

# Lenga Infosheet

## Financial Education Comics and Podcasts



Unlocking Public and Private  
Finance for the Poor

## LENGA

means “To Move Forward” in Kiswahili. This is the brand name of a set of comics and audio podcasts developed by UNCDF with Khangarue Media, Ltd. ([KRM](#)) to reinforce messages on savings, savings groups (VICOBA), credit and mobile money.



## INTRODUCTION

LENGA focuses on teaching simple principles that create a path forward for families in rural Tanzania – both refugees and members of the host community.

A cast of characters, the Malengo family, was developed using profiles of people based on the potential users of the material. The Malengo family guides learners through each story. The family learns about saving, budgeting and using mobile services in each story.

UNCDF has been working in the Kigoma Region of Tanzania since 2017, both in refugee camps and in host communities. LENGA materials are available in both Kiswahili and Kirundi because of the language backgrounds of the target groups. Members of savings groups and farmer groups are the primary learners.

## BEHAVIOR CHANGE

UNCDF and KRM have based materials on entertaining and educational content, including key rules of thumb that promote better economic decisions and behaviors amongst users. Rather than simply delivering facts and information, materials include activities and tips for learners so that they are able to apply new knowledge and skills in their own lives. Click [here](#) for more information.



The LENGA materials have been developed by UNCDF in partnership with Khangarue Media, Ltd. in Tanzania.

## MULTILINGUAL TOOLS

The comics and audio podcasts are available in Kiswahili and Kirundi, and is being tested and used with farmer groups in the U.N. Kigoma Joint Programme (KJP) as well as with Congolese and Burundian refugees living in the Kigoma Region of Tanzania. They are designed so that the platform can be modified to use either language.

## OFFLINE AVAILABILITY

Electricity and internet are not always available in the rural and hard-to-reach areas where UNCDF supports programmes. Because of this, LENGA has been designed to complement and add to our full financial and digital literacy toolkit, and offer materials to those who may not have access to our tablet- and mobile phone-based applications.

## LENGA COMIC BOOKS: KEY CONTENT



Mama Malengo creates her first budget.

The comic currently has three issues with the following learning objectives:

- 1) **Saving, Budgeting & Cashflow:** How to track your money coming in and out, and how to create a family budget to save for goals and emergencies.
- 2) **Managing Credit Wisely:** How to make decisions and when to take a loan, how to use credit and understand your capacity to borrow.
- 3) **Mobile Money:** How to make transactions and use mobile money products safely and securely.

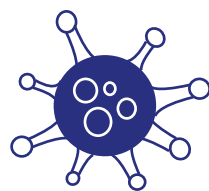
## LENGA AUDIO PODCASTS: TALKSHOW FORMAT

The LENGA podcasts are led by Mama and Baba Malengo, who speak with a variety of guests about their experiences with savings groups, mobile money, and credit. The podcasts were broadcasted in June and July 2020 on Radio Kwizera and cover the following topics:

- 1) **Savings Groups:** What can a savings group do to help you save, borrow, and meet your goals? How can your savings group function in a strong and healthy way? Groups provide more than financial services, they also encourage community solidarity.
- 2) **Your Phone is a Bank:** Nowadays, mobile phones of any type can be used for more than calls. Guests explain to listeners their experiences on using mobile services to save, send or receive money, and how to keep their PINs safe and secure.
- 3) **Borrow Wisely:** Credit can be a powerful tool to invest and grow a business. Listeners learn about how to borrow and manage loans so they can build wealth.

The podcasts are available on [Anchor.fm/lengauncdf](https://Anchor.fm/lengauncdf), Spotify, Google Podcasts, Breaker and other main podcast platforms.

## COVID-19 PANDEMIC RESPONSE



The UN in Tanzania has put into effect a country-wide plan to integrate information on the pandemic and how to stay safe and healthy. LENGA materials were updated with this important information prior to the launch.

For more information, please contact Ivana Damjanov, Programme Specialist UNCDF or Anna Ferracuti, Programme Coordinator UNCDF

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Tanzania Partner Organizations

