SET
Skills for Employment Tanzania

Curriculum

Crispy Snacks

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Swisscontact

Swisscontact works in Tanzania as a facilitator in skills development to complement government efforts in youth empowerment.

Economic, social, and academically disadvantaged youth are supported through tailor-made vocational skills development opportunities to increase their employment chances and entrepreneurship opportunities. Projects are guided by a unique youth and market-driven learning group model, which is focused on sub-sectors and jobs which have a potential to offer (self-)employment opportunities. These are agriculture/agribusiness, and other rural trades or services.

Swisscontact projects in Tanzania employ an Inclusive Markets system approach which considers the limits and opportunities of the existing vocational skills development system. Projects seek to improve the prospects of self-employment among the youth through a sustainable and systemic contribution to improved access, relevance, and quality of vocational skills development. Since ownership is critical for sustainability, our projects apply a participatory approach which involves joint action planning with partners.

Introduction for Trainers

This training course is designed to guide participants in the production of crispy snacks, a growing entrepreneurial opportunity in Tanzania. The training targets young, economically disadvantaged individuals, particularly women and out-of-school youth from rural and peri-urban areas. These participants often have limited formal education and face significant economic challenges. The training equips them with practical skills to produce a variety of snacks, which can be sold to generate income, either directly to consumers or through local networks.

This training fits within the broader Swisscontact initiative to promote self-employment and improve livelihoods through simple yet market-driven vocational skills. The training emphasises hands-on learning, with 70% of the course dedicated to practical exercises, allowing participants to practice making and packaging snacks in small groups.

By the end of this 10-day course, learners will be able to produce a variety of crispy snacks from locally available ingredients, manage small-scale snack production, and understand basic marketing and sales techniques. Participants will also explore secondary opportunities, such as sourcing raw materials, supplying packaging, or creating local distribution networks.

As trainers, your role is crucial in providing these participants with the confidence, knowledge, and skills they need to succeed in the snack production business.

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Course information

Training Objectives

This training will equip participants to produce crispy snacks for sale to the general public. They could also potentially participate in secondary, related economic activities such as:

- Supply of materials: equipment, packaging, labels, seasoning/flavours for crisps, cooking oil, source of energy
- Train others to make snacks
- Sourcing primary product: working with farmers to produce e.g. Irish potatoes
- Sell complimentary items such as drinks
- Create a community distribution network: street sellers

Learning Outcomes

By the end of this course, the learner will be able to:

1. Explain -the benefits and risks of being a crispy snacks producer
2. Know how to license a crispy snack business
3. Practice hygiene and safety in the production of crispy snacks
4. Produce a range of crisps from different vegetables/bananas
5. Produce tambi
6. Produce coated groundnuts
7. Produce other crispy snacks, including visheti, cheuro, and popcorn
8. Identify target markets and use sales channels and sales locations to sell the crispy snack products
9. Conduct simple marketing activities to promote the business
10. Communicate well and provide good service to customers

Training Plan

Training model: Simple interactive lessons followed by practical demonstrations of making a range of crispy snacks after which participants practice making and packaging the snacks in small groups.	
Practical: 70%	**Theory:** 30%
Group size	Maximum 25 trainees divided into 5 smaller groups for practical sessions
Training location	This training may be delivered in urban, peri-urban and rural areas.

Training venue	Different venues may be sourced based on what is available in the target area. Options include facilities at existing training providers or schools, community halls or other suitable venues, including restaurants.
Course duration	This course requires 09 days (09 days x 6 hours per day = 54 hours) of training which includes both classroom-based and practical training delivery. It may be offered in different ways such as full time or part time.
Trainee profile	This training is open to any participants and needs no previous experience, but the content was developed for out-of-school youth with low income and education levels.
Attendance:	80% needed for certificate of attendance

Course Content

Course content:	**Theory time**	**Practical time**	**Assessment**
Module 1: Introduction	3 hours		
Module 2: Hygiene and safety	3 hours		
Module 3: Crisps production	3 hours	12 hours	
Module 4: Tambi Production		6 hours	
Module 5: Groundnut Snack Production		6 hours	
Module 6: Other crispy snacks		9 hours	
Module 7: Production planning and marketing	9 hours		
Extra or assessment time			3 hours
Total hours	**18 hours**	**33 hours**	**3 hours**

Note: the theory time includes demonstrations and explanations of equipment, materials, etc. before doing the practical cooking/processing of the crispy snacks

Assessment

The emphasis is on practical assessment to ensure that trainees acquire practical skills needed to produce crispy snacks.

