisors
- Fraternal organizations

Most local networking groups include business owners and professionals. These people can be a source of referrals and they may also be potential co-marketing partners. Keep in mind that both in-person and online groups have their advantages.

#### **Support the Community**

Accounting firms are local businesses and that means that your community is looking to you for support and leadership. By getting involved in local events and supporting local organizations and charities, you can increase your profile and improve your brand's image.

Community support can take many forms. For example, as mentioned earlier, you could sponsor a fundraiser for a local charity. You could operate a booth at a local event and answer questions for people. You could donate money to local causes or set up a scholarship for local children.

The best community support happens when a company identifies causes that it cares about and that are related to its services. Two examples would be providing fi-

nancial management advice to new college graduates or retirement advice or tax advice to small business groups.

#### **Start a Referral Program**

Did you know that 84% of consumers trust a referral from someone they know over any other form of marketing? That number should be enough to convince you that starting a referral program is a worthwhile endeavor. Referrals happen when one of your existing clients (or a business referral partner) directs someone they know to try your services. The key to creating a successful referral program is to incentivize people to refer clients to you and track referrals to see how the program is performing.

For accounting companies, the incentive might be a discounted fee or a free service such as a tax consultation. You'll need to instruct your staff to inform clients about the referral program. You may also decide to inform clients via an email campaign and provide them with a link to your online referral form.

#### **Set Up an Online Learning Platform**

Accounting services are necessary because people don't always know how to manage and make good decisions about their money. One of the best ways to provide immediate value to potential accounting clients is by setting up an online learning platform.

Online learning is more popular than ever. Busy professionals need an easy and convenient way to learn what they need to know about topics such as:

- Filing taxes
- Managing business finances
- Estate planning
- College savings
- Retirement Planning

By creating a place where they can go to learn about topics like these, you demonstrate your value and expertise to the people who are most likely to become your clients. Even people who might not be in the market for an accountant now may remember that you provided them with valuable information and engage your services down the line.

#### **Participate in Trade Exhibitions and Conferences**

Many accounting firms specialize in helping businesses in chosen industries. When that is the case, it can be useful to attend

and participate in trade exhibitions and conferences in those industries, especially when they happen locally.

For example, an accounting firm that works with farming businesses might participate in agricultural conferences or exhibition such as Nane Nane (8/8). Attending -- and sponsoring a booth -- can help you learn about the concerns of people in the industry and introduce them to your services.

#### **Create a Resources Page**

Many times, when potential clients look for an accounting firm, they're looking for resources to help them manage their money. You can provide a lot of value by giving them what they need.

Resources may include:

- Links to news articles
- Links to government resources (Ministries, TRA, NBAA, TAA etc.)
- Links to blog posts
- Downloadable resources (eBooks, Acts, Regulations etc.)
- Calculators
- Videos
- Webinars

You can create a general resource page, but you also want to consider creating specialized pages. For example, many accounting firms have created resource pages to help their clients find information about COVID-19 tax and financial resource center.

#### **Giveaway Marketing and free Tools and Templates.**

Giveaway marketing takes the simple idea that people love getting things for free and turns it into a way to generate leads. Running a social media contest or an email giveaway can help take someone hesitant about engaging your services and turn them into a paying client.

#### **Some giveaways that might work for accountants include:**

- A free tax consultation or a review of a recent tax return
- A free business consultation
- A free T-shirts
- A free pen or Noted Book

The giveaway should align with your marketing goals.

Finally -- and continuing in the vein of giving something away for free as a way of attracting leads -- accounting firms should consider creating a collection of free tools and templates for potential clients to use. Free tools might include

- An income tax calculator
- A tax return & refund estimator
- A tax withholding estimator

These tools can be created quickly and easily, but the value they offer clients is far beyond what they cost you to create.

