



Empower_Rural: Moving Beyond Survival to Mastery

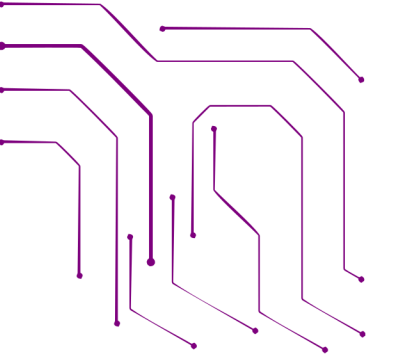
Empowering rural youth through craft mastery, AI design tools, and digital entrepreneurship.

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ESSENTIAL QUESTION

How can rural youth combine traditional trade skills with digital tools to build sustainable businesses and break the cycle of poverty in their communities?

THE BIG IDEA

Empower_Rural creates an alternative pathway out of rural poverty by combining traditional trade skills with digital tools and AI-assisted design.

Through practical training in crafts, digital branding, and online marketing, rural youth can build profitable businesses without migrating to urban centers.

This model transforms local skills into modern, market-ready enterprises.

ENGAGE: CHALLENGES

In many rural communities in Nigeria, young people complete basic education without practical skills that can help them earn a living.

In Arikanki, Oretu, and Fakore communities, many youths aged 15–25 face limited opportunities for employment or vocational training.

As a result, many migrate to cities where they often end up in low-paying or unstable jobs.

Without access to practical and digital skills, rural communities remain trapped in cycles of poverty and limited economic growth.



ENGAGE: REAL WORLD CONCERNS


Youth unemployment and lack of practical skills remain major challenges in Nigeria.

Key facts include:

- Youth unemployment among ages 15–24 was about 8.6% in 2023
 - 92% of workers in Nigeria are in informal employment, meaning most people rely on small businesses or self-employment
 - About 13.7% of young Nigerians are not in employment, education, or training (NEET)
 - Many rural youths lack access to vocational training and digital skills

These statistics show that many young people need practical skills and entrepreneurial pathways rather than traditional employment.

INVESTIGATION



To better understand the problem, our team conducted community investigation in Arikanki, Fakore, and Oretu. We engaged with local youths and mentors at Bramble Innovation Hub and observed three key challenges:

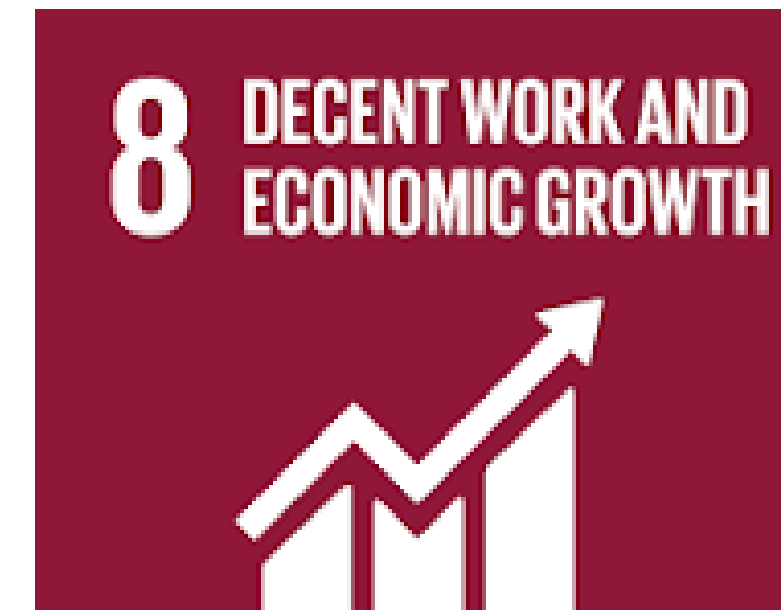
- Limited access to vocational and entrepreneurial training
- Lack of exposure to digital tools and online markets
- Difficulty turning traditional crafts into profitable businesses

However, we also discovered that many youths are highly motivated to learn practical skills and start businesses if given the opportunity.

SDG ALIGNMENT



- **SDG 4 — Quality Education**
Providing practical and digital skills training for rural youth.
- **SDG 8 — Decent Work and Economic Growth**
Equipping young people with skills to start businesses and earn sustainable income.
- **SDG 9 — Industry, Innovation, and Infrastructure**
Using digital tools and AI to modernize traditional craft industries.



