

Makutano Mama's

Workshop Report



Makutano Mama's



Makutano Junction was an educational TV soap opera, produced by The Mediae Company in English for East African audiences. Set in a fictional village named Makutano, it tackled social, health, financial, gender and rural issues and reflects the realities faced on the ground in rural and peri urban Kenya. By using humour and entertainment to attract audiences and then to meet their information needs as well, Mediae continues to produce impactful shows.

The programme that aired for 16 series (2005 - 2017) became recognized as the leading quality TV educational and entertaining drama series in Kenya with an audience of over 6 million and at its peak, 8 million (half of which were female).

Makutano Mama's will be a spin-off version, in which the main story focuses on issues relevant to women in Kenya (more information on the next slide).

Mediae will also develop story lines that are of interest to men, as they critically need to be included in order to sustainably support women to improve their livelihoods.

You can find the link to impact reports for Makutano Junction [here](#):

Introduction

On Wednesday the 19th June, we had a stimulating workshop funded by CGAP, jointly discussing key issues in relation to families in rural and per-urban Kenya, in order to inform the new Makutano Mama's TV show. The key issues we wanted to focus on were:

- Sexual and reproductive health
- Intra-Household decision making, and negotiating a better role within the family
- Creative businesses for women
- Women's economic empowerment, including financial inclusion, and the case of Sacco's and Chama's
- Gender Based Violence (GBV)
- Nutrition for pregnant mothers and children over first 1000 days



Persona's & Pathways Research

As presented by Joy Kendi and Aika Matemu, the Persona's and Pathways research was funded by the Bill & Melinda Gates Foundation, and carried out by Dalberg.

Sub-segments/personas of women in off-farm/rural livelihoods were defined based on their **contexts, needs, motivations, goals and aspirations**

These personas will be used to identify and guide the characters and storylines in the show.



[Here is the link to the full report](#)

The Dalberg Persona's



STARTERS

Ambitious & Idealistic

Starters are often young women setting out on their career paths with energy. They have strong aspirations to advance in their careers and even start successful businesses. They're breaking traditional gender expectations by seeking more financial independence than older women in their communities. Currently, they rely on caregivers they live with, which limits their control over decisions. However, they are determined to overcome these challenges and reshape norms.



INDEPENDENTS

Proactive & Industrious

Independents actively pursue skill enrichment, through digital tools and social networks for growth. Despite engaging in low-paying informal jobs, they attain financial autonomy and serve as sole providers for their children. Lacking assistance in childcare and household chores, their capacity to enhance both livelihoods and agency is limited. Their aspirations center on securing improved employment and more lucrative enterprises, affording them greater command over their time and circumstances.



TRADITIONALISTS

Conservative & Familial

Rooted in tradition, Traditionalists are primarily older rural women, married with several children. They uphold conventional gender roles, valuing men as breadwinners and women as nurturing homemakers. They rely on their spouses and relatives for financial support and engage in unstable income-generating activities to meet personal and familial needs. Their aspirations center on seeing their children gain meaningful employment, providing care during the later years of life.



MATRIARCHS

Enterprising & Resilient

As the primary earners in their households, they manage multiple businesses to support their families. They actively explore low-risk business opportunities to supplement their sources of income. While achieving financial independence and holding significant provider roles, they share decision-making responsibilities with their husbands. Their ambitions center around business growth and venturing into higher-risk opportunities once their children complete their education and possess larger financial reserves.



REFORMISTS

Progressive & Informed

Reformists share decision-making and household responsibilities with their spouses, who are often allies in women's economic empowerment. Currently engaged in active income-generating pursuits, they strive to elevate family earnings and financial security. Their aspirations include achieving financial autonomy, establishing thriving businesses, accumulating assets, and gaining greater family time control.



RESURGENTS

Adaptable & Curious

Initially homemakers when their children were young, these women transition to serial entrepreneurship with family financial support as their kids mature. They prioritize discretionary spending for themselves and their children, while their husbands handle essential family expenses. Paid assistance for household tasks provides them the freedom to concentrate on their businesses, spot new opportunities, and stay receptive to skill-building opportunities.



By Jamie Anderson, CGAP,
and Beryl Agengo, World Bank

Sacco's & Women's Economic Empowerment

What did we learn?

- Programme goal to increase food production, incomes and livelihoods in rural Kenya, 66% of whom are women
- The benefits of saccos and chamas, and how they work
- Savings and credit services with flexible terms,
- Key issues: accessibility, loan utilization, and sustained participation.

Solutions:

- Digital transactions, awareness campaigns, financial literacy training, inclusive leadership, product innovation.

