PROFILE
OF SOME YOUNG FEMALE DIGITAL ENTREPRENEURS
FROM NORTHERN NIGERIA

CENTRE FOR INFORMATION TECHNOLOGY AND DEVELOPMENT
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Introduction

The reality of gender digital divide in Nigeria, especially in the north is well established. This divide is the result of a combination of a number of factors including the relatively poor economic status of women, their relative lower professional attainment and certain socio-cultural (and even religious) norms that are the vestiges of patriarchy. These vestiges of patriarchy operate at two levels. At one level, women, especially married ones, are not supposed to communicate outside circles of people with who their husbands may not be comfortable with. This patriarchal social expectation in the communication scope of women expect them not indulge in “frivolous” communication and should therefore not be seen to using the social media and even the internet as a whole. If they must use the internet, they should use it sparingly. Stories, some of which may be anecdotal, have it that many marriages have collapsed on account of the wives using social media.

Patriarchy society does not expect a married woman to have a male friend, talk less of hundreds, if not thousands Facebook friends, many of who she probably does not know offline. She would have many “followers” on twitter and belongs to several chat groups on whataspp. All these would be frowned at. This aspect of patriarchy is about control of the woman by man.

The second level at which patriarchy operates is a mirror image of the control level which is that women are seen as objects of pleasure, lacking subjectivity of their own. This is at the root of gender-based violence in society. Gender based violence is not limited to the physical space or offline relationships. It also reflected in online behavior, giving rise to the concept of gender-based violence online.
While social control seeks to place restriction on the use of internet by women, gender-based violence online creates fears that make women to not want use the internet. Like gender-based violence offline, online violence against women tends to be less visible. In fact, it is less visible than offline violence and because it takes place mostly at the private level. For this reason, there is little attention about it and in some cases the resistance to accept that in fact it is a major problem.

What in concrete terms is the gender digital divide in the Nigerian context? It is basically the differentials in access to, use of and benefits of ICTs along gender lines. CITAD has responded to the situation using a multiplicity of strategies such as sensitization and awareness building, Digital Literacy Training, research, advocacy, dealing with gender violence online and Entrepreneurship Training.

Entrepreneurship was informed by the need to incentivise digital skills. This is because digital skills in themselves are useful and there are a couple of obvious reasons why people should be digitally literate. For example, all young females who aspire to acquire higher education in the country must write an only entrance examination. A number of government services are accessible online. But for older women, digital skills in themselves are not an incentive enough in themselves. To develop more visible and readily recognizable incentives, we decided to provide digital entrepreneurship training for women. The objective of this training is first to provide the participants with digital skills linked to entrepreneurship so that we can convert them into entrepreneurs, capable of setting up their own small scale businesses. Secondly, it provides them with tools to manage and promote their businesses such as in accounting, documentation, marketing, etc. This will allow them to leverage ICTs for either existing or new non-ICT based enterprises.
This has four components. The first part is to provide them with skills in a variety of advanced digital skills such as film making, digital photographs, graphics design and production, website design, etc. The rational for the selection were to provide skills where there was already market for these skills which fit also with cultural sensibility. For example, in the north, during wedding and other ceremonies, women and men celebrate usually separate. In these situations, it will be incongruous for a man to be the one to be making the photographic or the video coverage of the events for women. These are all skills that women can use even at home.

The second is modules in entrepreneurship covering such topics as how to register businesses, and meaning small scale businesses, marketing and sell, accounting and documentation, etc. the third component is business clinics which are interface sessions between these being training and business development and support organizations and agencies. The third is digital marketing and internet safety and security. The purpose of internet safety and security is address one of the problems that militate to the use of the internet by women and girls. After this the participants were then paired with highly accomplished people who mentor them for a period of six weeks, guiding them through as they set about establishing and running their small scale business. The mentorship has two purposes. First, it was to have someone to fall back when in problem as they engage the entrepreneurship terrain. The second is that these highly accomplished women are presented to the mentees as role models who can inspire them to push to become successful as entrepreneurs.

We have experimented with various entrepreneurship training modules. These included the Digital Summer Institute for young women and girls, the Digital Livelihood Programme supported by the USA, the Mobile Digital Livelihood supported by the Equal Digital Skills Fund and the Digital Livelihood for rural women
supported Action Aid International-Nigeria.

Digital Livelihood Program was implemented to train women on digital entrepreneurship skills and gave them social orientation on incubation program. The implementation of the project which was supported by Embassy of the United States of America Embassy, Abuja was carried out in Kano State. In Abuja, it was sponsored by ActionAid International Nigeria (AAIN) Abuja, implemented in some selected rural areas in Federal Capital Territory in 2017 to 2019 and in Bauchi State, it was supported by the Equal Digital Skills Fund of the Web Wide Foundation. While the USA Embassy supported lasted two years with two rounds each year reaching out to 120 participants, the Abuja experiment lasted three-year reaching over 225 women and girls. The Bauchi part was for one year and reached out to 120 girls and women in both Bauchi and Jama'are Local Governments of Bauchi State. The components implemented are digital skills and well as entrepreneurship skills. These include graphic design, photography and film and video editing and business skills. It also pipelined them to agencies that could guide them to register their businesses to become entrepreneurs. Two months mentorship was also conducted to guide them on the journey for growth and survival of their business.

