Beat: Vips

LIPTON Partners With WE To Empower And Support FEMALE TEA FARMERS In KENAY

Business Tools To 80,000 KENYAN WOMEN

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USPA NEWS - Lipton and WE are working together to Empower 80,000 Women in Tea Farming Communities across Kenya by providing them Access to Financial and Business Skills Training. Program Participants will learn Financial Fundamentals from Budgeting and Cost-Pricing to Creating Business Plans and Applying for Loans in addition to :

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* Financial Literacy including Communication, Bookkeeping and Loan Distribution
* Leadership Fundamentals like conducting Corporate Elections, Drafting Policies and establishing Group Constitutions
* Entrepreneurship Tools from Marketing to Pricing
* Health Management, including Stress and Substance Abuse Education

Powered by WE's 'Track Your Impact' Promise, Tea Drinkers can help support the Program by purchasing their Favorite Lipton Product with a Track Your Impact Sticker. Each Sticker has a Code that Consumers can enter on we.org/Lipton to see exactly where and how Every Purchase has made an Impact on Women Tea Farming Communities. Lipton's Track Your Impact Products are available now at Grocery Retailers Nationwide while Supplies Last.

Lipton and WE recently visited Kenya to speak with the Tea Farmers and see how the Program was making a Difference in their Lives. Hear more from the Women about this Important Initiative at YouTube.com/LiptonTea.

Source : Lipton

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