#### **Templates can fill the same function. Some examples that you might offer if you're looking for more business clients include:**

- A sales invoice template
- A timesheet template
- A payslip template
- Financial statements Template



Many times, when potential clients look for an accounting firm, they're looking for resources to help them manage their money



# Introduction to Grants Management: How to Access Grants

By CPA Gerry Lufingo

**A**ll over places around the World, people at individual and organizational levels do mobilize resources in different ways, and for different purposes. Organizations in particular can mobilize resources for financing investment or public projects.

Today we would like to discuss a little bit on- How Non-Government Organizations (NGOs) do mobilize resources for financing projects that compliment to government's efforts in serving the public.

To start with-In Tanzania a NGO is a corporate body formed under the terms and conditions of the Non-Governmental Organizations Act, 2002 as amended in 2019. Many NGOs finance their projects by funds they mobilized from various sources including own source (to a small extent though).

They mobilize much of the needed fund from Governments, Profit making Companies and Individual Donors. They can receive funds in the form of awards, grants or contracts. You should remember that the funds mobilization methods described below can be applied by

any civil society organization including CBOs, FBO, and learning or research Institutions. In this article we are introducing how to access a grant.

Award is a financial assistance that provides support or stimulation to accomplish a public purpose. Awards include grants, co-operative agreements, and other agreements in the form of money or property in lieu of money, usually by government to an eligible recipient. The term does not include technical assistance, which provides services instead of money; other assistance in the form of loans, loan guarantees, interest subsidies, or insurance, direct payments of any kind to individuals; and contracts which are required to be entered into and administered under procurement laws and regulations.

Grant is a legal instrument used where the principal purpose is the transfer of money, property, services, or anything of value to the recipient in order to accomplish a public purpose of support or stimulation authorized by a Donor (usually Government) and where substantial involvement by donor agency is not anticipated.

In this article we are introducing management of grants received by an organization usually an NGO. However, prior to learning on grants management, let us start by learning on how to access Grants. An entity or person who is ready to provide a Grant will invite Potential applicants by posting grants advert on various platforms including newspapers, social media, TV and Radio adverts.

It is important to know from the beginning that a Grant Donor administers grant recipients by using own Grants Manual developed specifically for intended project (or program) to be financed by the grant. The Manual will provide detailed process, tools and actions required in the management of grant(s). In addition, they can develop Standard Operating Procedures (SoPs) which will summarize a list of those process, tools and actions necessary in the administration of grants on a day to day basis.

There are two types of Procedures to access Grants from Potential Donors, the Request for Proposal (RFP), and Request for Application (RFA). In the first type of Procedure, Interested Person, (entity) will be required to





Potential Donor will apply own grant applications screening tool to help them in their work. Proposals which pass at the first (screening) stage are forwarded to another stage (technical stage) for detailed and thorough review process basing on developed criteria.

submit a proposal for a grant. In that process Potential Donor (Donor Entity) will inform the Person (entity) to submit expression of interest for a grant, explaining briefly but thoroughly the objectives and reasons for the grant, and set up criteria to be met. Expression of Interest forms will be shared in a pre-subscribed method, and submitted to Potential Donor through a subscribed means, and by given deadline. The expression of interest document in this case is the concept paper for request of grant.

A Donor will provide application guidelines to applicants whose concept papers are accepted for developing full proposal. Normally sufficient time is given for developing full Proposals, but proposals submitted after given deadlines are not considered. Application guidelines will be submitted to the Donor through same points they obtained expression of interest form. Once the Proposal is received there are many more procedures that are followed by Potential Donors in screening, reviewing, scoring, selection and vetting prior to communicating on the unsuccessful and successful Proposals.

On the other hand we have the second type of Procedure known as request for applications (RFA) for grants or sub-grants, in which case expression of Interest is not required. Applicants submit their proposals direct to the Donor by following specific and detailed steps prescribed by Potential Donor. Proposals are first screened by Donor to determine their eligibility.

Potential Donor will apply own grant applications screening tool to help them in their work. Proposals which pass at the first (screening) stage are forwarded to another stage (technical stage) for detailed and thorough review process basing on developed criteria.

