



*The*  
RUMA  
INITIATIVE  
*for*  
CREATIVITY &  
INNOVATION

# TIME TO BRIDGE THE WEALTH AND KNOWLEDGE DIVIDE

Increase access of Qualitative, Quantitative and developing human capital through capacity building with essential focus on short and medium terms focused activities

Access to opportunities

Literacy Skills

Girl Child Education

Youth led Innovation



# ABOUT US

Founded in 2013, Ruma Initiative registered as Creative Think Tank Initiative under United Nations with registration no: UNReg/TWT/1780 also registered as non governmental and nonprofit grassroots foundation in Nigeria that works in unserved, underserved, underprivileged and marginalized communities, leveraging technology, innovation and creativity to close learning gaps, tackle digital inequity, unemployment, access to opportunities and ensure skills development for poor and vulnerable children and youth from low-income families.

# Our Mission

To organize, mobilize and channel human, material, physical and financial resources towards creating multiple, alternative and informal learning and skills opportunities for marginalized populations in order to attain self-reliance and self-development.

# Our Vision

To improve the access and quality of education skills development available to poor and vulnerable children in rural communities across Nigeria.



# Our Goal

*Our 10-year Goal is to educate, empower and skill Up  
2,000,000 children, youth and women by 2030.*

Educate-Empower-SkillUp

**2million**

Children, youth and women

in

**2030**



# Our Thematic Focuses

We create and expand education, training and employment opportunities for our beneficiaries through effective programming aimed at ensuring the development of skills and acquisition of knowledge that enables them become productive and engaged members of the society.

Literacy Skills



Access To Opportunities



Girls' child education



Youth Led Innovation



# Female Economic Empowerment (Incoming)

**Initiative for community Intervention on the Girl-Child (Incoming):** is a skills acquisition and entrepreneurial development training program that seek to promote productive employment, financial independence, sustainable income and economic empowerment for disadvantaged adolescent girls and vulnerable young women across rural communities.

Incoming: seeks to promote productive employment, financial independence, sustainable income and economic empowerment through technical, vocational and entrepreneurial skills training to disadvantaged adolescent girls and vulnerable young women in disadvantaged northern communities.

The vision of the project is built on female economic empowerment, to create and deliver limitless development opportunities for women and girls through an array of technical, vocational, and business development skills which are tailored to attract local labour market opportunities and to overcome specific local constraints.

## Goal

Incoming: will directly empower 200,000 vulnerable women and adolescent girls to develop sustainable ventures and entrepreneurial skills that transform their communities from poverty-stricken to entrepreneur-vital.

## Objectives

1. To conduct vocational education and skills acquisition workshops that will improve income and economic opportunities for at least 20,000 disadvantaged young women every year.
2. To build the capacity of adolescent girls and young women in the development of technical and vocational skills.
3. To provide an entrepreneurship and training centre where women and girls can readily access information, tools and opportunities that foster the development of technical capacity, entrepreneurship, and business skills.
4. To facilitate professional mentoring opportunities for empowered young women in support of the establishment of at least 500 small and medium scale enterprises.
5. To provide linkages and access to economic opportunities such as job placements, prospective employers and clients, grant opportunities and credit schemes for all empowered and trained beneficiaries upon completion of the project.
6. To initiate partnerships with specific private sector companies and initiative to patronize and offer practical internship and jobs opportunities.

# Youth Led Innovation (SkillsBank)

Skills Bank is a program designed to boost livelihood and employability outcomes, for 10,000 uneducated rural youth every year over the next 10 years, through informal training and development of various digital, vocational and technical skills: that will enhance human capital and lead to long-term gains in employment. An important component of the Skills Bank program is our portal, [www.skillsbank.ng](http://www.skillsbank.ng), an online human resource platform that showcases each empowered youth with their specialised vocation and competencies, connecting them with individuals or organization in their location that needs their services.

This is a one-stop place for individuals or organizations that needs services such as plumbing, wiring, event decoration, hairdressing, barbing, catering etc. The platform provides the youth beneficiaries with the luxury of connecting to those who need their services at a flexible timeline that best fits their schedule, and with opportunities for them to earn-as-they-go through completed projects

## Objectives

1. To improve the employability rate among uneducated rural youth with no access to formal educational and skills development opportunities.
2. To create alternative channels to support individual growth and personal productivity amongst disadvantaged youth who are not in education, employment or training.
3. To improve the capacity and efficiency of disadvantaged youths in bridging the economic gap by providing them access to high demand 21st-century vocations and skills.
4. To enable higher levels of economic productivity and sustainable rural development through the promotion of vocational, digital and technical skills.
5. To support young people to become financially enabled through the creation of a banking identity.



# Access To Opportunities (OHub)

OHUB is a Digital Business Incubation Training and Capacity Development hub, with over 5 million subscribers worldwide. We are launched as opportunities-based platform for profiling opportunities for young people across Africa, to ensure everyone has equal access to tech, start-up, and ventures eco-system in demand, technology education, training and careers vetted entrepreneurial support programs, early-stage capital, and investment opportunities with access to world largest free E-commerce platform.

OHUB is a Centre for Content Creation, Skills Bank, Career Development, Co-founders, Capital Resources and Opportunities that focused on:

- Personalized Employment Support
- Job and Training Opportunities
- CV, Job Application and Interview Help
- Links to Volunteering and Work Placements Online
- Training and Certification
- Access to IT Facilities and Help with Job Search Access to Loan
- Access to Start-up Grants
- Access to Scholarship
- Free Vocational and Soft Skills Training



# Girls' Child Education (#GoBackToSchool)

*A vehicle for Continuing Education on for Women and Girl-Child*

#GoBackToSchool is a broad-based coalition of National and Community based organization, Tech Companies, NGOs, Startups and Entrepreneurship Hubs, dedicated to ensuring quality education for All. The initiative has grown into a thriving and diverse coalition with more than five companies, four NGOs, Four Startups and three International Organizations as lead promoters, and working together to increase awareness of the need for quality education for All. Our Focus is on women and Girl – Child who are educationally backward. We aim at giving girls access to practical skills in entrepreneurship and linkage access to finance. We strongly believe that the women girl – child knowledge capital development complex must be nourished and strengthened to directly impact the people in the various communities of Nigeria for sustainable economic growth and therefore, assured future.



#GoBackToSchool: a learning Initiative, which means that it's devoted to increasing self sufficiency and educational reliance among the women and Girl – child community in order to achieve overall nation growth and inclusion. Our deliberate use of Boot Camp model helps to ensure quality delivery and scalability for skills capital knowledge development.



**MASYARAKAT UNTUK INDIVIDU TERENCAT AKAL,  
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**Franchise of Ruma Initiative's Project  
in Malaysia 2013-2016**



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