Digital Summer Institute was an annual school, implemented to train young women to acquire digital skills. It was initiated by Centre for Information Technology and Development (CITAD) in 2017 and carried out in Kano and Abuja for two years. The institute was conducted in partnership with Johns Hopkins School of Advanced International Studies and Everett Program, an Info Tech Social Entrepreneurship Training organization of University of California, Santa Cruz. The training courses included: Wordpress, Use of digital video and photographic applications for wedding event, filming modality, storyboard video clips, Mobile phone/GSM for Digital marketing, graphic design application for
wedding cards, business cards and banner. The main objective of the project was to produce women entrepreneurs. The Digital Summer institute ran for two years with two sets each year in Abuja and Kano, reaching out to over 125 girls.

In all cases the beneficiaries were young women and girls from the age of 18–30 whom were drawn from different parts of the communities within states in the North of Nigeria who are unemployed in urban, semi urban and rural area. Overall, these flagship programmes trained over 574 women and girls over the three-year period.

This profile is a selection of some of the beneficiaries. It recorded their participation in the programmes, perceptions and what they are doing now.
Nafisa Muhammad Gidalle

Nafisa Muhammad Gidalle is a resident of Hausawa Layout Court Road, Kano State. She is a B.Sc. (Chemistry) holder. She nursed the ambition of being self-reliant financially in order to help her family and younger ones. Her quest for self-reliance started since she was a child. Her dream was to become a fashion designer in addition to setting up a tailoring business, though she said joining the two businesses was not an easy task and therefore hoped to start gradually. She is now the MD/CEO of LAREINE FASHION.

Nafisa Muhammad Gidalle got to know about Digital Livelihood Program through a social media platform (WhatsApp). The training has indeed added so many values to her business as she gets to use the social media to showcase her items for instance on Instagram, WhatsApp and Google. Nafisa got so many referrals with the help of her friends on the social media and it is easier for people to place their order online. She has gained a lot of benefits from the program because, at the initial stage she didn’t have the expertise on digital skills but she had learned more on photography (film and editing) which has expanded her knowledge and given her more idea on her business. “I improved and overcame my challenges by using social media tools learnt from CITAD to sale my products online”. CITAD should continue to train more women who lack ICT knowledge, because it is a tool for promoting businesses and it gives exposure to life.
Shema'u Muhammad Mansur

"The skills I learnt during Digital Livelihood Program is priceless"

Shema'u Muhammad Mansur is a resident of Dukwuya Kofar Famfo in Kano. She is an NCE holder. Her mission after school was to be a successful entrepreneurial. She admires people who were into businesses right from when she was a child, and that made her to go into petty trading by selling food stuff, spices, clothes and bags. She expressed that she was growing into adulthood with patience and satisfaction. 'I can assist my family financially even without my presence at home'.

Shema'u got to know about the Digital Livelihood program through TIT Computer Institute where she attended training on Desktop Publishing packages. With the intent to further her knowledge on other advanced courses in computer, she was referred to CITAD by a colleague who informed her about DLP. Luckily, she was privileged to join the DLP Training. The program added more power to her ability through the training on social media platforms, (Facebook, twitter, and Whatsapp) and doing online marketing. Shema'u felt that whenever she went out for the training, it was like she's going to the office. The knowledge and exposure she gained on her marketing services was of great benefit. Lastly, she advised CITAD to introduce new entrepreneurship skills that would help in sustaining the livelihood of people.
Maryam Ibrahim

Maryam Ibrahim is a resident of Dorayi Sabon Titi, Kano. She is an NCE holder. Her dream was to be in the academia. She wanted to help herself financially and academically.

Maryam got to know about Digital Livelihood Program through the social media platform. She derives many benefits with her training on digital and entrepreneurship skills i.e. Film and Video Editing (FAVE). She can compose a minute video clip using her ideas. As she runs a bakery business, she advertises her business using short video clips online (Vlog). 'I benefitted a lot from DLP because the experience I gained has reshaped my entrepreneur passion. I am capable of coping with people's behavior', she said.

Maryam secured a teaching job in a primary school (Azhan-noor), after presenting the certificate of attendance of the Digital livelihood Program. Being an IT literate during the interview gave me an edge over the other applicants. “DLP has given me a beautiful start, being an ICT literate”, she said.

' C I T A D should train more young women, it helps in grooming our thinking and it's an opportunit y for job creation'.
Fauziyya Kawu Imam

“Digital Livelihood Program has marked me off from vulnerability to valueability after my first training with CITAD”.

Fauziyya Kawu Imam is a resident of Galadanchi Layin Gidan Shehu Ali Harazami in the city of Kano. She is a Diploma holder. Fauziyya was a full house wife and unemployed, with nothing to support her and under the care of her parents. She had passion of being an entrepreneur but had no experience and skills. However, the moment she got contact with CITAD and attended the Digital Livelihood Program (DLP), she became motivated.

She got to know about Digital Livelihood Program from her relation from whom she acquired a skill on digital entrepreneurship. She is good at graphic design. She designs business cards and banners for online adverts and photography. Before the training, she used to capture pictures using smart phones at home. After the training Fauziyya made the world a place of business for her, as she decided to set up a small scale business to sell variety of clothes materials, foot wares and costumes, while using online marketing. She places orders whenever she needed new products from her business partners. Her business continues to succeed being consistent to sustainable.

