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Women get MOTOPOWER

INNOCENT NDAWULA

The Motorola craze in Uganda doesn't seem like it will be burning out soon. Their latest innovation is the MOTOPOWER initiative - a solar recharge project targeting to empower women in Uganda, that was launched during a colourful event at Serena hotel recently.

"The Motopower initiative is the first of its kind for women in Africa. Through this programme, we are giving women the opportunity to run their own businesses," Nikesh Patel, the Senior Sales Director for Motorola Africa said.

Many dreams will surely come true for women and rural communities when the 50 earmarked to spearhead the project in their own free MOTOPOWER kiosks are selected. A documentary on the first lucky winner of the kiosk Sofia Nansubuga - a 32-year- old primary school drop out was screened during the launch.

The kiosks will offer free, solar-powered mobile phone recharge services for up to 20 phones simultaneously and also act as a phone booth with user-friendly prices.



BUSINESS: The moto kiosk. Photo by E. Chicco

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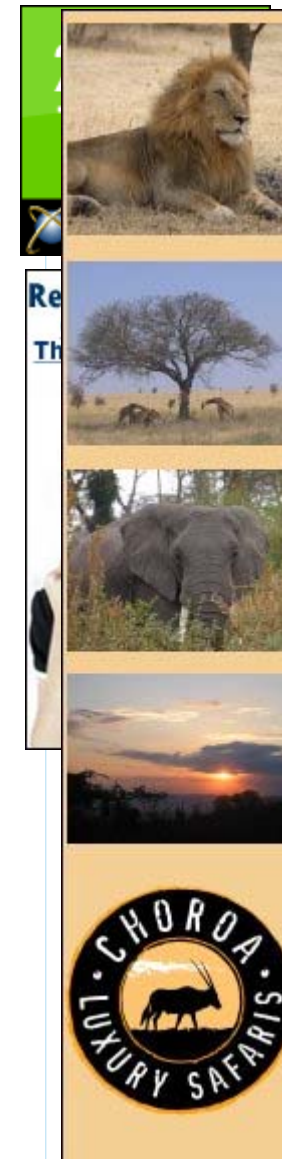
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