



About Us

Maarifa Research and Training Associates Limited (MARTAL) stands as an eminent entity, a distinguished hub of knowledge, expertise, and consultancy. Our unwavering commitment lies in providing cutting-edge, state-of-the-art solutions to the diverse challenges organizations and society face. Founded in 2016 as Paul Freire Higher Education Institute Limited, with the approval of the Registrar, the name was changed on March 20, 2022, to Maarifa Research and Training Associates Limited, officially registered in Tanzania. Maarifa emerges as a beacon of innovation, striving to foster sustainable solutions and enhance competencies across the public, private, and non-profit sectors.

Our approach is comprehensive, incorporating research, innovation, training, and the dissemination of invaluable insights. Emphasizing quality technical advice, we navigate the complex terrains of modernity with finesse, leaving a lasting impact on individuals and institutions alike. In the ever-evolving, interconnected global landscape, Maarifa grasps the essence of constant change and acknowledges its primacy. To thrive in this dynamic world, we firmly believe in crafting new, strategic, and imaginative methods of change management.

At the core of our success lies the synergy of seasoned professionals with more than 25 years of hands-on experience in research, development, investment, strategic management, institutional development, and pioneering technologies. This network of exceptional minds collaborates tirelessly to fashion efficient, effective, and pragmatic solutions that address everyday challenges—empowering both personal and communal growth, whether at home, at work, or within our communities.



Our Vision

To be a beacon for research, training, and professional development in Tanzania and beyond.



Our Mission

To support evidence-based solutions and decision-making through high-quality research, consultancy, and training services.

Our core values



Integrity

Confidentiality: Research remains the property of the client and is not to be divulged without prior written consent.

Quality Controls: We ensure the data collected is a true & fair representation of the target group's opinions.

Honesty: We are reliable and trustworthy and we deliver.



Teamwork

Relationships: Committed to building a long-term partnership with our clients.

Respect: We actively consider the needs and culture of the clients and fit our methods accordingly.

Sharing: We are happy to readily share our research knowledge and experience.

Our core values



Passion

We are passionate about research and therefore provide more than just figures. We strive to provide actionable insights.

Also passionate about our profession and the support that the right information can provide in decision making.



Excellence

Customer Care: We listen carefully to the clients problems and develop custom made solutions.

Learning: We strive to continuously develop the knowledge of our business and the expertise of everyone in it.

Quality: We ensure that we deliver accurate and relevant information.



Our Programs

We focus on the following areas of service;

1. Research and consultancy services

- Surveys
- Evaluative Research
- Program Design and Implementation
- Digital Solutions for Social and Economic Impact
- Feasibility Studies
- Data mining and utilization to inform policy and practice include, among others, customer surveys, household surveys, student assessments, beneficiary assessments, evaluations, labour market data, tracer and employer data, and data on the political economy of reforms.

2. Training Services

Maarifa delivers quality, customized pieces of training that provide participants with practical skills to enable them to face day-to-day workplace challenges with confidence. We offer a wide variety of short training courses covering the following thematic areas.

i) Organizational Effectiveness Training:

- Strategic Planning and Management
- Lobbying, Advocacy, and Networking Skills
- Change Management Skills
- Effective Human Resource Management
- Strategic Fundraising Skills
- Team Building skills

ii) Project Management Training:

- Project Cycle Management
- Community Needs Assessment
- Conflict Resolution and Peace Building
- Disaster Preparedness, Planning, and Management
- Financial Management for Non-Financial Managers
- Gender Equity and Mainstreaming
- Participatory Monitoring and Evaluation
- Proposal Writing for Donor Funded Projects
- Report Writing for Donor Funded Projects
- Results Based Management
- Rights-Based Approach to Development

iii) Personal Development Courses:

- Communication and Presentation Skills
- Effective Writing Skills
- Facilitation Skills (ToT and ToF)
- Good Governance and Leadership Skills
- Practical Management and Supervisory Skills
- Recruitment and Interviewing Skills
- Stress Management

iv) Research skills training:

- Academic research methods
- Corporate/applied research methods
- Participatory research methods

3. Academic writing

Academic writing is at the core of the higher education business, but there is no formal training to acquire academic writing competencies in most higher education institutions. We provide tailor-made academic writing courses to all academic cadres, junior, mid, and senior academic staff, and other professionals who seek to improve their professional writing and seek to be published. The academic writing courses that we offer include:

- Mastering the art and science of academic writing for publication
 - Writing quality quantitative and qualitative research proposals for academic purposes
 - Writing research proposals for non-academic purposes
- Authoring academic and research reports

Maarifa's Leadership Team and Key Staff Members

Maarifa boasts an exceptional and proficient Board of Directors, comprising two highly competent and experienced individuals alongside an esteemed group of four non-executive board members. These esteemed individuals collectively ensure the organization's strategic and policy direction is steered toward success.

