

## FEMBIOBIZ IV ACCELERATION PROGRAMME

The NCRST signed a capacity building grant agreement with SANBIO/BioFISA II, for and on behalf of Council for Scientific and Industrial Research (CSIR) Advanced Agriculture and Food. This agreement allows NCRST to be the country coordinator of the FEMBioBiz IV Acceleration Programme.

The programme aims to provide training to female-led enterprises on how to reach new markets using digital platforms.

The Covid-19 pandemic has sparked economic adversity throughout Namibia and the world, which drastically affected small businesses and caused some of them to close.

The small, medium, and micro enterprises (SMME's) have been especially susceptible to the repercussions of the crisis. The NCRST advertised a call to attract FEMBioBiz Alumni to apply to this call as well as a trainer to train the participants on various digital platforms and market research.

**The FEMBioBiz IV series comprises of two phases:**

*PHASE 1: DIGITALISATION TRAINING EVENT*

**May - June 2022**

The digitilisation training will provide female-entrepreneurs with practical tools to develop their online shops using most popular e-commerce platforms, increasing their online presence thereby attracting their target market.

### IN THIS ISSUE:



The banner features the NCRST logo at the top left and a beaker icon at the top right. Below the NCRST logo is the text 'SANBio SOUTHERN AFRICA NETWORK FOR BIOSCIENCES'. The central graphic is a large, stylized number '4' composed of orange and blue geometric shapes, with icons of a lightbulb and a beaker scattered around it. On the left side of the '4', the text 'FemBioBiz IV Acceleration Programme' is written vertically. On the right side, it says 'Call open: 12 April 2022' and 'Call closing: 08 May 2022'.

### Employee Profile



Employee Profile:  
Ms. Luiza Ndapewa Mararire

PHASE II: MARKET RESEARCH EVENT

June-July 2022

The market research training will provide female-entrepreneurs with an understanding of how to use market data to pivot their businesses and enrich their online e-commerce platforms during changing business environments such as the COVID-19 Pandemic. Committed female-led startups who are eager to make an impact, have a scalable business model, and want to increase their online presence thereby attracting their target market will compete in a pitching competition. At the pitch competitions, a panel of expert judges will select the top 3 startups to partake in the regional competition.

The top 3 startups will therefore be supported in setting up their individual online businesses.



Join us in FemBioBiz Season IV to help you take advantage of digitalization to make more sales

**About FemBioBiz Season IV**

FemBioBiz IV is a two-phased female startup support programme organised by the National Commission on Research Science and Technology (NCRST) in collaboration with SANBIO/BioFISA II, hosted by the CSIR. FemBioBiz IV targets startups that have an innovative product or service on the market that solve a societal challenge and are looking for digital skills that could help them penetrate the market, taking advantage of various e-commerce platforms.

The FemBioBiz IV series comprises of two phases:

**PHASE I: DIGITALIZATION TRAINING EVENT**

**May – June 2022**

The digitilisation training will provide female-entrepreneurs with practical tools to develop their online shops using most popular e-commerce platforms, increasing their online presence thereby attracting their target market.

**PHASE II: MARKET RESEARCH TRAINING EVENT**

**June – July 2022**

The market research training will provide female-entrepreneurs with an understanding of how to use market data to pivot their businesses and enrich their online ecommerce platforms during changing business environments such as the COVID-19 Pandemic. A pitching competition will be held after Phase II training. At the pitch competition, a panel of expert judges will select the top 3 startups to partake in the regional competition. The top 3 startups will also be supported in setting up their individual online businesses.

**Contact:** NCRST Innovation and Industrial Research Division; Tel: 061 431 7000 / 7099 Email: NICW@ncrst.na

## THE ROLE OF THE KNOWLEDGE MANAGEMENT AND INTELLECTUAL PROPERTY COORDINATION DIVISION WITHIN THE NCRST

The NCRST's primary mandate and responsibilities include but are not limited to coordinating, promoting, and funding research, science, technology, and innovation-related activities at national level. To perform this function effectively, there are departments, divisions, and units relevant to the core mandate of the institution in place. One such division is the *Knowledge Management and Intellectual Property (KM & IP)* within the Research, Science, Technology and Innovation Coordination and Support (RSTICS) Department.

On the Knowledge Management (KM) side of things, the division has formulated an institutional policy known as the Knowledge Management Policy, which aims, among other things, to avail the necessary platforms for the creation, acquisition, management, and sharing of knowledge. According to Nonaka & von Krogh, (2009), knowledge creation may include availing different types of knowledge created by the organisation's own employees, adding relevant value to the same knowledge, and eventually contextualising same in such a way that the same knowledge fits in well with the overall mandate of the organisation.

In this way, when the same knowledge is shared with stakeholders and/or the general public, it will then make sense in terms of it being related to what the organisation ought to do. The above process is therefore termed as "knowledge management."

Intellectual Property (IP), on the other hand, has to do with setting the "rules of engagement" in terms of advising, directing, and coordinating research and innovation activities carried out by innovators and researchers alike. This function is necessary and important in the sense that every research and/or innovative activity is aimed at finding a solution to an identified socio-economic challenge.

In a capitalist world, very few or no products and/or services are acquired for free, more especially when such products and/or services have been made available through investment of some sort. The IP platforms that the KM & IP division made available, are therefore meant to identify, confirm, safeguard, and manage the usage of these products and/or services for the benefit of the institution in particular, and for the nation at large.

Effective IP management initiatives in any given organisation, be it public or private, will not only encourage creativity and innovativeness, thus accelerate trade, but they will eventually also contribute immensely towards socio-economic development initiatives and programmes of any given country.

## Employee Profile



**Full Name:** Luiza N. Mazarire

**My position...** Manager: Resource Mobilization and Grant Management

### What I do, in brief...

I am particularly instrumental in managing funds or grants for research and innovation projects that can answer current and emerging challenges in different priority areas. I am responsible for designing calls for proposals and/or research calls and executing administration of the grant process.

I also seek funding from national and international sources to fund proposals that have potential to produce socio-economic impact. Therefore, my goal is to make significant contribution towards the rising demand to increasing the quantity and quality of research and innovation outputs and outcomes.

### Qualification (s):

- Africa University; Masters in Intellectual Property (MIP) (*Ongoing*).
- University of Tromsø; Master's in International Fisheries Management.
- University of Namibia; Bachelor of Science in Natural Resources majoring in Fisheries and Aquatic Sciences.

### Professional qualifications:

- Certificate of competence in Programme Evaluation,
- Certificate of competence in Intellectual Property, Technology Transfer and Commercialization,
- Certificate on Intellectual Property Management,
- Certificate on Patent information search,
- Certificate of competence in *Research Grants and Contracts Management*,
- Outcome-based Monitoring and evaluation Implementation course,
- NCRST Project Management training,

*I have been part of the NCRST family for - 7 years and 9 months*

**My hobbies and interest** - I enjoy traveling and outdoor activities especially family outings and I get to spend time in nature. In my leisure time I enjoy doing volunteer work especially weekends, listening to music and reading.