Drama Elements for Show:

- Illustrate the consequences of rule-breaking and the importance of good governance in SACCOs.
- Key pillars and rules
- Show accountability of SACCO leadership in action
- Portray women in leadership roles

- **Challenges/key issues:**
 - Education, Low financial literacy, time and movement constraints, gender roles, limited decision making, low-income levels.
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- **Solutions:**
 - Inclusive financial products, understanding target demographics, capacity building, leveraging existing networks.
 - Finance is the backbone to social empowerment.

Products are for the family, we just use women as the entry point. This is a good storyline as it is more inclusive. (Examples of storylines in the links below and in following slides)

Drama Elements for the Show



[Link to Big Ideas Story](#)
[Link to Financial Literacy](#)
[\(Nawiri Dada\) Story](#)

Financial Inclusion

Sexual & Reproductive Health

- **Reducing Stigma and Promoting Consent:**
 - Education on consent, 'no means no', different contexts, Gender-Based Violence
- **STI's and Safe Sex:**
 - STI prevention and treatment, safe sex practices, HIV, consequences, most effective messages, living well with HIV
- **Planned and Well-Spaced Pregnancies:**
 - Benefits of contraception, safe abortion practices,
- **Different Contexts:**
 - Teenage pregnancies, unplanned pregnancies, post-birth contraception, menstrual health challenges.
- **Menstrual Health and Hygiene:**

Period poverty, period shaming, sanitary products, addressing period poverty, and menstrual health.

 - Female Genital Mutilation:



Link to: [Toni's Story](#)
([Makutano Junction](#)).

Intra-household decision making

Berber Kramer, IFPRI Insights:

- Women's lower bargaining power in households.
- Empowerment indicators: intrinsic, instrumental, and collective agency.
- Challenges/drivers of disempowerment:
 - Autonomy in decision-making, access to credit, high workloads.
- **Solutions/storylines for show:**
 - TV drama is a great solution, Influencing mens perceptions are crucial
 - Financial products designed for women: women get a loan for a business, and build savings, and so have more bargaining power in the household
 - Providing information (information is power)



[-Link to Wise Woman Video -](#)

iMama

Mediae will set up a Call Centre, called “iMamas” that will be promoted on the programme.

This will allow interested viewers to get in touch via SMS, Whats App or phone call in order to access further information and advisory on key topics covered. Examples include more information on how to secure a loan, how to open a bank account, sexual health issues, or who to speak to if they are subject to abuse at home.

Episodes will be available to replay shortly after broadcast.



The Characters & Storylines

The team of writers got together and using the brainstorming from the workshop and the Dalberg persona's, created the following characters.

Esther Kabando – MATRIACH

35-year-old lady who has just moved into the Makutano area after her husband Willy lost his job and they found themselves struggling.

Themes: financial literacy, sexual reproductive health, agribusiness and GBV

Immaculate Ambani – TRADITIONALIST

24-year-old recently graduated with a degree in community development. She'll start dating Kevo, a young entrepreneur running the I hub tech base in Makutano. Themes: Sexual reproductive health, financial literacy

Dorothy Mwamburi – REFORMIST

She's a 52-year-old Nurse, she is a diligent Church goer but also the biggest gossip in Makutano. themes: Sexual reproductive health, financial literacy

Gabby Ambani – STARTER

She is a 33-year-old business lady. She runs a Chemist and a bar and restaurant together with her husband Daniel.

Dorothy will at some point be shunned by society when the old school nurse at the clinic turns the community against her for encouraging girls to use contraceptives.

Achie Okoth – INDEPENDENT

Achie is a 28-year-old single mother of two, a nine-year-old and a five-year-old. She is a waitress who works at Dorothy's bar and restaurant.

Winnie Ngahu – RESURGENT

48-year-old widow. She runs a successful hardware store. She is also majority shareholder in her son Kevo's IHub business and in this season she'll be keeping Kevo on his toes when the business profits start dipping.

Cross-cutting themes & key takeaways

CROSS-CUTTING THEMES:

- Overlap between financial inclusion and health.
- Overlap between intra-household decision making and financial literacy/empowerment
- SACCO funding for healthcare emergencies.
- Empowering women through education and financial stability to reduce risky behaviors.

KEY TAKEAWAYS:

- There are several overlapping themes that will make for interesting and complex storylines
- That we cannot only focus on women, it is crucial to also focus on men and to change their perceptions, in order to affect real change in the household

Sexual and Reproductive Health:

- Addressing stigma, providing comprehensive education on consent and safe sex. TV drama is an effective way to do this

Financial Inclusion:

- Importance of accessible, flexible financial services for women, and increasing awareness of these services in the show
- Good governance in Saccos are key, which can be conveyed through drama

Thank you

**COMMIT TO MAKUTANO MAMA'S, TO AMPLIFY THE
IMPACT GOALS YOU WANT TO ACHIEVE**

**A big thanks to Jamie Anderson and CGAP for
making this workshop possible**