'CITAD should put into consideration to train youths who are willing to learn in subsequent trainings, who have passion for entrepreneurship; it is way to job creation', she said.
Zahra'u Habib Tafida

Zahra'u Habib Tafida said that the training allowed her in developing her ability to focus on innovation instead of problems. It helped in exposing her to more online businesses and entrepreneurship skills. She bought her smart phone with the training allowance she received and uses it to market her products online.

She is a resident of Masallacin Jalli Street in Kano State. She got married after her secondary school without any idea of becoming productive, other than being a housewife. She enrolled for further studies in diploma and later decided to empower herself by attending vocational training and learned decoration skills at Shekara Government Girls Secondary School Vocational Center. Immediately after the training her mission was to secure a job with a government establishment. This became difficult, so through the initiation of a friend, she ventured into the business of decoration. She came across Digital Livelihood Program through her friend who sent the link through a social media platform and became trained on Digital Entrepreneurship skills and the ICT, specifically on Photography, Video Editing and Graphic Design.

Zahra'u uses her skills to make more research on business and short video clips (vlogging) for her business. In addition, she is into manufacturing business of handmade bags and shoes. She was grateful to CITAD and pleaded that the organization 'should introduce more innovative programs for sustainability'.
Hafsat Abubakar Sadeeq

“My marketing tactics started online where I was introduced to other social media business platforms by CITAD”.

Hafsat Abubakar Sadiq is a resident of Rijiyar Zaki, Kano State and the MD/CEO of Millennium Munchies and Drinks. Before her degree course, she was into Cosmetics business, but after she graduated, she moved into bakery and beverages services with few customers at the start point. She got the idea from her friend who taught her how to earn money to sustain herself. She got to know about Digital Livelihood Program (DLP) via her friend where she learned ICT and digital entrepreneurship skills. The program added value to her life and her business today. She accesses the internet (social media platforms) now competently unlike prior to the training when she missed a lot of the opportunities. She learnt how to overcome the challenge of order cancellation of her products it is now pay before services online. A space is no longer an issue as she could handle her customers that mostly relied on resting meal system while they preferred booking online, she says.

Her advice to CITAD and the U.S. Embassy is to retrain the beneficiaries in using new technology tools that would make them get more opportunities, 'to educate a woman is to educate a nation'.
Aina'u Sarki Sani

“My once mockery business has given me every confidence in success’.

Aina'u Sarki Sani is a B.Sc. holder and a resident of Tarauni market under Tarauni Local Government of Kano State. She is the MD/CEO of NATIVE ESSENCE GENERAL ENTERPRISE. She is a full time house wife, though she sometimes ran a little business at home from door to door and people used to mock her on the way as she advertised her products. Her mission was to open a Professional Business firm and run a consultancy services. The idea came through her uncle who sends monthly allowance for her upkeeps. She got to know about Digital Livelihood Program (DLP) through a friend. With that, Aina’u is now a “Graphic Icons Expert”, the training increased her digital presence, and it also increased her love for graphics and printing in Banners, ID cards, business cards, memos and stickers. After the skills acquisition, she registered her business name with the Corporate Affairs Commission (CAC) and uses social media platforms (Whatsapp, Facebook and Instagram) to market her products online. She commented that it actually made things easier for her than the door to door business. Aina’u is into soap making, air freshener, fabrics, body cream, clothes, and stain remover agent. She said that “sometimes I get more ideas online by making research”. She advised CITAD to continue training youths and women on digital business skills because they are the most vulnerable in the society.
Binta Tijjani Shettima

Binta Tijjani Shattima is a resident of Naibawa, No. 223 Road Safety Street in Kano State. She is an NCE holder. At graduation, Binta wanted to secure a government job, in addition to her zeal of becoming an entrepreneur. She saw entrepreneurship as an option to self subsistence. "My absolute determination has been going extra mile, working hard and do whatever it takes. I've never seen any other option than succeeding in life", she said. She got to know about Digital Livelihood Program (DLP) through her husband who is supportive in seeing that she achieves her vision. Binta is now an ICT literate; she can design a logo, banner, greeting and business cards and advertise products online. My advice to CITAD is to keep on empowering women because with the little they learn, they use it to access the internet and promote their businesses. Binta is now into poultry farming, and is a dealer of all kinds of women clothes and shoes.

Binta Tijjani Shattima is the MD/CEO of BITISH GENERAL ENTERPRISE.
Hauwa Yari Ibrahim

“DLP has helped me in branding my business”.

Hauwa Yari Ibrahim is a resident of Hotoro, Tsamiyar Boka, Kano State. An NCE holder, her mission was to set up a small scale enterprise after graduation. She succeeded in raising some capital to run a tea and food spices business for home consumptions. The bitter side of the business was that she had no customers which she realized was due to ignorance on marketing strategy. She then skillfully began to enlighten women about the nutritional value of the spices in human body. By this, Hauwa converted her tea and food spices remedies into a big business.