Solution Concept

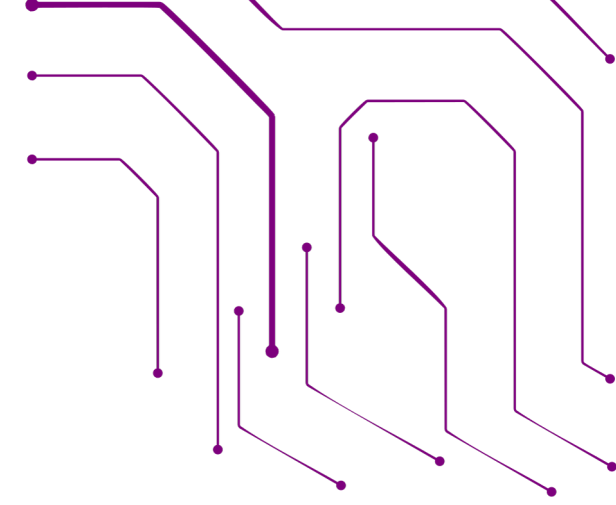
Empower_Rural is a 6-month intensive training and incubation program designed to transform rural youth into entrepreneurs.

Participants will gain skills in:

- Fashion and tailoring
- Cosmetics and natural product making
- Shoe making and leather crafts
- Digital branding and marketing

By combining hands-on training with digital tools, participants will develop products that can compete in urban markets.

Creative Use of Technology

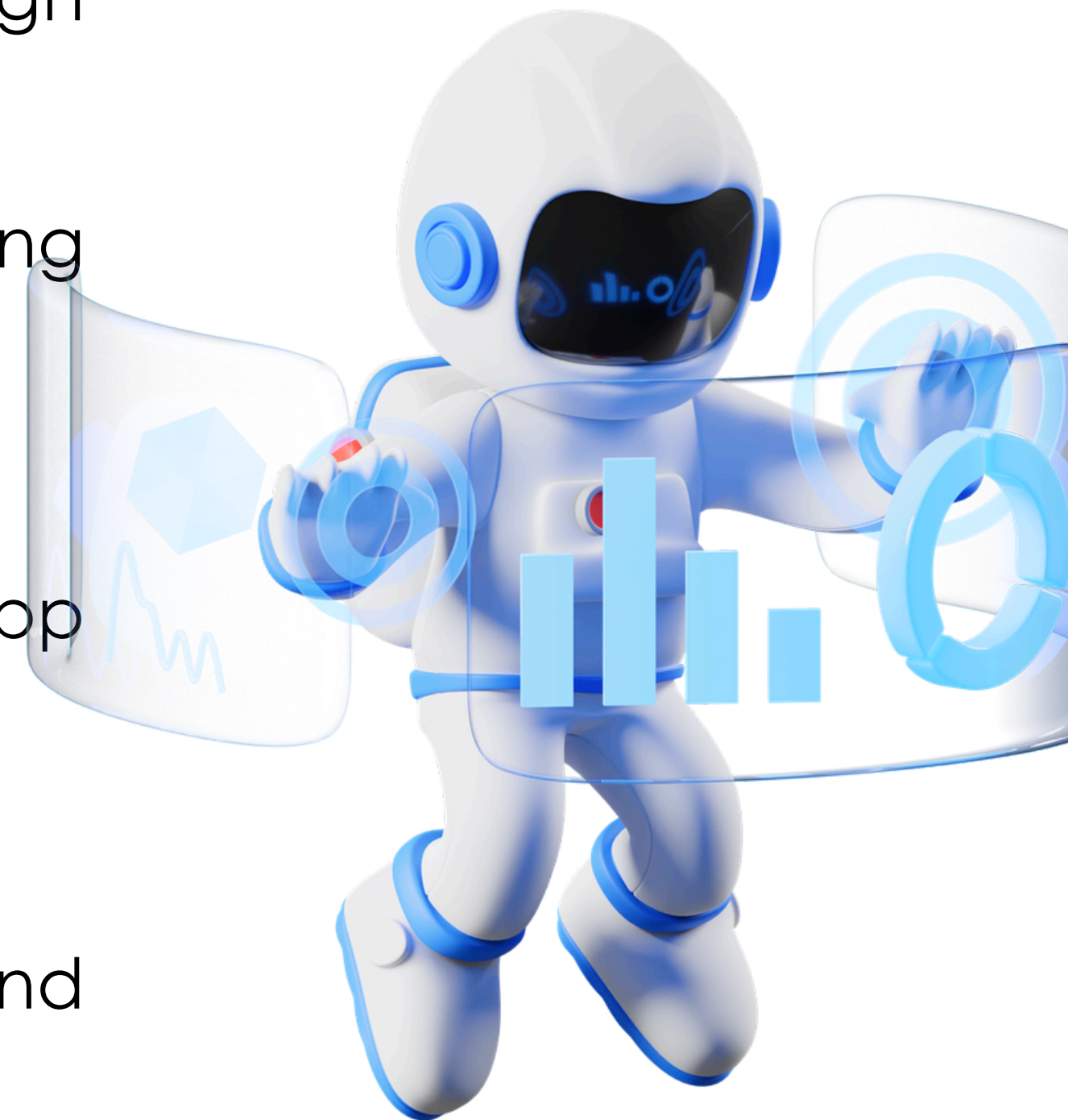


Participants will learn:

- AI design tools to generate product ideas and design inspiration
 - Canva to create product labels, logos, and marketing materials
 - Mobile product photography using smartphones
 - Digital marketing through Instagram and WhatsApp Business

Business

These tools allow rural artisans to reach customers beyond their local communities.