Technical Reviewers uses grant applications technical review tool and professional judgment in their work. Where applicable a Reviewer is required to declare his/her vested interest beforehand. At this stage each application is reviewed and scored independently by each of the technical committee member using the reviewer's tool.

Each member makes a presentation at the committee consensus meeting with recommendations for approval or otherwise. Applicants whose proposals pass at technical level are subjected for due diligence. The objective of this exercise is to evaluate the applicant's financial and technical capacity to implement the proposed project. They determine the level of risk associated should the Donor decide to award a grant (or sub-grant) to the Applicant. They assess the Applicant's integrity and past performance records.

Applicants who pass the due diligence exercise, their proposals are forwarded to the Donor selection committee which is appointed on merit and formed by knowledgeable and experienced individuals within the Donor Entity, and from other partners outside the Donor. The selection committee discusses and decides whether to accept or reject any application and their decision is final unless sanctioned by their higher authority. Reasons are given for not selecting any application.

The list of Applicants whose proposals are approved by Selection Committee is communicated to the Donor's decision makers for approval.

Many Donors maintain a system for grant administration to ensure that recipients conform to the terms and conditions of grant contract. Additionally, a Donor of grant trains apparent recipient(s) on the grant financial, administrative requirements and applicable costing principles prior to signing their grant contracts/agreements.

The objective of the training is to build capacity of the apparent recipients on the grant financial and administrative compliance matters. All agreements are made only with responsible recipients who possess the ability to perform successfully under the terms and conditions of the agreement.

A Donor will monitor the grants using various strategies including review and analysis of Periodical financial and technical reports, internal fund tracking, supportive supervision visits, annual grantees finance review and program mid-term evaluation. Projects close out are administered according to the specific procedures. Performing Grantees are allowed to work with the Donor in future, while Grantees breaching their agreements are sanctioned.

In the coming article we will explore more on details of grants management.

— *The writer is Tanzania CPA registered as associate certified public accountant, and earned an MBA degree with honours from Business School at Jackson State University, JX MS in United States. He has been a Trainer in USAID and CDC financial rules and regulations including both the "Green Book" and GAGAS ["Yellow Book"] for USG funded sub-recipients organizations. He received trainings from prominent experts including Douglas Franke, a practicing US CPA with over 40 Years' experience in working with USAID regulations and policies & procedures, and Robert Stross Chartered, a US practicing CPA with over 50Years' experience as official expert in USG financial regulations, rules and policies & procedures. He can be reached at [gerrylufingo@gmail.com](mailto:gerrylufingo@gmail.com)*





By Rachel **Mkundai** - TRA

In efforts to increase revenue collection, the Tanzania government through Tanzania Revenue Authority (TRA) has in recent years emphasized the use of technology to strengthen tax administration and compliance.

Notably among these was the introduction of the Electronic Tax Stamps (ETS) regulation, 2018, which stipulate its use and application on excisable goods, whose purpose is to help stamp out counterfeit and tax irregularities such as under declaration of taxes.

In exercise, the ETS system does this by facilitating the tracking, monitoring and authentication of stamps and excisable goods along the supply chain, so that excisable goods can be properly accounted for and taxed appropriately.

In the course, the ETS onset replaced the initial paper stamp system that was somehow viewed in business as cumbersome and prone to human error, let alone allowing certain tax related malpractices to slip through the cracks.

In TRA realm, the ETS is a viable means of levelling the playing field for manufacturers, thanks to their capacity of tracking and tracing manufactured products, leaving both the taxman and the consumer to easily and effectively tell whether the stamp fixed on a

product is original or fake.

In a move to make ETS more effective, the Tanzania Revenue Authority saw the essence of introducing also the Electronic Tax Stamps Management System (ETSMS) App which involves applying excise tax stamps on excisable products.

The mobile application dubbed as "Hakiki Stempu" (verify stamp) is now available on PlayStore and AppleStore to allow the public to crosscheck products and to detect the security features of the excise tax stamps on them and determine if it is an authentic stamp.