“I got to know about CITAD when I attended Digital Livelihood Program (DLP) in
early 2018. After my training with CITAD, I designed logos for my business and packaged my products with my brand name. With this success, I got motivated and encouraged to register my business with Corporate Affairs Commission. I have confidence in publicizing my products online”, she said.

Her history of selling tea spices started out of her affection for tea, she decided to go to the market for a survey on tea spices useful for human health. She started the tea spices business with the little capital saved from Digital Livelihood Program.

Hauwa Yari Ibrahim has derived so many benefits from the training, as she can use a computer on her own without no or little human assistance and that has helped her in her business. She is the MD/CEO of MAMAN BILAL NATURAL TEA SPICES.

CITAD should introduce more technological skills and also train other pending applicants who were not lucky to get the training this time.
Asma'u Aminu Agata

“My ICT Training made my business to thrive and prosper”.

Asma'u Aminu Agata is an SSCE holder and a resident of Hotoro Tsamiyar Boka, Kano State. She is a full time house wife with a passion for business. She was constrained by her financial resources, because, she was earning so little to sustain her family by supplying food stuff for household consumptions. She got her business idea from her friend who was selling tea and food spices. She began to supply food stuff on monthly payment basis and that was how her business became popular within her locality.

Asma'u says; “I got to know about Digital Livelihood Program through my sibling who is asocial media fan. He came across the advert and assisted in applying for me, where I became opportune to be trained on entrepreneurship and business skills. Right after the training, computer operation is no longer a challenge to me; it really assists me in grooming my business familiarity online”.

She uses her business to assist her fellow women within the community. She benefits from the training because she utilized the loan given to her by CITAD which increasingly reinforced her existing business. “I overcame 70% of my financial challenge”, she said. CITAD should introduce more opportunities for youths most especially the women who are most vulnerable, because ICT transforms people’s life.
Safiyya Umar Abubakar

“Another alternative form of earning came to my way after I attended the Digital Livelihood Program at CITAD”.

Safiyya Umar Abubakar is a resident of Tudun Wada, Marga Street, in Kano State. She is an NCE holder and an entrepreneur. She is into clothing and food stuffs business, with just few customers at the start. Her idea of business began after she got admitted for the NCE program and was supported with a little capital by her brother to start up the business. She supplied government workers for home consumption. Safiyya Umar Abubakar is the MD/CEO of SHOP @ AMNASAF VENTURES.

Saffiya Umar Abubakar got to know about Digital Livelihood Program (DLP) through her sister who introduced it to her via the social media. “I achieved a lot in the program; it reduced my fears in mingling with different online friends and established community trade relationships in more than two States. It made me understand ways of overcoming the challenges of transportation expenses/follow ups and wrong orders placed online”, she said.

CITAD should train more youths on entrepreneurship skills because ICT and entrepreneurship skills are pursuit of social and environmental change.
Mariam Salihu

Mariam Salihu is a resident of Aviation Quarters, Airport Road, Kano State. She has a Diploma in Mass Communication and obtained a B.sc in Sociology. Her mission after graduation was to secure a job, be independent and support her family. She got her business idea from her sister who has a poultry farm in Abuja (Fahasa & Salimina Farm) where she assisted her in part of the job. It was right from there that she became interested in setting up her own business. Now, she owns her poultry farm, (KAMILA POULTRY) where she rears birds of different breeds, such as chickens, ducks, geese; rams, and so on. She empowers women within her locality with the little she has by training or employing them. She got to know about Digital Livelihood program through the CITAD's official website (www.citad.org).

“Digital Livelihood Program (DLP) was a great opportunity. I have learnt to different social media platforms for my business. Graphic applications are also one of the benefits I derived. I design my advert banner and publicize it online. I also teach others some of the graphic applications, this has also strengthened my interaction with the public, regarding my business”, she said.

Her advice to CITAD is to empower more women that are jobless in our local communities.
Jamila Dauda Suleman

Jamila Dauda Suleiman is a resident of Commissioner's Road, behind Government House, Kano State and a student of Bayero University Kano, studying Applied Biology. She had always aspired to become a business woman and be self-reliant.

She came in to contact with the Digital Livelihood Program through her friend who introduced her to the advert via social media platform (whatsapp link). She was trained on entrepreneurship and business skills by CITAD in 2019. She designs logos i.e. banners, business cards, edit pictures and infographs perfectly. She also sells cosmetics and clothes for both genders and uses the little profits she gets in assisting her family. She said that her training exposed her to people and she could sell/deliver her products nationwide. Jamila Dauda Sulaima said it really lessens her challenge of debts and the cost of transportation while she used social media to order for goods and make transactions with her potential customers. She advised CITAD to expand their vocational skills by introducing new technological skills.
Nafisa Abubakar Abalan

“Digital Livelihood Program paved my success forward by teaching local women sewing and empowering them with online business skills”, said Nafisa.

Nafisa Abubakar Abalan is a resident of Gyadi-Gyadi Court Road Quarters, Kano State. She has a Diploma in Library and Information Science and wants to further her education and become a fashion designer.

Nafisa got to know about Digital Livelihood Program in 2018, where she was trained on ICT and entrepreneurship skills. She is now an expert on graphic design and photo editing. The skills broaden her thoughts to expand her capability of business on social media.