ACTION PLAN

In partnership with Bramble Innovation Hub, we will be training 60 young individuals aged 15 to 25.

- Month 1–4: Craft mastery and product development.
- Month 5: Digital integration including AI tools, branding, and digital marketing.
- Month 6: Internship, business mentorship, and product exhibition

Our efforts will concentrate on three communities: Arikanki, Fakore, and Oretu village.

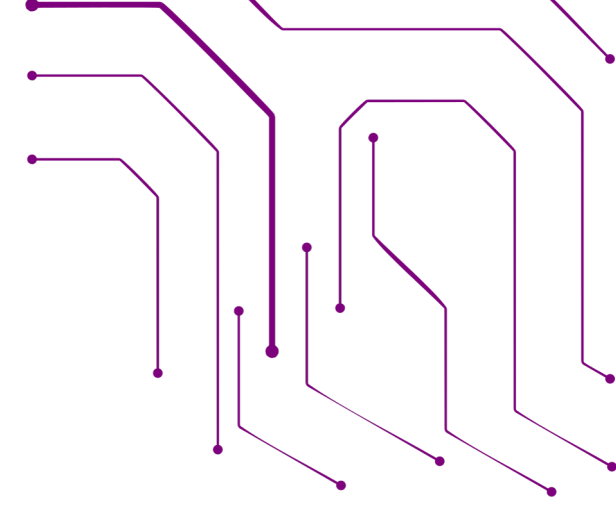
This collaboration offers the essential infrastructure and technical mentorship needed for success.



OBJECTIVES

- Train 60 youths to move from basic craft knowledge to creating market-ready products that can compete with urban imports.
- Train participants AI-assisted design and digital branding.
- Establish a peer-mentorship model at Bramble Innovation Hub where graduates become catalysts for future cohorts, ensuring the project's impact continues.
- Launch 10 independent businesses by providing a start-up kit to the highest-performing participants at the end of the 6-month cycle, using rubric criteria.
- Achieve 70% of the 60 graduates generating a steady income within 3 months of completion.

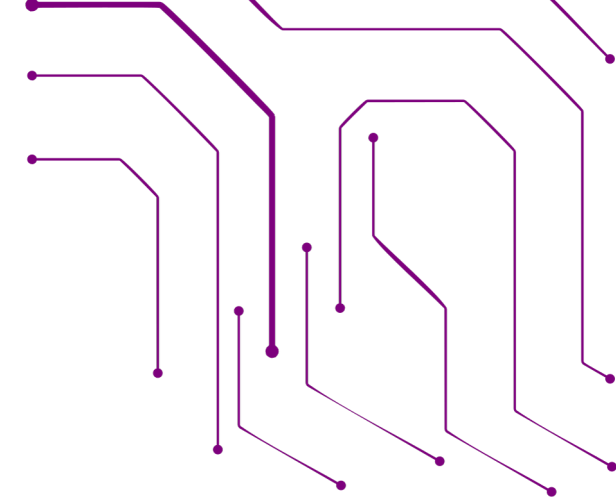
Impact Vision



By the end of the project, Empower_Rural aims to achieve:

- 60 skilled youths equipped with practical and digital skills
- 10 new youth-led businesses launched
- Increased income opportunities for rural families
- Reduced migration of rural youth to urban areas
- A stronger culture where trade skills are seen as modern and profitable careers

Long Term Sustainability

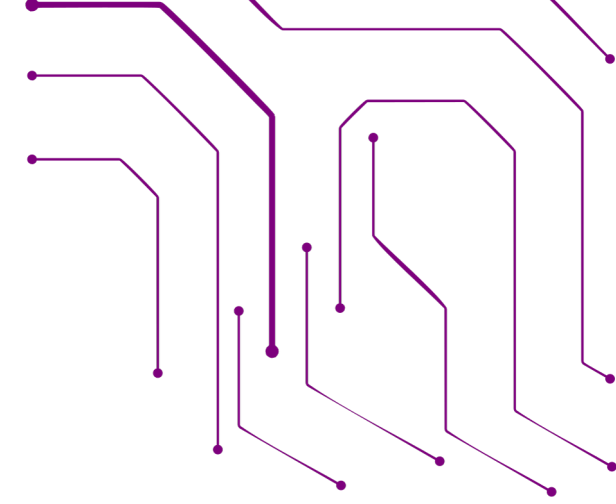


Peer mentorship where graduates train future cohorts

- A growing network of rural entrepreneurs
- Community-based training supported by Bramble Innovation Hub
- Digital platforms that allow artisans to sell products beyond their local markets.

This ensures the project continues to benefit rural youth even after the initial training cycle.

Conclusion



Empowering Youth. Transforming Communities.

When rural youth are equipped with both practical skills and digital tools, they can create opportunities not only for themselves but also for their communities.

Empower_Rural is building a future where young people do not have to leave their communities to succeed.



THANK YOU!