Speaking during the official launch of the

App recently in Mwanza city, TRA Commissioner General Mr Alphayo Kidata said that Hakiki Stempu will not only enable consumers to authenticate the genuineness of the products, but also to protect their health from consuming fake products.

"TRA calls upon consumers and the general public to download the Hakiki Stempu App on their smartphones for free...it will help them to know which product is fit for their consumptions and which one is not," he pointed out.

Elaborating, Commissioner General Kidata noted that through ETS, the government will collect its right taxes from manufacturers

# ETS boosts tax collection on excisable goods

“

TRA calls upon consumers and the general public to download the Hakiki Stempu App on their smartphones for free...it will help them to know which product is fit for their consumptions and which one is not

“

There had been a significant rise in the number of manufacturers, whose products are affixed with ETS since it was introduced in the past three years and resulted into an increase in the number of manufacturers from 57 to 386 and importers from 57 to 122.

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In a nutshell, it was learnt that ETS sends real time production data to the government, thus giving it a chance to ascertain the amount of revenue to collect in excise duty, VAT and Income Tax



and importers of goods and products taxed within the excise duty.

According to the Commissioner General, tracking and tracing security features that are embedded in the ETS make it easy for TRA to tell which good/product is fake and which one is original, contrary to the initial paper stamps that could not differentiate between the two extreme cases.

“In essence, these stamps are there to protect genuine manufacturers from unscrupulous ones as well as protect consumers’ health, because it can simply tell if the product is genuine or fake,” he added.

So far the goods that are being affixed with ETS include tobacco products, wines, spirits, beer, fruits wines in the family of banana, rosella and soft drinks such as soda and juices, bottled water as well as CD/DVD.

Speaking during his meeting with members of Tanzania Editors Forum (TEF) in Dar es Salaam on 25th February this year, Mr. Kidata stated that there had been a significant rise in the number of manufacturers, whose products are affixed with ETS since it was introduced in the past three years and resulted into an increase in the number of manufacturers from 57 to 386 and importers from 57 to 122.

In his speech that was presented by the Commissioner for Domestic Revenue Mr. Herbert Kabyemela, Commissioner General Kidata further highlighted that there is a remarkable increase in the number of manufacturers labeling their products with ETS, and in turn ushering a significant increase in tax collection as per the statistics recorded since the commencement of the ETS to February, 2022.

He cited a case study of an increase of 86.2 per cent on the excise duty and Value Added Tax (VAT) on wines and spirits, which were locally produced since ETS commenced the exercise on the particular products in January, 2019.

There was a recorded increase of 93 per cent of tax collection on excise duty and Val-

ue Added (VAT) on bottled water since ETS introduction on the particular product in November, 2020 and rise of 30 per cent on soft drinks since August 2019.

The list included an increase of 6.2 per cent tax collection on excise duty and VAT on cigarettes since January, 2019 as well as 3 per cent shoot up on excise duty and VAT collection on beer.

Addressing the journalists on the occasion, ETS Project Manager at Tanzania Revenue Authority (TRA), Mr Innocent Minja, said that the government publicly announced the Electronic Tax Stamp adaptation plan in June 2018 and, thereafter, on 15th January, 2019 the first implementation phase was put in use and started by beer, wine and spirits’ companies.

Phase two of the project was rolled out on 1st August, 2019 when ETS were labeled on sweetened flavored water and other non-alcoholic beverages, like energy and malt drinks and soda.

The third phase launched on 1st November, 2020 was enrolled stamping fruit juices (including grape must), vegetable juices (under Heading 20.09), and bottled drinking water.

In a nutshell, it was learnt that ETS sends real time production data to the government, thus giving it a chance to ascertain the amount of revenue to collect in excise duty, VAT and Income Tax.

The move to use the ETS got all the blessings from both the government and manufacturers, because it removed the need for TRA officials and a manufacturing company or an importer going through the hassle of sitting down and discussing the right amount of tax to pay.

