GIEVA Logo

GRANT REPORT: DATA.ORG / NVF
Grant # NVF-DSSI-GLOBAL INTEGRATED EDUC-Subgrant-022229
Period: Nov 01, 2023 – June 30, 2024

ENHANCING WOMEN-LED BUSINESSES IN NIGERIA THROUGH SALES AI CAPACITIES & INFRASTRUCTURE

Final Project Performance, Impact Evaluation & Grant Audit Report

EXECUTING NGO	TOTAL BENEFICIARIES	TARGET REGION	GRANT TOTAL / STATUS
GIEVA.org	1,043 Women Entrepreneurs	Kaduna & Plateau States	$250,000 USD (Completed)

1. EXECUTIVE SUMMARY

This Generative AI intervention was established to bridge digital equity gaps for underrepresented women business owners in Northern Nigeria (Kaduna and Plateau States). Through customized AI skilling, hands-on training, and localized software solutions, the project successfully brought **1,043 low-medium income women entrepreneurs** into the digital economy.

To overcome barriers such as limited English literacy, low smartphone specifications, and data budget constraints, GIEVA co-developed **Jumm.ai**—a dedicated LLM application supporting Hausa language interaction, voice translation, offline content generation, and low battery consumption.

2. FOUR-FOLD PROJECT METHODOLOGY

Phase 1: Field Research & Needs Mapping
Comprehensive field survey of 1,632 women entrepreneurs across 15 major urban and peri-urban markets in Kaduna & Plateau States.

Phase 2: Tailored AI Solution Development
Co-creation of the Jumm.ai LLM prototype with Hausa translation, image generation, and low-data optimization for budget Android devices.

Phase 3: Capacity Skilling & Training Hubs
Establishment of regional training hubs in Jos and Kaduna, upskilling 1,043 women on ChatGPT, Canva, Meta AI, and Jumm.ai.

Phase 4: Persona-Driven Curriculum & Scale
Design of contextualized training personas and integration with microfinance institutions and government ministries for ongoing sustainability.

3. RESEARCH FINDINGS & KEY EMPIRICAL METRICS

1,632	70%	80%+	1,043
Businesses Surveyed	First-Time AI Users	Willingness to Learn	Women Fully Trained

*Key Market Locations: *Plateau State* (Kabong, Jenta Adamu, Farin Gada, Rukuba Road, Basa, Angwan Rukuba, Tudun Wada) & *Kaduna State* (Sabo, Barnawa, Narayi, Kawo, Tirkaniya, Angwan Muazu).

4. KEY DELIVERABLES & MILESTONE STATUS

Milestone / Output	Lead Partner	Core Outcome & Impact Description	Status
Landscape Analysis Report	Dept. of Computer Science, UniJos	Surveyed 1,632 market women; identified key technical barriers, literacy challenges, and hardware constraints. Published on GIEVA site.	Achieved
Jumm.ai Prototype	Zeustek ICT Solutions	Built LLM app featuring Hausa translation, voice translator, custom image generation, and automated WhatsApp business responses.	Achieved
Pilot User Testing	Colab Hub & Zeustek	Recruited 67 market women for iterative UI/UX tests; optimized data consumption metrics and battery consumption profiles.	Achieved
Persona Curriculum Manual	Colab Innovation Hub	Authored contextualized, persona-driven Hausa/English manual for low-literacy learners, incorporating practical social selling strategies.	Achieved
Regional Skilling Hubs	GIEVA Consortium	Trained 1,043 business women across Kaduna & Plateau state hubs; awarded certificates of completion upon practical mastery.	Achieved
National Stakeholder Conference	GIEVA.org	Hosted high-level Abuja conference on May 22, 2024; featured government ministers, CSO leaders, tech experts, and beneficiaries.	Achieved
Open Source Code & Journal	GIEVA / DCS UniJos	Academic paper manuscript in final stages. Jumm.ai documentation and open-source GitHub repositories prepared for public release.	Pending

5. BENEFICIARY IMPACT STORIES & STRATEGIC COLLABORATIONS

> *"The Gen AI training program exceeded my expectations... It enabled me to automate manual tasks, streamline creative idea generation using the Jumm.ai tool, personalize customer interactions online, and author my own ebook titled 'African Style Kit'."*
>
> **— Ammi Baraya (Founder, Barammi Couture | @Barammi)**

> *"Following the awareness campaign at Kabong Market, market leaders offered the entire market secretariat as a dedicated training venue. 170 women stall owners were trained directly at their workplace, using Jumm.ai to create logos and digital product adverts."*
>
> **— Kabong Market Women Association (Jos, Plateau State)**

Government & Institutional Partnerships:

- **Plateau State Government:** Science & Tech Commissioner Prof. Goselle Obed Nanjul announced commitment to scale training to 5,000 women.
- **Katsina State Ministry of Women Affairs:** Commissioner Hajiya Zainab Musawa requested a formal rollout proposal for Katsina State.
- **Financial Inclusion:** Strategic engagement with Safe Haven Microfinance Bank for low-interest loans to trained beneficiaries.

6. CHALLENGES ENCOUNTERED & STRATEGIC INTERVENTIONS

1. Respondent Hesitancy in Surveys

Approach: Paired male research assistants with local female assistants; explained clear business benefits.

Lesson: *Local gender pairing eliminates trust barriers in data gathering.*

2. Language & Literacy Barriers

Approach: Recruited bilingual facilitators to conduct classes in Hausa; integrated Hausa audio translation into Jumm.ai.

Lesson: *Native language AI interface is critical for digital adoption.*

3. Childcare & Attendance Distractions

Approach: Created makeshift hub daycares with supervised educational media for infants and toddlers.

Lesson: *Providing childcare increases female workshop retention by over 90%.*

4. Azure Cloud Credit Exhaustion

Approach: Purchased emergency cloud credits; optimized model inference parameters to reduce overhead.

Lesson: *Scaled AI deployments require strict token & infrastructure budgeting.*

7. GRANT FINANCIAL ACCOUNTING SUMMARY



Data.org / New Venture Fund Budget Template Spreadsheet

Figure 1: Official Data.org / New Venture Fund Approved Financial Audit Accounting Statement ($250,000 Total Allocation)

8. INTELLECTUAL PROPERTY & COMPLIANCE CERTIFICATION

Intellectual Assets Created: Preliminary Research Dataset (UniJos DCS), Jumm.ai LLM API/Mobile Repositories, Colab UI/UX Testing Report, Persona Curriculum Manual, and GIEVA Consortium Activity Log.

501(c)(3) Compliance Certification: All GIEVA activities conducted with Grant funds were consistent with charitable purposes as set forth under Section 501(c)(3) of the Internal Revenue Code. GIEVA has strictly complied with all provisions and restrictions regarding lobbying and political neutrality.