1. **Practical, formative assessment**: trainees may be signed off on their competence to produce the different crispy snacks during the practical sessions.
2. **Final summative assessment**: trainees may write a short theory test at the end of the course.

Training Programme

Interactive 'theory' based lessons with product and equipment demonstrations and activities	**Practical lessons:** Demonstration and practice of making and packaging crispy snacks

Day	Morning	Afternoon
1	**Module 1: Introduction**	**Module 2: Hygiene and safety**
2	**Module 3: Crisps production** • Introduction: types of crisps; equipment **Module 7: Production Planning (costing)** • Costing principle and process with template	**Irish potato crisps**: • Explanation, demonstration and practice; packaging • Costing
3	**Sweet potato (and Orange Fleshed Sweet Potato) crisps production**: • Explanation, demonstration and practice; packaging • Costing	**Banana crisps**: • Explanation, demonstration and practice; packaging • Costing
4	**Cassava crisps**: • Explanation, demonstration and practice; packaging • Costing	**Module 4: Tambi production** • Introduction; equipment; raw materials
5	**Tambi production**: • Explanation, demonstration and practice; packaging • Costing	**Module 5: Groundnut Snack Production** • Introduction, equipment, raw material • Roasting groundnuts
6	**Groundnut Snack Production**: • Coating groundnuts: Explanation, demonstration and practice; packaging • Costing	**Module 6: Other snacks: Visheti production** • Use residue from coating groundnuts to making visheti: Explanation, demonstration and practice; packaging • Costing

Day	Morning	Afternoon
7	**Module 6: Other snacks: Cheuro Production** • Explanation, demonstration and practice; packaging • Costing	**Module 6: Other snacks: Popcorn Production** • Introduction, equipment, raw material • Explanation, demonstration and practice; packaging • Costing
8	**Module 7: Production planning and marketing** • Market demand and target market. • Product innovation	**Module 7: Production planning and marketing** • Record keeping
9	**Module 7: Production planning and marketing** • Customer Service and communication	• Assessment • Course closing formalities

Curriculum

Note: the timing indicated is a guideline and, in some cases, topics such as costing, packaging and labelling get repeated across different snack items. These topics therefore have multiple time allocations across the training programme. The timing for these topics has therefore deliberately been left blank.

Module 1: Introduction

Topic	Content	Time
1.1 Introduction to crispy snacks	• What are crispy snacks? • What is the general demand for crispy snacks? • Why is this a business opportunity? • Types of crispy snacks • Other business opportunities	20 min
1.2 Benefits and risks of making crispy snacks	• Benefits • Risks	40 min
1.3 Characteristics of a snack producer	• Personal characteristics • Physical and health • Business skills	30 min

1.4 Managing snack production at home	• Family management
	• Separation from other commercial activities
	• Safety:
	  ○ Ventilation
	  ○ Equipment maintenance
		30 min

1.5 Business licensing and tax	• Benefits of business licensing and registration:
	• **Registration processes**:
	  ○ BRELA (Business Registration and Licensing Agency)
	  ○ Local Council
	  ○ Tax Registration Authority (TRA)
	  ○ Small Industry Development Organisation (SIDO)
	  ○ Tanzania Bureau of Standards (TBS)
		60 min

Module 2: Hygiene and safety

Topic	Content	Time
2.1 Personal hygiene	• Body hygiene • Clothes/dress • Hand washing • Personal habits • Personal presentation to customers • Do's and Don'ts of personal hygiene in food processing	60 min
2.2 Production hygiene	• Good hygiene practices • Cleaning • Food storage principles • Family hygiene with children being around • Pests	20 min
2.3 Safety in snack production	• Careful handling of cutting equipment: knives, slicers • Types and use of PPE when making crispy snacks • Correct storage and use of chemicals • Keep floors clean and dry • Separation of electrical equipment from water	30 min

2.4 First aid	• **First Aid Kit**:
	  ○ contents
	  ○ regular checking and restocking
	• Basic first aid procedures for cuts and burns
	• Natural remedies for small injuries
		10 min

2.5 Security	• Security of raw and processed food items • Lockable premises • Cash security • Use of money apps instead of cash	30 min

