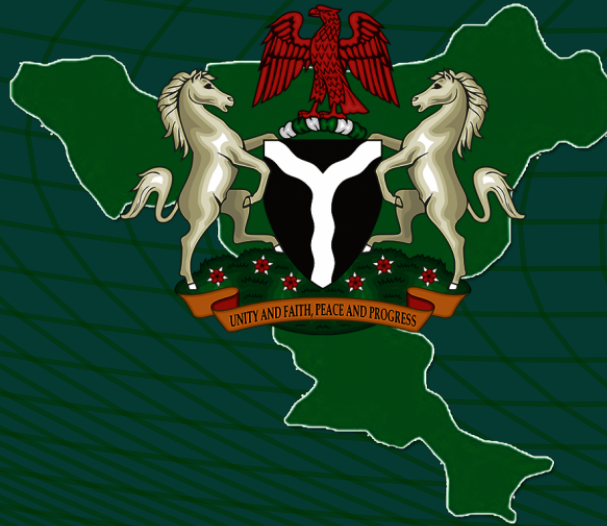
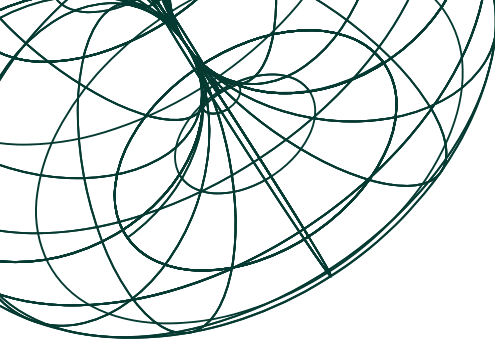




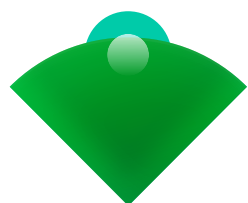
## Jigawa State

# Digital Jobs Playbook **Adoption Action Plan**

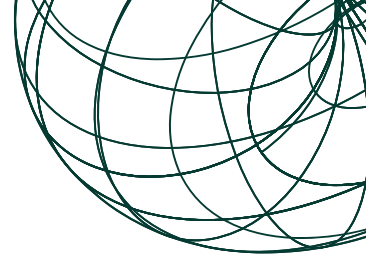


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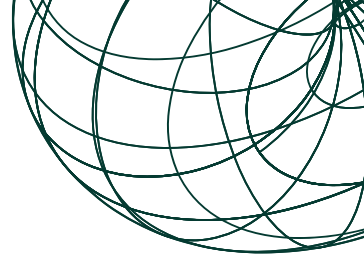




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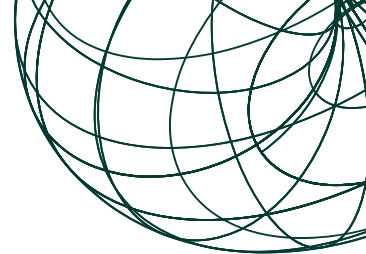




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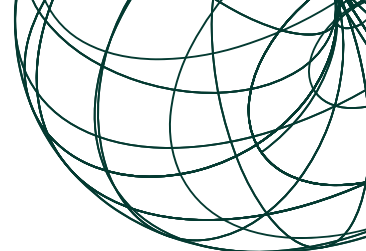




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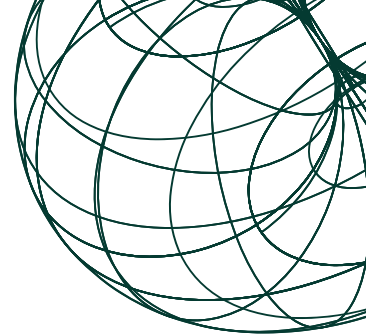




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# List Of Abbreviations

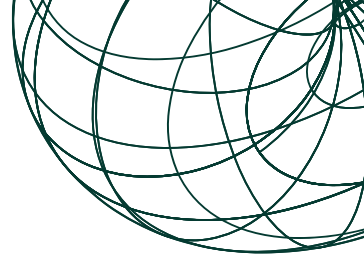
## Abbreviations

## Definitions

|              |                                                        |
|--------------|--------------------------------------------------------|
| BEPD         | Budget and Economic Planning Directorate               |
| BPO          | Business Process Outsourcing                           |
| ICT          | Information and Communication Technology               |
| InvestJigawa | Jigawa State Investment Promotion Agency               |
| IoT          | Internet of Things                                     |
| ITO          | Information Technology Outsourcing                     |
| KPI          | Key Performance Indicators                             |
| MoEST        | Ministry Of Education, Science and Technology          |
| MoLHURP      | Ministry of Land, Housing, Urban and Regional Planning |
| MoU          | Memorandum of Understanding                            |
| PEA          | Political Economy Analysis                             |
| PPP          | Public-Private Partnership                             |
| R&D          | Research and Development                               |