“In short, you cannot hear that a TRA official has deliberately inflated the amount of tax that one is supposed to pay, because all the products carry ETS labels. It also means that the taxman will not need to be working only on the production data as furnished by the manufacturer,” said Mr. Minja.



**O**n March 23, 2022 Her Excellency Samia Suluhu Hassan, President of the United Republic of Tanzania was the guest of honour at the launching ceremony of 644 Residential Apartments at Magomeni Kota in Kinondoni Municipality, Dar es Salaam.

Speaking at the event, H.E. Samia said "I am very pleased with the innovation and wisdom used to curb the various challenges so that the project of building these houses is completed. Thank you very much, TBA's Chief Executive Arch. Daud Kondoro for the creativity and wisdom used. The construction of these apartments in this project is the implementation of the Land Use Policy to implement the construction of adequate housing in public areas so that more citizens can benefit from such projects. I know many challenges arose during the construction, as I said earlier great efforts have been taken to curb those challenges until this project has been completed today and is launched".

Also, H.E. Samia, has instructed the Ministry of Works and Transport to allow residents of Magomeni Kota to purchase their apartments in the form of hire purchase. The residents, who were promised a free stay for five years, have been allowed to pay the construction costs only without the cost of land and communal infrastructures after those years. Also, for residents who want to pay the purchase costs before their free stay term of five years elapse, are allowed to pay in instalments for a period of 10 years without any interest.

H.E. Samia urged the residents to take care of the houses and focus on internal and external hygiene and contribute the communal services charges for their own benefit. "I am asking you to take care of these houses, because many of these houses you will be living in, hygiene can be a challenge. Therefore, form committees that will oversee the cleanliness of these houses. Although TBA will be charging for mechanical maintenance, elevator and other things for operations. But housekeeping is your responsibility and I urge you to be clean and tidy."

In addition, President Samia called upon TBA, NHC and Watumishi Housing to sit with the private sector and agree on the construction of quality housing in areas that need to be developed. She said this would help to address the accommodation crisis where the estimated demand for quality housing is more than 3 million nationwide, with an increase in demand for quality housing of about two hundred thousand annually.

Speaking during the event, the Minister of Works and Transport Hon. Prof. Makame Mbarawa has assured the President on the



## President Samia launches 644 residential apartments at Magomeni Kota

*H.E. Samia Suluhu Hassan, President of the United Republic of Tanzania listening to the TBA's Chief Executive Arch. Daud Kondoro who gave a presentation on the design of 644 Residential Apartments of Magomeni Kota during the launching ceremony.*



*H.E. Samia Suluhu Hassan, President of the United Republic of Tanzania cutting the ribbon as sign of officially launching of the 644 residential apartments of Magomeni Kota.*





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maintenance of the houses. Hon. Mbarawa said, "in order to take care of these buildings, my ministry in collaboration with the Tanzania Buildings Agency (TBA) has prepared a guideline that has taken into account the key elements that will be included in the contract between TBA and residents. Some of them are the contribution of communal services such as sanitation, solid waste management, security, clean water and sewage and electricity to communal areas where these costs will be required to be paid by each resident. We hope that by doing this, residents will be fully involved in order to continue to maintain these houses with the required value".

Speaking to the president during the ceremony, Chairman of the Parliamentary Infrastructure Committee Hon. Selemani Kakoso (MP) said, 'Majority of the tasks performed by TBA are government-related but unfortunately, TBA has become an agency that has serious problems with being paid by those they have worked for. Many institutions that have worked with TBA or have rented TBA houses do not pay.

Also, as the parliament we ask you to look at TBA and give them sufficient funds to build in areas, they have already prepared for investment. Also, for the work that TBA has been entrusted with, we ask you to give them the ability to employ since TBA has a shortage of more than 800 employees. By enabling it in these areas, TBA can work independently and run commercially."

