

## **INFLUENCE OF MEN'S PERCEPTIONS ON WOMEN'S PARTICIPATION IN INCOME GENERATING ACTIVITIES IN ILALA MUNICIPALITY, TANZANIA: AN EXPLORATIVE STUDY**

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### **ABSTRACT**

This explorative study investigates the influence of men's perceptions on women's participation in income-generating activities in Ilala Municipality, Tanzania. Despite the increasing economic involvement of women, traditional gender norms continue to shape men's attitudes towards their partners' financial independence. This study aims to understand how these perceptions impact women's economic empowerment and household dynamics. Data were collected through focus group discussions and in-depth interviews with both men and women in the community. The findings revealed that while some men appreciated the additional income and recognized the benefits of shared financial responsibilities, others felt threatened by the potential shift in traditional power dynamics. Concerns about the neglect of domestic duties and the perceived erosion of male authority were significant barriers to men's support for women's economic activities. The study highlights the need for targeted educational and policy interventions to address these gendered perceptions and promote a more supportive environment for women's economic participation. These insights contribute to the broader discourse on gender equality and the socio-economic development of Tanzanian communities.

**Keywords:** Income-generating activities, gender, perceptions, advocacy, Tanzania.