

In the words of the community...

"The tourism activities help us to interact with outside people and to learn about the outside world. The interactions we have with them, the interest they take in the different places we show them, open our mind and give us a wider view of life in other parts of the world.

The money we are making with the activities is helping us to achieve some of the objectives of our Association such as improving the education level of our members and contributing to our health insurance. As most of us are single mothers, all these objectives are also valuable for our children.

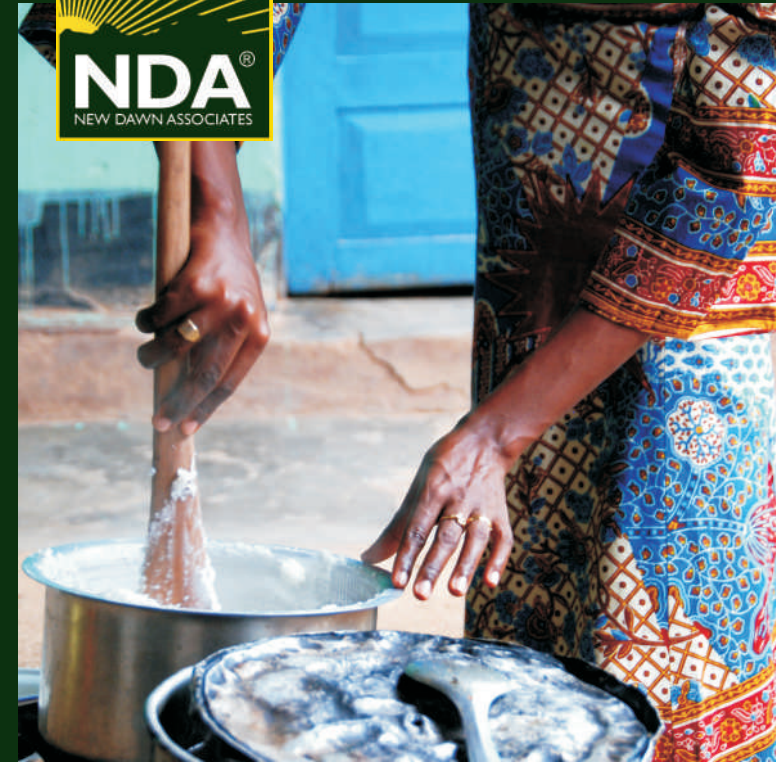
We have a big dream that we hope we will realize one day, namely to have our own property because we are living in rented houses and most of us don't have stable jobs.

Hence, we are very happy to be in touch with NDA which brought us the idea of starting an income-generating activity related to tourism."

(Marie-Aimée, NWC member, Nyamirambo)



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At the crossroads of tourism and sustainable development.

NDA's tourism activities are life-enriching for the participating visitors as well as their Rwandan hosts. We create culturally engaging, intellectually challenging and very intimate high-value experiences that offer unique insights, educate and provoke. We also provide numerous opportunities for meaningful empowerment, sustainable economic development, poverty reduction, reconciliation and enhanced cultural pride. Our vision is to make a meaningful difference that ensures that the new dawn is followed by a bright day.



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his is Africa

Life in the urban center of
multi-cultural Nyamirambo



Multi-cultural Nyamirambo

Nyamirambo is a bustling multi-cultural commercial suburb of Kigali that offers visitors a typical African flair. Modeled on South Africa's 'Township Tours', this unique experience brings you right into the heart of the colors, noises and smells of urban Rwanda. We are working with the young and charming women of the Nyamirambo Women's Center to take your hand and guide you through their home area. Among others, you will experience the Muslim quarter with its Arab influences, the market, the West African tailors, the hair salons, the recording studio with its local rap music, the butcher, the health center and the primary school. Your hosts will also invite you to one of their homes where you will learn how to cook a Rwandan meal, and share lunch over intriguing conversations.

Our partners: The Nyamirambo Women's Center (NWC)
The NWC is a self-help group comprised of 18 women in the Kigali suburb of Nyamirambo. The members are between 18 and 39 years old, with education levels ranging from zero to third-year university. Some are employed as domestic workers, manual laborers, hairdressers or in small businesses, while several others are students. They strive to bring together de-privileged, marginalized and hardworking women from different social, cultural and religious backgrounds.

Apart from a variety of educational and training programs, the NWC engages in the economic empowerment of its members. Developed in collaboration with NDA, urban community-based tourism has, therefore, become an important opportunity for additional income generation.

Community empowerment & benefits

Our work with the NWC is fundamentally geared towards social and economic empowerment. Urban community-based tourism is the first step, but we already have several projects in the pipeline to further enhance and promote the skills of the young members. The visitors also have opportunities to contribute to this work. Not only do they bring income and experience, but some decide to build a more durable relationship and volunteer their time or money for the micro enterprise ideas of the members. This contributes to a more sustainable future.

Benefit sharing mechanism:

- 18 direct beneficiaries and their dependents
- 6 rotating service jobs as guides
- 1 permanent service job in catering
- Support to education and health care schemes
- Percentage of profit sharing: 70%



Tour itineraries and prices

Options for half- or full-day experiences:

- Introduction at the Center in Nyamirambo
- Culture and language lesson
- Guided walk through the backstreets of Nyamirambo
- Visit to a West African tailor
- Visit to a hair salon and introduction to hair braiding
- Visit to the local market and shopping for lunch
- Cooking lesson
- Home lunch over intriguing conversations
- Introduction to Islam in Rwanda
- Interaction with young local musicians
- Farewell at the Center

Prices:

- 2-6 persons: \$60/person (half-day)
- 7-12 persons: \$50/person (half-day)

- 2-6 persons: \$80/person (full-day)
- 7-12 persons: \$70/person (full-day)

- Special reductions for NGOs and universities

Variations:

- Teaching and volunteering opportunities at the Center
- Combination with a Kigali City Tour
- Combination with other excursions or full tour programs

More information:

- www.newdawnassociates.com/Nyamirambo.htm