Project Name: Digital Jobs in Nigeria Trust Fund

Organization(s): World Bank

Dates of Implementation: 2016 ongoing

Country: Nigeria

Partner(s): The Rockefeller Foundation; Kaduna State Government; Upwork; Wacom; Andela; IBM Digital Nations Africa; PricewaterhouseCoopers (PwC)

Website: https://www.clickonkaduna.ng/

Project Description:

The World Bank team with support from the Rockefeller Foundation has launched a Digital Jobs initiative in Kaduna State, Nigeria. The initiative aims to help increase employment for disadvantaged youth and women in Kaduna by catalyzing the use of information and communication technology (ICT) for economic opportunity creation.

The ICT sector in Kaduna is nascent yet vibrant with strong commitment from the Government. A core component of the Kaduna State Development Plan (KSDP) 2016-2020 is to position Kaduna as a destination for business investment to create jobs, especially among young people. ICT related industries such as mobile and web application development and computer assembly are considered one of the seven areas with significant potential for driving regional economic growth and job creation. Fostering social and economic inclusion of women is also considered crucial for achieving these objectives.

The Digital Jobs program in Kaduna State, under the umbrella initiative "Click-On Kaduna," will be implemented through three mutually-reinforcing approaches.

- **Job Matching and Facilitation.** This component aims to match the trained youth and women with income-generating opportunities. An E-lancing workshop was carried out in Kaduna in July 2018, which trained over 900 youths will practical skills to work on online freelancing platforms. A pilot was subsequently carried out with Upwork to further train/mentor 150 workshop participants that created the best Upwork profiles.

- **Digital Skills Development.** This component will include training and mentorship activities for youth and women in Kaduna to train them with market-driven digital economy skills. These may include job opportunities available through online outsourcing - including a variety of low-to medium skill opportunities such as software testing, data entry and transcription; and more advanced digital skills that are high in demand across sectors such as software/mobile apps development, database management, and web development.

- **Digital Entrepreneurship Support.** This activity will aim to provide training and mentorship to nascent digital entrepreneurs in Kaduna on cutting edge acceleration skills and lean startup methodologies. It will also aim to help build a foundation for a vibrant tech community in Kaduna. Emphasis will be placed on supporting female-led startups and teams that include female team members.

Target Population:

Disadvantaged youth between the ages of 18 and 40 in fragile and conflict zones.