Nafisa says, “on progress to be precise, I came across new customers online, after sometimes I got a one year contract job with Kwankwasiyya Organization as a result of the ICT Skills training. After the contract lapsed, I secured a job at A4 & I.M Global Investment and Oil & Gas Company as a Secretary”.

She got a mixture of professional career while working in different fields with her ICT Skills and tailoring skills. After expressing her gratitude, she called on CITAD to empower more women on different skills using new technological tool so that the young would be inspired by it.
Fatima Adamu Haruna

Fatima Adamu Haruna is a resident of Hotoro G.R.A, Kano State. She has a B.Sc in Biology. Her mission in life is to further her studies and join a fashion school to become a fashion designer. Right from the beginning, she had the passion for business. Fatima had always wanted to be independent. She never bothered asking her parents for money whenever the needs arose, she catered for herself with the little money she earned from her business. She was never enticed by an office job even though her family members were civil servants. All she wanted to be was an entrepreneur.

Fatima started food spices business which she processed herself.
Sometimes, she marketed her stuff from house-to-house and sometimes she took it to schools and sold to monthly salary earners. She owns FADHAZ ENTERPRISE and she is the MD/CEO.

She got to know about Digital Livelihood Program (DLP) through a social media platform and she immediately got interested in it and applied by seeing the content of the training.

“I decided to go a different direction in my business using filmorago apps for video editing (Vlog). This increased my digital presence as Digital Livelihood Program has taught us to THINK BIG, she said.”

The training added more exposure to her as she can market her products online so, she decided to use Facebook, Instagram and Whatsapp platforms to promote her business. And “As a result of the training with CITAD on ICT and Business Skills, I am a graphic expert” she said. She added that she had a computer but could not use it appropriately, but is presently harnessing it maximally. She urges CITAD to continue with its empowerment training as it works tirelessly to see the power of progress in our society.
Saffiya Muhammad Aliyu

“Every woman has passion and unique ideas in her”

Saffiya Muhammad Aliyu is a resident of Tukuntawa under, Gwale Local Government of Kano State. An NCE holder, after her school, her mission was to be an academia. Saffiya is a fashion designer; she got the idea of this profession from her mother who is also a fashion designer. Saffiya has trained women where she graduates atleast three women in half a year. She is the MD/CEO of SOFISCO FASHION DESIGN.

She got to know about Digital Livelihood Program through her relation (Bilkisu Umar Murtala) where she was trained on digital entrepreneurship skills. With the skills learned, she decided to do her own way of business between fashion and graphic business. She advertises her products through social media platform (Whatsapp and Facebook) and advertised her fashion skills using online banners.

Saffiya said that she is now an ICT literate since she can design her own business card, logo and online banner. She though once attended a computer school but it was in vein as no practice, no motivation. She gained more knowledge as a result of coming in contact with CITAD.
Zainab Muhammad Jimada

“Women often have to work harder to succeed, and we find it easier with Digital Livelihood.”

Zainab Muhammad Jimada is an SSCE holder. She resides in Sheka Gidan Gabas, Zoo Road, Kano State. Her mission after school was to be an entrepreneur. She started bead works 2 years ago. Later she elaborated her idea into tailoring services as she became inspired by her Aunt. She is into tailoring business, sewing varieties of bed sheets, baby sets and house decoration (throw pillows). Her multi-generational house decorating business flourished when she became online.

She got to know about Digital Livelihood Program (DLP) through her in-law, they were both lucky to join the training. She was trained on entrepreneurship and digital skills.

One of the benefits of the training she said is that “when you become an expert, you also teach other women”. She remarked that the training has affected her business positively. She has increased in her digital presence. And extends special thanks to CITAD for giving her so many ideas on business and advises future women entrepreneurs to stay knowledgeable about the crafts online.
Maryam Ado Sule

Maryam Ado Sule is a resident of Lokon Makera, Gwale Local government of Kano State. A Diploma holder in Mass Communication, her mission after school was to set up a business. She got her idea of baking on social media platform (Whatsapp) using her smartphone mobile as she made so much research. She said it was the result of the willingness of her mindset. “I always admire people that bake so I sought for knowledge of the basic products used and I gave it a trial”. She is now into baking and catering services for ceremonial services.

Commenting on the benefits of the program, she said that “my coming in contact with CITAD added more value to me, as I can operate the computer now, get more skills on baking online and advertise my products online” and she had registered her business with the Corporate Affairs Commission (CAC).

I got to know about Digital livelihood program through CITAD's website, and luckily got trained in entrepreneurship and digital skills. She said she has learnt a lot of skills on ICT more than she was taught back in secondary school. Maryam designs her complimentary cards using the graphic applications she was taught. “My company continues to grow out into several markets online using my business skills. CITAD should assess the beneficiaries to see where they can intervene in any training opportunities”. Maryam is the MD/CEO of TALENTED CHEFFS.
Bilkisu Ahmad Abdullahi

“I realized that my real problem was actually lack of awareness”

Bilkisu Ahmad Abdullahi is a Diploma holder in Mass Communication. She resides at Kofar Ruwa, Kano State. Her mission was to become an entrepreneur after graduation. She is very happy because she has almost achieved her goal. She is the Managing Director of MUSABAHA WOMEN MULTIPURPOSE. Bilkisu sells all varieties of food spices, processed food, and tea spices.

