

Poverty Alleviation Initiative: The project is aimed at achieving zero poverty, no hunger, decent livelihood etc

Minna, Niger State., NigeriaMinna, Nigeria

Aisha Usman



Year Founded:

2015

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$1 million - \$5 million

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

This project is aimed at contributing to the UN goal of no hunger, zero poverty etc. This project seeks to directly tackle hunger and poverty by making investments in the local communities where individuals in poverty live.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if we all wake up one day not seeing a single beggar on the street carrying her baby on one hand while seeking for alms with the other?

About Project

Problem: What problem is this project trying to address?

According to global sources more than half of the world's population is living on less than \$2.50, meaning poverty is a serious problem, affecting a sizeable population of the world, this project seeks to help the UN achieve its goal of zero poverty because poverty is a cause of a lot of social, health and mental problems. And it is believed to be achievable.

Solution: What is the proposed solution? Please be specific!

The root cause of hunger is poverty; the inability to purchase food because according to studies there is food to feed everyone but the main underlying factor is poverty. The best way to tackle poverty is through a self-sustaining system that can continuously support itself. This project tackles poverty by wealth creation, it invests directly in local commodities in communities in order to raise communities from poverty. For instance, in a community where the main skill is cane weaving, to tackle poverty in such communities the poor individuals in the communities would be helped to take their skill a step further by investing in them, making the cane chair business a marketable commodity outside the commodity and possibly abroad.

Awards

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

In Minna, Niger state, Nigeria, the main occupation of individuals in poverty is farming alongside this is that they have a sizeable number of beggars,; how do we eliminate poverty from Minna using the main occupation of the poor there. A good number of those farmers produce local rice, this local rice is good tasting but has the problem of excessive stones, dirt, husk etc. To assist this community would be by investing in the rice production process, machines would be made available to dehusk, destone, package and transport the rice. Beggars in that community would be allowed to work, everyone would be placed in an area he or she functions well. And this is possibly the best way to fight poverty by removing communities from poverty.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

This solution can make a huge difference because it deals with communities meaning it is measurable, thus, for example in minna, the population is over 200, 000, let's assume the population in poverty is around half (no statistics exists on individual states poverty ratio). Thus, lets say perhaps 100,000 people in poverty. Thus, this project when established based on communities (assuming a community has 10000 people)we would be able to help raise those 10,000 people from poverty. This project would help people directly for those farming rice, their farms can be acquired or their products bought from them and refined but whatever, the case there would be a partnership that is concerned about those in poverty. This project is realistic and effective.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

Moving forward for this project is extremely important because it is in the fight against poverty, once one community has been successfully helped the next would be to help another community. Thus, in 10 years we hope we would have successfully covered 2 entire states from poverty with these states producing commodities that are known nationally and internationally. Thus, if for instance the project was successful in Minna, Niger state. The next move would be to establish the same in another community in Niger state, until the entire state is covered successfully.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

The best way to eliminate poverty is through systems that supports itself. That is, once investment have been made, the project is kicked off, it generates profit that can be ploughed back to the business and used to pay staffs and various expenses. The system is a continuous system that should generate profit continuously and is meant to stand the test of time.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

This is a new idea, there is not a similar system that chooses to raise communities from poverty by directly investing in the skills or local commodities of the people. This initiative allows beggars to be a part of it in exchange for accommodation and a take home income. It means communities with great skills, resources may be finally discovered. This is a progressive strategy.

Team

Founding Story

The plight of the thousands of beggars that walk the street daily, the plight of the poor farmer that wants to be useful to himself and his family. Made us wonder can poverty ever be eliminated. Being unable to eat due to poverty is a hard situation to bear, no good clothing, shelter etc. As much as the government wants to help it is limited in its resources and abilities. Some individuals do want to fend for themselves but lack any basic skill, cant find a decent job.these people can be empowered to help themselves, they can be taught how to catch a fish and not given a fish. Therefore, we came up with a strategy that can sustain itself, the poor, communities etc.

Team

The team leader is Aisha Usman, She is currently running a master's program in environmental microbiology, she is a writer, a blogger and an innovator. She is among the winning innovators at the 2014 Sushil Bhatia innovative ideas competition where her idea emergency sterilizer was selected among the winning innovations. She is currently trying to oversee the success of this project. The project is meant to run on low budget, because she believes in small and judicious use of resources. She would be over seeing the entire project. She is young, hardworking and committed to human service. AbdulNafiu Ojo, is a young, hardworking man, he is an innovator a sports man, he is charged with the responsibility of community mobilization, he has very exceptional inter human relationship.

Background

Please confirm how you heard about the Unilever Awards:

twitter

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Leader of the group

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

No Poverty, Zero Hunger, Decent Work and Economic Growth, Responsible Consumption and Production, Climate Action.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

The team leader is currently overseeing the execution of the design and fabrication of a machine called emergency sterilizer, this machine is a winning innovation at the 2014 Sushil Bhatia innovative idea competition, the idea is being sponsored into a market commodity both home and abroad. Thus, overseeing this sort of project

won't be a challenge for her and her team. She is very effective in resource management and utilization.

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

Mr Isiaka Usman; the financial mentor of the group, a writer, research officer at Abuja Enterprise Agency. He holds a master's degree in Statistics, he works with an organization that is saddled with the responsibility of helping to establish small and medium scale enterprise by giving technical advice, he has organized several seminars and has helped mentored many business owners. His organization prides itself with having mentored, tutored or coached some big time business owners. The team is therefore, privilege to have Mr Isiaka Usman, as its financial mentor and expert analyst.

Mrs Jemila Bada , a woman with a remarkable reputation, one of the first educational consultant in her community, she has established several initiatives including spelling bee and Quranic competition in her community. She is an effective manager both home and outside. Founder of Mahir school and Skill acquisition centre in her community. She is going to mentor the group on knowing how to successfully establish business enterprise and on expansion. She would work closely with the group to ensure its targets are met. The team is lucky to have on board Mrs Jemila .

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