Formerly, TBA's Chief Executive Arch. Daud Kondoro commented on other investments

made by TBA at Magomeni Kota area where he said, "in joining hands with your efforts and considering that this area is estimated to have about 3,000 people, TBA decided to start other projects by using funds from its own sources. TBA has started building commercial buildings that will provide services to residents living in this community and nearby areas. These projects include the construction of a market for small businesses famously known as machinga where the area has an area of 3,500 square meters which is divided into smaller areas famously known as vizimba depending on the business involved. In this market, there is a total of 189 vizimba with a size of 9 square meters each.

Also, on the construction of shopping malls Arch. Kondoro said, "This project is ongoing and has an area of 5,770 square meters and aims to bring essential services to the residents of Magomeni Kota and nearby areas. This will be one of the commercial opportunities by providing Financial Services, Butchers, Mini-Supermarket, Supermarkets, Female and Male Salons and other businesses as the need arises."

The Magomeni Kota Residential Project is a government commitment in resolving housing challenges for former residents of Magomeni Kota where the houses will provide accommodation to 644 households who were promised by the government to return to their homes.

The launching ceremony marks the 100% completion of this project in which TBA was a Contractor and a Consultant during its implementation.



*The president of the United Republic of Tanzania, H.E. Samia Suluhu Hassan handles over a replicate of a house key to Ms. Mwajuma Sama & Mr. Henry Ngwemba during the launching ceremony of the 644 residential apartments of Magomeni Kota.*



*A photographic view of the 644 Magomeni Kota Residential Apartments.*



# CPA Killagane: Accountant is a business engine

By CPA Yona **Killagane**

For those who might not be familiar with professionalism-an accountant is a practitioner of accounting or accountancy. Accountants who have demonstrated competency through their professional associations' certification exams are certified to use titles such as Chartered Accountant, Chartered Certified Accountant or Certified Public Accountant, or Registered Public Accountant. For that matter, such professionals are granted certain responsibilities by statute, such as the ability to certify an organization's financial statements, and may be held liable for professional misconduct. Non-qualified accountants may be employed by a qualified accountant, or may work independently without statutory privileges and obligations.

After shedding light on whom/what an accountant is, it should be noted that such a personnel occupies a significant role in any country worldwide through the provision of financial and non-financial information. Information produced by Accountants and the attestation thereon provides confidence and trust to the general public at large, whether in the public or private sectors. All economies require effective, efficient and economic utilisation of the resources and generally these resources are limited.

Those entrusted with resources have to utilise them efficiently, effectively and economically to yield desired results and give an account of the same to the owners of those resources. Transparency and accountability are the cornerstones of economic development. Accountability and transparency are attained through the provision of timely and relevant accounting information relating to risks, governance and effective internal control systems. Accountants are the only per-

sons in all entities who are trained and capable of providing the requisite information.

Accountants within respective entities are the providers of "value addition" to their entities, in view of the fact that whatever decisions that are made in those entities be they from engineers, marketers, lawyers, scientists, administrators, etc.; at the end of the day they will lead into the utilisation of resources of the owners both financial and non-financial. Accountants are required to provide advice prior to all those decisions. They have to be part of the decision making processes. The myth that Accountants are number crunchers has no place within the current professional practice and should not be entertained.

Accountants should assume new roles and occupy driving seats in the organisations. Accountants and those aspiring to be accountants should join Tanzania Association of Accountants (TAA) as members and try also to work closely with the National Board of Accountants and Auditors (NBAA) to change



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general perceptions that accountants are merely meant to be producers of financial statements, but rather they should assume the role of chief advisors to management and those charged with governance.

The recent years' alarming Controller and Auditor General (CAG) reports for public sector in Tanzania is a clear demonstration that Accountants are not placed to perform the intended roles of value addition and advisory provision in the public sector in the country. The recurring financial malpractices are beyond imagination with existence of accountants and auditors.

Membership to both TAA and NBAA should work to revert the diminishing role of the profession of providing confidence, trust and assurance to the general public. Recently in Tanzania the outcry from politicians, representatives of the general public, and the public itself have been: "Where were Accountants and Auditors for the mess."