“I used to see lack of capital as a serious excuse in the past, but I now realized that capital is actually not a limitation, what is important in today’s business in the world is connections”, she said.

She got to know about Digital Livelihood Program through social media platform (Whatsapp). She was trained on entrepreneurship skills and the ICT with the skills by CITAD; she is exposed to online marketing strategies and advertises her products online. She got to know several customers who patronize her products online.

Bilkisu can operate computer in the fields of graphics and video editing using smart phones. She implores CITAD to introduce new entrepreneurship programs to meet up with the world’s technological development for sustainability.
Mary Godwin Samuel

“Digital Livelihood Program supported my business”.

Mary Godwin Samuel is a resident of Yoruba Road, Sabon Garin under Fagge Local Government, Kano State. She is an SSCE holder and a fashion designer. She only has one sewing machine and uses the income for nourishment. Her intention after school was to further her education, but there is financial challenge, so she had to work harder to tackle life’s challenges. I had no experience for any business other than tailoring, but my coming to CITAD for Digital Livelihood Training, I became enlightened with many ideas and businesses. The training also advanced my tailoring business. She explained that she got to know about the program through the social media and “this added so many values to my life. I am now familiar with the computer and can use graphics apps, with the skills I can design and print wedding cards, business cards and complimentary cards. I also gained a lot of benefits by knowing a lot of people”. She also added that “in summary, by using my little capital and savings that accumulated from the training, I was able to successfully get more customers from 20 clients to 50 clients and have registered my business name. It all counts on patience to overcome challenges with customers”.

Hands full of appreciation to Centre for Information Technology and Development (CITAD) as she was opportune to register have business under the name MARY OLUWOLE MSENDOO VENTURES as a result of the business skills training she acquired.
Hannatu Abdullahi

Hannatu Abdullahi is a resident of Gwammaja, Gida Madugu, Kano State. She is an SSCE holder. Her mission after school was to further her studies but with the challenges in life which she hopes to overcome, she became a fashion designer, a knitter and a henna designer (for brides). She gained the experience from her siblings who are into the business. She has always loved designing flowers on papers whenever she's bored. She started practicing it on peoples hand and later on became an expert. She got to know about Digital Livelihood Program through her uncle, where she was opportune to be trained on business and entrepreneurship skills. Coming in contact with CITAD has exposed her business. She was only sewing and selling her products (caps, sweaters) within Kano but with the “Digital Livelihood Program training, it is now being patronized even outside Kano. She had no knowledge on computer but with the help of CITAD, she's now an ICT literate and that has inspired her.

Special thanks to CITAD for giving her the skills that goes along with her business and the opportunity to legalize her business name by registering with Corporate the Affairs Commission. The “Digital Livelihood Program training has made me recognize and harness my potentialities that could not see before”, she said.

Hannatu is one of the proprietors of BHUFFAH MULTIPURPOSE ENTREPRISE.
Samira Sanusi Garba

Samira Sunusi Garba is a resident of Makafin Dala, Gwammaja, Kano State. She holds an NCE. Her mission after school was to set up a business to sustain her family. She got the idea of her business through her mother. Samira is the MD/CEO of MAKH BEAUTY ENTREPRISE. Samira is into a variety of ventures; she sells sachet water, kitchen wares, supplies eggs and clothes. “My junior brother introduced me to CITAD, where he told me the kind of Computer trainings they offer, and that was how I got to know the Program of Digital Livelihood. I have a reason to embrace ICT and entrepreneurship with passion. I did my business offline in the past but with the ICT skills acquired, I market my products online and my customers can place order online. I am well equipped with ICT skills and have much knowledge on digital marketing. I tackled the major challenge of debt with online marketing. I thank CITAD for giving me the skills that I can manage my business now and the US Embassy for giving me the support.”
Fatima Isah Ahmed

Fatima Isah Ahmad is a resident of Bursili Street opposite Custom Training School, Kabuga, Kano State. She is an SSCE holder and the MD/CEO of SPARTTE SLAMXE TREATS AND SERVICES. Her mission after school was to set up a bakery business and also create a room for her younger ones to be self-employed. Fatima is into baking services, she got the idea from her aunt who was also a baker trained and mentored her for good six months to become baker. After a lot of practice, she went into the business. Her services include beads work and baking.

She got to know about Digital Livelihood Program through CITAD's website. She acquired skills on business and entrepreneurship from CITAD and that motivated her to register her business with the Corporate Affairs Commission (CAC).

“Before my training I did my marketing offline and people didn't patronize my products, but with the skills I learned, I market my products and services online and it is fetching me profits day-by-day. CITAD should empower youth on entrepreneurship skills because it is the most important aspect of our life. I am forever happy with passion; Digital Livelihood Training has transformed me to think big”.
Zulaihat Muhammad

An NCE holder, Zulaihat Muhammad is a resident of Dorayi Babba here in Kano State. Her mission was to secure a job with the government in Kano State, but this was not actualized she said. She is an entrepreneur and got her motivation from a friend, who's into selling ready-made clothes and makeup products. She got to know about Digital Livelihood Program through her relation, who was trained on ICT and digital entrepreneurship skills. Zulaihat’s interest was on graphic designs such as banner, business card, invitation card and online advert banners. “I design each banner and sold it at the rate of 1000 naira to my clients online”, she said.