2.6 Waste management	• **Types of waste**:
	  ○ general kitchen waste
	  ○ oil bottles for recycling
	  ○ organic waste
	• **Disposal of waste:**
	  ○ Cooking oil
	  ○ Waste in rural areas
	  ○ Waste in urban areas
		30 min

Module 3: Crisps production

Topic	Content	Time
3.1 Introduction	**Types of crisps**: differences, characteristics, advantages, disadvantages: • Irish potatoes • Sweet potatoes • Orange Fleshed Sweet Potatoes (OFSP) • Bananas • Cassava	15 min
3.2 Equipment and utensils	**General equipment**: • Vegetable washing equipment: basin, bucket • Peeler • Knives (banana peeling) • Slicer/mandolin • Heat source: charcoal or gas stove • Karai (frying pan/wok) • Spider spoon/jaro • Filter for oil • Funnel • Drainage after cooking • Scale for portioning into packages • Bag sealer • Packets • Labels	45 min

3.3 Raw materials	• **Cooking oil**
	• **Vegetable products: characteristics and quality points**
	  ○ Irish potatoes
	  ○ Sweet potatoes/OFSP
	  ○ Bananas
	  ○ Cassava
	• **Spices:** salt, chilli powder
		60 min

3.4 Processing	**Processing steps for different crisps** ○ Irish potatoes ○ Sweet potatoes/OFSP ○ Bananas ○ Cassava **Health considerations in crisp production:** ○ Salt ○ Oil/kilo joule content	540 min

Topic	Content	Time

3.5 Packaging and labelling	• **Types of packaging**
	• **Selection criteria for packaging**
	• **Sources of packaging**
	• **Labels**
	• **Incorrect practices**
	• **Process of packaging**:
	  ○ Hygiene
	  ○ Inserting product to retain quality
	  ○ Quantity control (weight/volume)
	  ○ Sealing packages
	• **Labelling**
		120 min

3.6 Storage and Distribution	• Storage affects shelf life • Best storage conditions • Transport and distribution guidelines	60 min
3.7 Costing	• Startup budget and costing for initial batch • Materials costs	60 min

Module 4: Tambi Production

Topic	Content	Time
4.1 Introduction	**Types of tambi:** • Differences in the flour used • Different flavours in the paste/dough	30 min
4.2 Equipment and utensils	• Basin for mixing paste • Measuring tools for ingredients • Mixing spoon • Tambi press (extruder) (specialised shops) • Heat source: charcoal or gas stove • Karai (frying pan/wok) • Spider spoon/jaro • Filter for oil • Funnel • Drainage after cooking: • Scale for portioning into packages • Bag sealer • Packets • Labels	30 min

Topic	Content	Time
4.3 Raw materials	• Flour: lentil or wheat • Water • Spices • Oil • Sugar • Baking powder • Redskin groundnuts (optional)	180 min
4.4 Processing	• Prepare stove/jiko • Heat oil • Mix the flour and water paste, season • Ensure correct consistency • Fill tambi machine (extruder) • Extrude tambi mixture into hot oil • Fry till golden brown • Remove from oil to drain using a jaro • Cool then break into pieces • Package	120 min

Module 5: Groundnut Snack Production

Topic	Content	Time
5.1 Introduction	• ***Karanga za mayai***: egg-coated and fried groundnuts • ***Karanga za kawaida:*** roasted groundnuts	30 min
5.2 Equipment and utensils	• Basin for mixing paste • Measuring tools for ingredients • Wooden mixing spoon • Heat source: charcoal or gas stove • Karai (frying pan/wok) • Spider spoon/jaro • Filter for oil • Funnel • Drainage after cooking: ungo (plain colour) • Scale for portioning into packages • Bag sealer • Packets • Labels	30 min
5.3 Raw materials	• Groundnuts • Eggs • Flavourings: salt, vanilla, sugar • Wheat flour	180 min

Topic	Content	Time
5.4 Processing	**Groundnuts**: steps for processing: • Fried/roasted groundnuts • Coated groundnuts	120 min