At the helm of day-to-day operations, Maarifa is fortunate to have a skilled and dedicated administrator supported by four exceptional project officers. Each project officer specializes in crucial areas such as training, research, and IT solutions, ensuring that every aspect of the firm's endeavors is meticulously handled.

Directors:

Chairman of the Board: Responsible for leading and presiding over board meetings, setting the agenda, and ensuring effective governance practices.

CEO

Plays a critical role in ensuring the organization's success by balancing strategic leadership, operational efficiency, and innovation.

Director of Research

Responsible for leading and overseeing the institution's research agenda to ensure high-quality, innovative, and impactful research.

Director of Training

responsible for developing and overseeing training programs to ensure they meet industry standards, research advancements, and capacity-building needs.

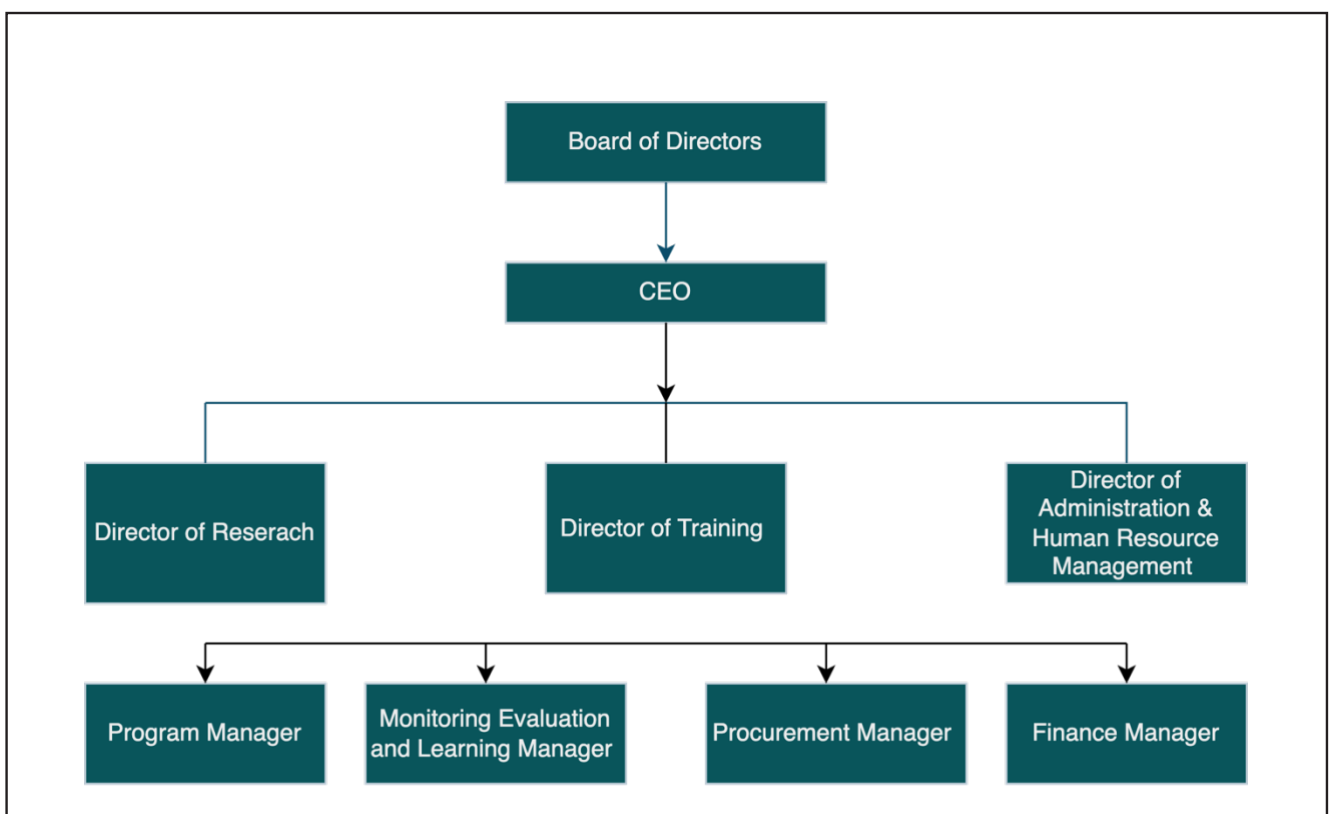
Director of Administration and Human Resource Management

Responsible for ensuring efficient organizational operations and managing human capital to support the institution's mission.