Her coming in contact with CITAD made her a computer literate and a business tycoon. She appeals to CITAD to support the beneficiaries' with micro loan to reinforce their existing businesses.
Khaizarana Shu'aibu Sulaiman & Asslamiyya Shuaibu Sulaiman

Khaizarana Shu'aibu Sulaiman and Asslamiyya Shu'aibu Sulaiman are residents of Sabuwar-Gandu, Layin Al-Ihsan, Kano State. They had obtained their SSCE certificates. Their prior mission was to further their studies, along the line they found difficulties in furthering their studies due to financial constraint.

The journey of their marketing from door-to-door started with no much capital, no much experience, with odd responses from people and mockery. Their mother introduced the idea and mentored them. They started with food spices and processed grain mills.

They got to know about CITAD through their relation who introduced the courses being offered and also sent a link of Digital Livelihood Program via social media platform to them.

They acquired skills on entrepreneurship and ICT after a two months' mentoring. 'This resolved our challenge of accessing the internet, online marketing and it improved our social living.'

They reported and reiterated that the business skills and the experience they gained, had a really huge benefit to their lives, as they are now exposed to social media, mingling with other business partners online.

Their business has become a success where it continues growing and advice CITAD to introduce loan scheme opportunities for women.
Bilkisu Yahaya Usman & Hajara Yahaya Usman

“Our startup capital for our provision business was the savings we got from Digital Livelihood Program” said Bilkisu and Hajara.

Bilkisu Yahaya Usman and Hajara Yahaya Usman are sisters and residents of Yola Quarters, Darma's House in the City of Kano and are both NCE holders. Their mission after school was to further their education and secure a job with a government agency.

They got to know about Digital Livelihood Program through a friend who sent the link to them on social medial platform. The skills acquired motivated them to gain more business ideas and increased their sense of belonging. Part of the entrepreneurship skills acquired was photography, video editing, designing of logo, banner and business cards.
Bilkisu and Hajara got into joint business where they set up a hair dressing saloon, provision store, clothing and a poultry farm. “With the impressive skills, we can order products online, says Hajara. The allowance given during the training was used to set up a provision store in our house. The idea of our business started right from when we attended the Digital Livelihood Program at CITAD. This made us to overcome the challenge of poverty as we manage the little capital to sustain ourselves. With the kind of marketing strategies we use online, it lessens the problem of debt as the business continues to expand with time. Special thanks to CITAD and the US Embassy for a job well done as we appeal for more training for youth should be introduced.”
Hauwa Aliyu Shehu

Hauwa Aliyu Shehu is a resident of Sharada Phase I, Kano State. She had her HND in Purchase and Supply. She is a fashion designer and hopes to expand her business to empower youths that are coming up. Hauwa got know about Digital Livelihood Program through social media platform (Whatsapp). She was opportune and trained on business and entrepreneurship skills. On the training, she said that “the skills made me build extensive networks and increased my capability of online marketing. I market some of my clothes online”.

Her coming across CITAD had given her the ladder to step into digital business. The benefit she derived is using video applications to convert non-ICT business to online business (Vlogging).

She suggests that CITAD should introduce more programs on entrepreneurship for women in particular.
Maryam Muhammad Kabir

Maryam Muhammad Kabir is a resident of Kwara Road, Off Sunday Awoniyi Street, New GRA, Bauchi State. She is a B.Sc holder and the MD/CEO of MKAY’S TREATS. Her mission is to be self employed and to mentor the younger generation to also be self reliant. She is into baking business, where she also works on contract basis.

She got to know about Digital Livelihood through CITAD's website. She benefitted from the program by not only becoming a computer literate but by using the computer as a tool for graphic design and using camera applications to publicize her business online. The training made her to understand that marketing is not all about using huge amount of money but it is also about networking and getting customer and as well as marketing advice.

CITAD is called upon to widen the scope of its training and provide the trainees with more and proper equipments used in the training for sustainability.
Fatima Auwal Yakasai

Fatima Auwal Yakasai is a resident of Farawa, Kwanar Yashi, Kano State and an NCE holder. Fatima’s ambition was to become a classroom teacher and entrepreneurship as an option. Therefore unable to get the teaching job, she set up business in graphics, tapestry, carpet making and bead work. Although she was not chanced to teach in the classroom, she was able to impact her skills on youths. So far, she has graduated Ten (10) youths in her business training in every 4 weeks.

She got to know about Digital Livelihood Program through the CITAD's website, where she acquired skills on business and entrepreneurship. She designs calendars, business cards, banners, posters and good image caption.

She benefitted in digital marketing as a result of her training with CITAD. She created her blogging page where she trains women on graphic works, public awareness on business and bead work online.
She says; “ending poverty is not by earning money alone, but by empowering others with skills”.

She advocates that CITAD should introduce new technological skills and provide equipments for people with disability.
Aisha Salihu Ahmad

is a resident of Anguwar Sarakuna behind Chaba Guest House, Maiduguri Road, Bauchi State. She holds a B.Sc. degree in Mathematics. Aisha's ambition has always been to be an entrepreneur and use her skills to empower the younger generation.