TAA through its members need to deal with issues listed below in an effort to enhance economic development through transparent and accountable financial reporting to serve public interest role that they command:

i. Working closely with managements and those charged with governance in all sectors for them to appreciate the role of accountants as chief advisors and not number crunchers;

ii. Raising and protecting the status of accountants/auditors within organisations;

iii. Requiring members to introduce managing accounting practices which are highly required in all sectors of the economy in the country.

iv. Promote more tax compliance through members who are tax practitioners

v. Reduce the period for production and availability of financial statements to promote good decision making by management and those charged with governance. Public sector financial statements availability period of almost nine months is unacceptable and makes financial statements irrelevant for value addition.

vi. TAA to collaborate with NBAA, IIA and IAG to enhance public image of accountants/auditors and impose appropriate sanctions to accountants/auditors not abiding with professional expectations.

vii. In collaboration with NBAA, work on incorporating in financial reporting opinions being issued by external auditors to include value for money observations noted particularly for public sector reporting whose sole objective is service provision and not bottom line results. It's an imagination for public sector to get clean audit report with massive public financial malpractices being reported in management letter. 2020/21 CAG Report is a practical example. CAG has given 97% clean audit reports to even those entities with serious and alarming financial malpractices.

Let's protect the profession in the public eyes.



# Miraji: TAA behind my success to excel in studies

By Miraji Sepocho

**B**orn in Handeni District, Tanga Region in 1998, Colman Miraji in a family of six is a young man first meeting radiates a bright future, as any elder who has kept poultry for several years would tell a chicken that would grow into a cock or hen once hatched.

Tracing his Primary School to Vibaoni in Handeni to Secondary education at Winning Spirit in Arusha, Miraji in polished English would tell that all along the going was not easy, because his sole breadwinner (his mom) with meager income could not afford him all the goodies and fancy things his classmates displayed while they were playing and studying together, but he had to compensate in a style-study hard.

Relocating to Bagamoyo Secondary School for his Advance level studies, pursuing Economics, Commerce and Accounts (ECA) and ending up as an Auditor was his dream the very first day he joined the institution. This according to Miraji, was to prove to other students that a man should not be judged by wealth he inherits from parents, but what he

solely worked hard to achieve.

"One day when I was in Form Six, I took my mom to the hospital and chanced to meet an old man, who appeared smart and in our conversation he said, he studies Accounts and challenged me to study the subject if I want to sail in financial oil.

"I wanted to be a Banker, because I liked the way they were smartly dressed and always handled money in a legal way not hush money, but above all I wanted one time in Tanzania history to be the Controller and Auditor General (CAG) like Mr. Charles Kichere," he would say.

In his narration, the Handeni born youth said he was motivated to also study hard at Ardhi University going for BSc Accounting and Finance (BSc AF) studies, because he knew it would lead him to his dream.

While at the varsity, he thought of also enrolling for the Certified Public Accountant (CPA) course, because the designation distinguishes licensed accounting professionals committed to protecting the public interest. These professionals offer financial statement audits and other attestation services to help

inform investors about the financial health of organizations.

"It was like killing two birds with one stone, because I knew I would be exempted from some basic courses and that would save my time and concentrate on excelling what was ahead of me.

"I programmed my study time to an extent that I found the race manageable and that again encouraged me to vie for leadership posts at the institution. At the students' government, I was elected a Member of Parliament and later appointed the Minister of Finance and investment and that in a way helped me secure sponsorship from Covenant Financial Consultant to pursue Accounting Technicians (ATEC) examination, because I was also studying Accounting Technician Level II with them and excelling.

"My future was bright in the studies and I was excelling a lot till 2020, when Covid-19 pandemic dawned and interrupted studies forcing us to retire home prematurely, however, at the exams of May/August 2021, I managed to be the best student in Cost Accounting," he added.