Module 6: Other Crispy Snacks

Topic	Content	Time
6.1 Introduction	Simple, inexpensive crispy snacks to make: • Visheti • Cheuro • Popcorn	20 min
6.2 Equipment and utensils	• Mixing bowl • Measuring cups and spoons • Wooden mixing spoon • Rolling pin • Heat source: charcoal or gas stove • Sharp knife • Frying pan • Spider spoon (Jalo) • Filter for oil • Drainage after cooking (ungo) • Tray or Plate • Pot with lid • Bag sealer • Packets • Labels	10 min

6.3 Raw materials	• **Materials for all additional crispy snacks:**
	  ○ Oil
	  ○ Flavours
	• **Specific ingredients:**
	  ○ Visheti
	  ○ Cheuro
	  ○ Popcorn
		10 min

6.4 Processing	• Processing for visheti (6.4.1) • Processing for cheuro (6.4.2) • Processing for popcorn (6.4.3)	500min

Module 7: Production Planning and Marketing

Topic	Content	Time
7.1 Market demand	• Identify and test local demand for different types of snacks	60 min
7.2 Target market	• Identify possible target markets for different types of snacks	30 min
7.3 Product selection	• Based on target market characteristics, decide on what product/s to produce from the range learned.	30 min
7.4 Production records	• Record keeping • Label information: Production Date and Expiry date; batch number	30 min

7.5 Product innovation	• Follow market trends
	• Ask customers what they like
	• **Innovate products:**
	  ○ Crisps
	  ○ Tambi
	  ○ Groundnuts
	  ○ Visheti
	  ○ Cheuro
	  ○ Popcorn
		90 min

7.6 Sales channels	**Sales options include:** • Selling directly to customers from home • Selling at specific sales points • Selling through local shops/supermarkets (supply as a stock item) • Getting others to sell products at certain sales points	120 min
7.7 Marketing tools	• Business name and signage • Contactable telephone number • Promotion by friends and family – in own and other villages • Simple business card (optional) • Simple flyer (optional) • Personal selling • Where there are smartphones and data: social media pages: Facebook and Instagram	60 min
7.8 Labels	• Types of labels	60 min

Topic	Content	Time
	• Label information	
7.9 Customer service and communication	• Friendly and helpful; smiling • Confidence and personality in customer interactions • Polite language, greeting and conversation • Answering phone properly • Consistent availability of product at the correct quality • Asking customers for feedback on products and service level • Acceptance of feedback: both positive and negative • Product delivery on request	60 min

Facilities

Theory training: a space where trainees can sit and listen to simple lessons. If possible, desks/tables may be provided such as in a school classroom or village community hall.

Practical training venue: this may be conducted indoors or outdoors. Basic requirements are for fresh, clean water, surfaces on which to work, gas stove, and cooking equipment as listed below. One set of equipment is needed for the trainer for demonstration purposes, and 5 additional sets are required for 5 groups to each produce the demonstrated dish.

Mobile training options should be considered to transport the equipment to different locations and deliver training at venues in various areas.

Also, a source of clean water; in tanks or on tap is needed together with drainage for wastewater from washing. Ventilation for dispersing cooking fumes and smoke. Toilets for male and female separate.

Quantities and Costing of Stationary, Equipment and Consumables Needed

Basic information needed for costing	
Curriculum	Crispy Snacks
Number of days	9
Number of participants	25
Number of teachers	1
Number of groups	5

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
1	Classroom facilities						
	Flipchart stand/whiteboard	No	piece	2	250,000	1	500,000
	Rent desks/tables	No	piece	13	5,000	9	585,000
	Rent chairs	No	piece	26	500	9	117,000
	Flipchart paper (A1)	No	roll with 25 sheets	5	10,000	1	50,000

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Permanent markers	No	box with 12 per box	4	8,000	1	32,000
	Temporary markers	No	box with 12 per box	4	24,000	1	96,000
	Exercise books (A4, lined)	No	piece	1	3,000	25	75,000
	Pens	No	box with 50 per box	1	25,000	1	25,000
	Scotch tape	No	roll	5	4,000	1	20,000
	Printing of training manuals	No	pieces	1	3,000	26	78,000
	Sub-total						**1,578,000**
2	Consumables						
	Salt	No	3x500g	2	1,000	1	2,000
	Cooking oil (singida sunflower oil)	No	galons of 5L	1	40,000	6	240,000
	Chili powder	No	pack	1	7,000	1	7,000
	Plastic bags for packing	No	100 bags per pack	2	3,500	1	7,000