She got to know about the Digital Livelihood program through social media (Watsapp). She acquired skills on entrepreneurship skills and ICT. She reports that had benefited a lot and that the skills had to re-engineer her business styles, increased her administrative skills and exposed her to customers online. In her words, she says “I have the intention of expanding my business in setting up a small space for photographs, video editing and graphics design most especially at events i.e. weddings, seminars and conference coverage”. Aisha Salihu Ahmad is the MD/CEO of DRESS AND MORE II

Her message to CITAD apart from being appreciative is for the organization to re-engage the beneficiaries in any of their activities of mentorship so as to groom them more.
Sadiya Lawal Danyaro

“I am proud of my competency in graphic design business”

Sadiya Lawal Danyaro is a graduate and a resident of Gyadi-Gyadi, Zaria Road, in Kano State. Her mission is to further her studies and advance her entrepreneurship skills.

Sadiya attended Kano Digital Summer Institute program in 2017 at CITAD where she was mentored for 8 weeks. She got to know about the program through CITAD’s Facebook Page. She was trained in Entrepreneurship skills and ICT which include Microsoft packaging and internet tools, wordpress, Graphic Apps, Photography and mobile phone Apps for digital marketing.

She said the training is of great benefit to her because, after the training she adhered to the skills and put it into practice. She designs invitation cards, wedding cards using designing apps, business cards using logo Pit plus apps and creates a short video (vlogging) for businesses online. She deals with her clients online more than the way she interacts with them offline.

Her request to CITAD is to provide new training equipments and come up with new programs that would enhance their capacities.
Safuwa Usman Sekula

Safuwa holds a degree in Office Technology and Management and a membership certificate of the Nigerian Institute of Management. Her interest was to get a job and practice her entrepreneurship skills because she has a passion for business even before her studies. She is a resident of No.1H Kwararafa Road, off Force Road Marafa Estate, in Kaduna State.

Safuwa attended Kano Digital Summer Institute program in 2017 at CITAD. She got to know about the Institute from her relation. She was trained on entrepreneurship skills, using camera and graphics app in designing business cards, wedding cards and video editing, using watermark apps for protection from theft. She advertises her products online. She said that the training has really increased her skills on digital marketing, as she connects to her clients online and her products sell out of her working stations. She designed all her business banners herself. Her advice to CITAD is to provide new trainings that would produce income and for sustainability.
Rukayya Sulaiman Abubakar

Rukayya Sulaiman Abubakar, the MD/CEO of HASKAKAWA GENERAL ENTERPRISES is a resident of Tukuntawa Layin Makabarta, under Gwale Local Government Kano state. She has a Diploma in Community Health. Her ambition in life is to be an entrepreneur. She ran after her dreams to achieve it.

She got to know about the Digital Livelihood Program (DLP) through social media platform (Whatsapp) where she was lucky to attend and be equipped with skills on business and digital entrepreneurship. The training increased her idea on business, as she can use graphic apps for graphic works. She uses Logopit plus and Canva Apps to design banners for her online marketing from time to time as people patronizes her services.

Rukayya receives online order of catering services more than two (2) times in a week for ceremonial functions from her clients in which she employed some young girls to work on contract basis. She gives priority to online marketing because it is easier for her transactions as she prefers pay before service.

Rukayya encourages other young women to learn from her and solicits that CITAD should provide vocational training and equipments to support their businesses.
Fatima Aminu Muhammad

Fatima Aminu Muhammad is a resident of Tukuntawa Layin Makabarta, under Gwale Local Government Kano state. A Secondary School graduate is an entrepreneur. She indulges in a petty trade and sales sweets (manufactured and locally made), chewing gum and biscuits at home. Fatima has fervor for business relating to digital aspect and was lucky to acquire skills on digital entrepreneurship during the Digital Livelihood program in 2018 at CITAD.

She got know about the Program through CITAD's website, where she applied and was mentored for over 2 months. She acquired skills on graphic design and business skills. Fatima said that it has been a great achievement for being computer literate which subsequently improved on her business. She has customized her products online using Designer Apps.
Sa'adatu Musa Adam

Sa'adatu is the MD/CEO of SMUDAN GENERAL ENTERPRISES is a resident of Gawuna Layin Bawa Dan Maiganye, Brigade under Nasarawa Local Government Kano state. She is an NCE Holder. She loves to be a health worker by ambition, but due to life challenges, she decided to start somewhere to meet her dreams in life. She stated business of shoes and bags for school children and expanded to food spices. **Sa'adatu says; her business of food and spice processing started from grass to grace.**

She got to know about the Digital Livelihood Program (DLP) through social media platform (Whatsapp) where she was lucky to attend and be equipped with skills on digital and entrepreneurship. The training opened idea on business, as she can use graphic apps for graphic works. She uses filmorago and Canva Apps to design banners for her online marketing from time to time as people patronizes her services. She also designed stickers for her business as she doesn't have to pay commercial printing press for printing of stickers for her products.
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ABOUT CITAD

Centre for Information Technology and Development (CITAD) (www.citad.org) is a capacity building civil society organization whose activities cover research, advocacy, training and publicity in all the areas of ICTs. Its vision is; a knowledge-based democratic society free of hunger, while its mission is; using ICTs to empower citizens for a just and knowledge-based society that is anchored on sustainable and balanced development.

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