

PASS Hires Agencies to bid for IGG awareness Campaign in the country



The Private Agricultural Sector Support (PASS) has strengthened its efforts to change the agribusiness practices in the country through stressing on environmental smart actions in all levels of farm mechanizations.

Under its Inclusive Green Growth (IGG) Initiative, PASS Trust with its subsidiaries, PASS Leasing Company Limited and Agribusiness Innovation Centre (AIC), has hired two strong communications and marketing agencies to campaign more on IGG implementation so as to stimu-

late green aspects in all agribusiness activities in the country.

The campaign aims at spreading public awareness to the country's agribusiness stakeholders in the crops, livestock and fisheries industries and the entire value chain, so that all processes involved in operations can be carried out with sensitivity to natural environments.

During the IGG inception joint session between PASS and the agencies held in Dar es Salaam in January 2023, PASS Director of Business Development, Adam

PASS Director of Business Development, Adam Kamanda (Second left) displays a document with Blanq Managing Director, Amin Swai and other senior leaders during the agreement signing event at PASS Head office in Dar es Salaam.



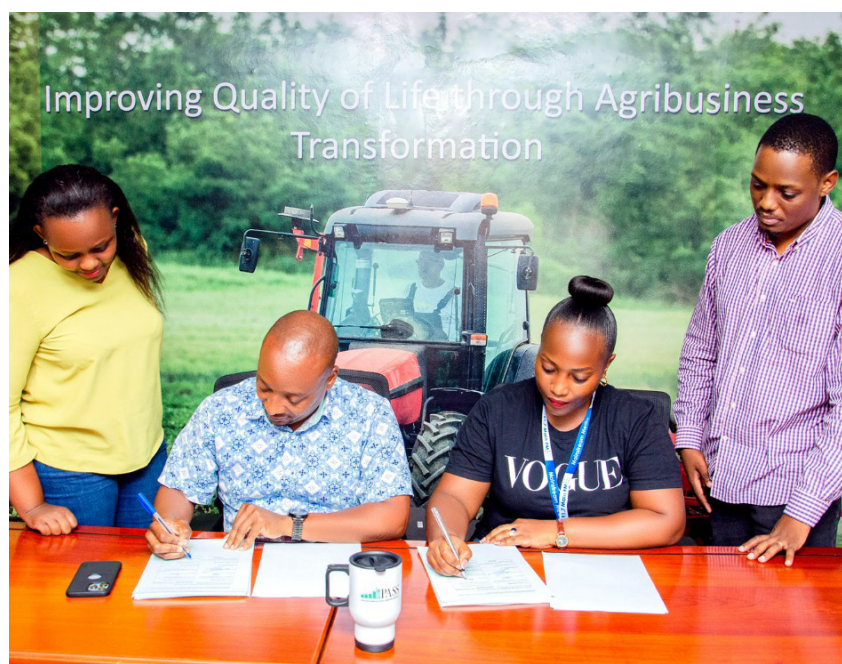
PASS IGG and Communications team with Mainstream Media Limited and Blanq staffs during the IGG inceptional meeting held in Dar es salaam in February 2023.

Kamanda, said that PASS Trust came to the idea of investing in Inclusive Green Growth as a deliberate approach to ensure agricultural sustainability with resilient productivity while protecting biodiversity and ecosystem.

"PASS Trust has done a lot on improving living standards of Tanzanian farmers through access to finance and business development services that has transformed their agribusiness investments since our establishment by the governments of Sweden and Tanzania, we now come up with the Inclusive Green Growth initiative as our deliberate approach to ensure growth of agriculture with harmonized negative impacts on our natural environments," said the Director.

He argued that the agricultural sector needs IGG principles of inclusiveness, resilience, protection of biodiversity and ecosystem, innovations, and jobs creation together with low carbon and resources efficiency so that the future of the sector cannot be harmed.

The hired agencies under this campaign are Mainstream Media Company Limited



and Blanq, they are famous marketing and communications with an indisputable record in branding and promotional activities on various media and stakeholder events for several institutions in Tanzania.

PASS welcomes all agribusiness stakeholders, the partner institutions and the entire Tanzanian population to join the new chapter with IGG for the betterment of today and the future of agribusiness growth.

PASS Director of Business Development, Adam Kamanda signs a contract with Mainstream Media Limited Director, Borah Omary at PASS head office in Dar es Salaam. left is PASS Director of Finance, Doreen Mangesho.