

## ABSTRACT

This study assessed the Role of Small and Macro Enterprises on Poverty Alleviation in Moshi Rural District in the light of specific objectives states: to examine the role of small and macro enterprises on employment creation, to identify the role of small and macro enterprises on rural development and to determine the role of poverty alleviation policies to small and macro-enterprises in Tanzania. This study employed survey research design by which it took mixed research approach; quantitative and qualitative research approach. The Simple random sampling was used to select a total of 43 respondents to be involved in the study whereby 20 were youth small enterprises and 19 were women small enterprises as well as 4 Macro enterprises. The data were collected using questionnaires and interview and data were analysed using quantitative and qualitative method of data analysis. The findings revealed the role of small and macro-enterprises on employment creation through hiring freelance professionals, hiring only when an employer needs an employee's services, encouraging the culture of self-employment and make people independent, providing flexibility to the professionals, generating income and employment, major supplier of goods and services to people. The role of small and macro enterprises on rural development are such as the construction or improvement of infrastructure, fostering of innovation, establishment of small industries, the establishment of financial institutions such as bank agents and branches, microfinance and credit companies such as ASA Microfinance Limited, Vunjo Vicoba and ISAMO Credit Company. The role of poverty alleviation policies to small and macro-enterprises in Tanzania are such as emphasizing provision of loans and grants to SMEs, emphasizing fixed tax to enterprises, sharing of government developmental goals or economic goals, provision of business education and market strategies, emphasizing on increased production, and support to the industries, financial business, raw materials business and direct investment. This study recommends to the Ministry of Industry and Trade to intensify campaigns and training the general public in Tanzania, about SMEs sellers and distributors in goods and services and their potentials to development and progress of the economy.