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Hand washing soap	No	piece for all	2	4,000	1	8,000
	Dish washing soap (Dexi)	No	galons of 5	1	10,000	1	10,000
	Cartoon box	No	piece per group	2	3,000	5	30,000
	Gloves	No	100 per pack	2	2,000	1	4,000
	Potato	No	kg	2	1,200	6	14,400
	Sweet potato	No	kg	2	2,000	6	24,000
	Banana	No	mkungu	1	30,000	1	30,000
	Cassava	No	fungu	1	2,000	6	12,000
	Chips labels (4 products)	No	10 per A4	16	1,000	1	16,000
	Lentil flour	No	kg	1	3,500	6	21,000
	Baking powder	No	pack of 100g	2	1,000	1	2,000
	Sugar	No	kg	1	3,500	6	21,000
	Cardamom powder	No	pack	1	5,000	1	5,000
	Tambi labels	No	10 per A4	4	1,000	1	4,000
	Ground nuts	No	kg	2	3,000	6	36,000

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Eggs	No	piece	2	350	6	4,200
	Wheat flower	No	kg	1.5	3,000	6	27,000
	Vanilla essence	No	bottle	2	6,000	1	12,000
	Karanga labels (2 products)	No	10 per A4	8	1,000	1	8,000
	Visheti labels	No	10 per A4	4	1,000	1	4,000
	Cheuro labels	No	10 per A4	4	1,000	1	4,000
	Yellow dill	No	Pack	1	3,000	1	3,000
	Lemon powder	No	Pack	1	3,000	1	3,000
	Curry leaves	No	Bunch	2	3,000	6	36,000
	Popcorn kernels	No	kg	1	6,000	1	6,000
	Cocoa powder	No	pack	1	14,000	1	14,000
	Cinnamon powder	No	pack	1	5,000	1	5,000
	Popcorn labels	No	10 per A4	4	1,000	1	4,000
	Sub-total						**623,600**
3	Equipment						

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Digital scale (5kg)	Yes	piece for all	2	35,000	1	70,000
	Gas stove and metal stand	Yes	piece per group	1	55,000	5	275,000
	Gas stove refilling	Yes	per group during 10d	1	25,000	5	125,000
	Karai (Alu)	Yes	piece per group	1	80,000	5	400,000
	Spider spoon	Yes	piece per group	1	22,000	5	110,000
	Filter for oil/strainer	Yes	piece for all	1	20,000	1	20,000
	Funnel	Yes	piece for all	1	30,000	1	30,000
	Ungo	Yes	piece per group	1	2,000	5	10,000
	Bag sealer	Yes	piece for all	1	65,000	1	65,000
	Rubbish bags	No	50 per roll for all	1	10,000	1	10,000
	Bucket (20L) for organic waste	No	piece for all	2	9,000	1	18,000
	Wooden mixing spoon	Yes	piece per group	1	2,000	5	10,000
	Mixing bowl	Yes	piece per group	2	35,000	5	350,000
	Bucket (20L) for chips making	Yes	piece per group	1	4,000	5	20,000

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Basin (10L)	Yes	piece per group	2	5,000	5	50,000
	Peeler	Yes	piece per group	2	2,000	5	20,000
	Knives	Yes	piece per group	2	1,000	5	10,000
	Slicer/ mendoline	Yes	piece per group	1	35,000	5	175,000
	Tambi / extruder	Yes	piece per group	1	30,000	5	150,000
	Rolling pin	Yes	piece per group	1	5,000	5	25,000
	Tray or plate	Yes	piece per group	1	10,000	5	50,000
	Big pot with lid	Yes	piece per group	1	30,000	5	150,000
	First aid kit	No	piece for all	1	100,000	1	100,000
	Hand/drying towels	No	piece per group	5	5,000	5	125,000
	Cleaning cloth	No	piece per group	1	5,000	5	25,000
	Apron & Cap	Yes	piece per person	1	10,000	26	260,000
	Mop and mop bucket	No	piece for all	2	15,000	1	30,000
	Broom	No	piece for all	2	3,000	1	6,000
	Bucket wit tap	No	Piece for all	1	30,000	1	30,000

No	Description	Start-up kit	Units	Number of units	Cost/ Unit	Frequency or days	Total (TZS)
	Lable design (10 products)	No	lumpsum for all	10	10,000	1	100,000
	Sub-total						**2,819,000**
Grand total							**5,020,600**