Detailing the studies, Miraji noted that he excelled in Principles of Accounting and Auditing; Cost Accounting and Procurement; Commercial Knowledge and Taxation and Public Sector Accounting and Cooperatives.

Equally recalling that in November 2020, he sat the Foundation Exams comprising 6 studies of (quantitative technique, cost accounting, financial accounting, business management, business economics, and business law) and emerged the overall best student and subject-wise led in Cost Accounting.

That gave him leverage to proceed for Intermediate Level Exams in May 2021 attempting 6 exams and sailed through.

Praising the Tanzania Association of Accountants (TAA) for constantly encouraging him to work hard in the financial studies, especially in the Certified Public Accountant (CPA) realm, he said it deserves accolades for being the institution with vast knowledge for a pool of Accountants and Auditors in the country one should always take as a role model and join.

"In particular hats off to CPA David Kiwia – Finance Manager & Assistant Lecturer from United African university of Tanzania for sponsoring my CPA studies and I would be unjust, if I don't appreciate former TAA President, CPA Peter Mwambu for his alms too," he added.

To the youth, because I am now TAA council member, he said, it is passion that would make one excel and one should ask oneself-where one is going, because it is not a matter of following the masses.

"It is my appeal to Professional Accountants and Auditors to register with TAA as members so that they get the opportunity of actively and fruitfully participate in the development of our country," he further said.

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# University of Arusha

A Chartered Seventh-day Adventist Institution of Higher education

**Situated** 32 kilometers from the beautiful city of Arusha and close to the Arusha National Park, let alone being sandwiched between the towering mountains-Mountain Kilimanjaro and Mountain Meru, the University of Arusha is an institution of fame with its own uniqueness.

The institution is built on a 250 acres of land and revered for being identified with the article 'the' as a unique fountain of learning and for identification.

This University has gone through what can be termed as educational metamorphosis way back to 1970s, when it began as a college with few courses. It later expanded its curriculum to incorporate different disciplines and academic departments.

In the revolution, it later got a license to operate as a full-fledged university that was chartered by the government of the United Republic of Tanzania.

In quick analysis, the unique things about this university would include:

**(a)** Offering a wholistic and holistic education encompassing mental, physical, social and spiritual (moral) wellbeing for the students who are privileged to be admitted.

**(b)** Supporting students who are financially constrained with an opportunity to work as they continue with their studies. Many students are given job opportunities in different departments of the institution, where they can equally earn salaries to pay their tuition fees.

**(c)** Inculcating the spirit of oneness among the administration, faculty, staff and students which in turn has indeed boosted togetherness among the parties. Indeed, a friendly environment where none is superior to the other.

**(d)** Freedom of worship and expression, where students can express themselves religiously and culturally without fear of being intimidated, mistreated, misjudged and cause them their academic studies.

The University, apart from the mentioned unique qualities also has infrastructures, which enable and support curricula development at the institution. The seriousness of the university fraternity is portrayed by the orderliness and the cleanliness, which welcome people to the campus.

This might prompt one to ask-what about services to the student? Amazingly all the hostels are connected with Wi-Fi, which makes it very convenient for them to study and connect globally. The University has created a home far away from home for the students. Added to this, the students are given a flexible financial plan in terms of the payment of their fees by instalments and this relieves the financial burden on their guardians/guardians.

The University is always striving for excellence in everything. This peaceful and friendly environment for learning maps the brighter future for all who choose this institution for studies. It is a place where an individual meets humble lecturers and administrators; a place where cultures are shared; a place where relationships are established and of course a place, where an individual learns integrity for eternity.

A tracer study conducted by the University shows that the alumni of the institution include prominent people now in different businesses and accounting fields with distinct professional qualities and displaying integrity as well as fear of God among others.

These collectively have propelled them to also man high positions in Tanzania and internationally. In a nutshell, the combined attitude, the rigorous training they underwent while studying at the institution and ability of the alumni from the University of Arusha is something that make them have an edge in employment in comparison to others. It is a place where students aspiring to be men and women of integrity in their service delivery would like to go through.

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