Programs Department

- **Program Manager** responsible for overseeing the planning, execution, and evaluation of programs to ensure they achieve their objectives effectively and efficiently.
- **Monitoring and Evaluation (M&E) Manager** responsible for tracking program performance and assessing impact to ensure effectiveness and continuous improvement.
- **Procurement Manager** responsible for ensuring the efficient acquisition of goods and services while maintaining transparency, cost-effectiveness, and compliance with procurement policies.
- **Finance Manager.** responsible for overseeing financial planning, management, and reporting to ensure financial sustainability and compliance.

Organogram



Our Team of Experts

MAARIFA prides itself on assembling skilled researchers, trainers, and subject matter experts for every assignment. Our 'team-facilitated' approach ensures clients benefit from diverse perspectives during training sessions. Below, we present a list of our esteemed experts, whose qualifications and experience guarantee exceptional outcomes



Prof. Jaquiline Amani (Ph.D.), a distinguished scholar holding a Ph.D. in Education, serves as an Associate Professor at Mkwawa University College of Education. With an impressive academic background, including a Master of Arts in Applied Social Psychology and a Bachelor of Arts with Education from the prestigious University of Dar es Salaam, she stands as a beacon of expertise in her field. Prof. Amani's academic journey is a testament to her unwavering dedication to education and research.

Her remarkable proficiency in research methodology, coupled with her profound insights, has consistently yielded impactful outcomes in every project she has been a part of. Her research interests include career development, counselling, education policy analysis, gender studies, baseline and evaluation studies.



Dr Richard Shukia, (P.h.D) is a Senior Lecturer and Consultant in Education, Child Psychology, and Early Childhood Development at the University of Dar es Salaam, Tanzania, with over 15 years of expertise in educational research, education systems, and curriculum reform. He is well-versed in both qualitative and quantitative research methodologies and is a recognised trainer in these areas.

Dr Shukia has worked extensively with both government and non-governmental organisations in various capacities, contributing to the advancement of education in Tanzania. He is a member of the think tank for HakiElimu and has collaborated with renowned international organisations, including the World Bank, UNICEF, UNESCO, HakiElimu, CAMFED Tanzania, Plan International, EDI Global etc. He also played a pivotal role as a member of the National Technical Team in the development of the Tanzania Development Vision 2050 and currently serves as the Chairperson of the Research Management Committee at the Tanzania Institute of Education.



Wiston Andrew Mogha is an experienced project manager with a strong background in administration, logistics, and stakeholder engagement. Passionate about organizational efficiency and process optimization, he has successfully led teams to enhance productivity and streamline operations. He currently manages Maarifa Research and Training Associates Limited, overseeing logistics, administrative functions, and staff support to drive operational efficiency.

Previously, he worked as a Liaison Officer at Jamii Media Company (2016–2020), serving as the primary link between the organization and its stakeholders, facilitating communication and project coordination. Wiston holds a Bachelor of Arts in Sociology from Saint Augustine University of Tanzania (2017). A fast learner and strategic thinker, he thrives in both independent and team-driven environments, bringing strong time management and project planning skills to his work.



Dr Joseph Pesambili (Ph.D.) is a Senior Lecturer in the School of Education at the University of Dar es Salaam (UDSM), Tanzania. He holds a PhD in Education from the University of Sussex (UK). His research focuses on teacher education, Indigenous knowledge and education, the anthropology of education, education and development, international and comparative education, education policy analysis, and gender studies in education.

Dr. Pesambili has published widely in reputable journals and presented at esteemed conferences, contributing significantly to academic discourse. With over 14 years of experience in higher education, he brings expertise in knowledge mobilisation, field research, data analysis, report writing, communication, dissemination, project management, scaling, and evaluation. His recent work primarily explores teacher education, with a strong emphasis on teaching, teachers, and continuous professional development (CPD) in the Global South.



Dr Jumanne Said Gomera (Ph.D.) is a Lecturer, Consultant, Researcher, and Policy Analyst at the Institute of Social Work, Kijitonyama Campus, Dar es Salaam, Tanzania. He holds a PhD in Economics from Peking University (China) and an MA in Development Policy from Seoul National University (South Korea). Dr. Gomera specialises in policy analysis, project evaluation, monitoring and evaluation, and development economics.

With extensive experience in impact studies, baseline evaluations, and policy assessments, his work focuses on youth development, gender equality, and social protection in Tanzania and internationally. He has collaborated on research and consultancy projects with global organisations such as UNESCO and the World Bank. Proficient in both qualitative and quantitative research methods, Dr. Gomera is skilled in statistical software, including STATA and SPSS. He currently teaches economics-related courses and conducts research, with a particular focus on youth, women's development, and early childhood education.

Our Clients



NIRAS



COLLEGES &
INSTITUTES
CANADA



THE WORLD BANK



**MINISTRY OF EDUCATION
AND VOCATIONAL TRAINING**



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