## Executive Summary

The Advocacy Plan for the Adoption of the Digital Jobs Playbook is a comprehensive roadmap for leveraging digital transformation to drive economic growth and development in Jigawa State. In an increasingly interconnected world, digital innovation has become a catalyst for progress, and this document serves as a guide toward achieving a digitally empowered citizenry.

The purpose of this advocacy plan is to harness the potential of digital technologies and initiatives to create new job opportunities, enhance efficiency and improve the quality of life of the citizens. Embracing digital transformation will position the state as a hub for innovation, job creation, and sustainable development. In today's global economy, access to digital infrastructure, digital skills, and innovative digital solutions is paramount as it unlocks new avenues for economic diversification, attraction of investments, and increase in competitiveness.

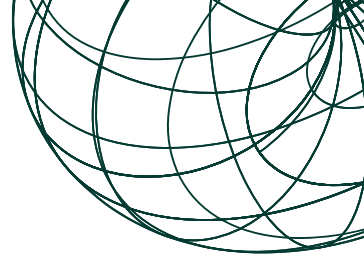
Throughout the development of this Advocacy Action Plan, we actively engaged stakeholders from the government, private sector, academia, and civil society. Their input ensured a comprehensive and inclusive approach and was also integral in shaping the strategies and initiatives expressed in the draft document.

### Digital Jobs Playbook Archetypes

This Digital Jobs Playbook consists of five key archetypes that will shape the state's digital job transformation journey in Jigawa State. These are:

- **Information Technology/Business Process Outsourcing:** Involves leveraging ITO/BPO to attract foreign investments, create high-value jobs, and enhance the state's competitiveness in the international market.
- **Digital Media:** This speaks to the need to empower the creative industry by harnessing the power of digital media platforms to promote local talents and content, preserve cultural heritage, and drive tourism.
- **E-commerce:** Enshrines the importance of facilitating the growth of digital commerce to enable businesses in the state to expand their reach, explore new markets and empower local entrepreneurs.





- Startup Innovations: Focuses on nurturing a vibrant startup ecosystem that fosters innovation, entrepreneurship, and collaboration, with a particular focus on homegrown talents.
- Smart Manufacturing: Emphasizes strongly the need to embrace advanced technologies, such as automation, the Internet of Things (IoT), data analytics, and emerging technologies, to enhance manufacturing processes, improve productivity, and drive sustainable industrialization.

## Introduction

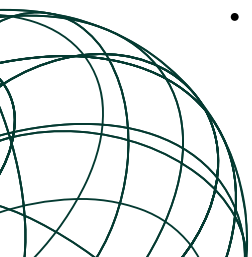
The Jigawa State Digital Playbook is a strategic roadmap that will drive digital transformation, stimulate digital innovation, unlock new opportunities, and ultimately foster economic growth and development in the state. The document outlines objectives, archetypes, and implementation plans.

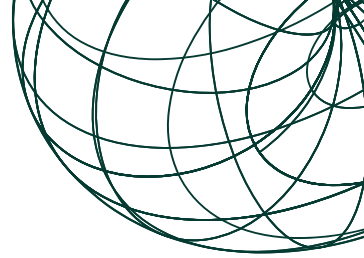
### Key Objectives:

- Foster economic diversification and job creation through digital transformation.
- Enhance the competitiveness of Jigawa State in the global digital economy.
- Improve access to digital infrastructure and skills across the state.
- Nurture a vibrant ecosystem for innovation, entrepreneurship, and collaboration.

### Anticipated Outcomes and Benefits

- Creation of new job opportunities and increased employment prospects in the digital sector.
- Economic diversification and reduced dependence on traditional industries.
- Enhanced global competitiveness for Jigawa State.
- Improved access to digital infrastructure, skills, and services across the state.
- Strengthened entrepreneurship and innovation ecosystem.
- Preservation and promotion of Jigawa's cultural heritage through digital media.





- Increased revenue generation through the digital economy and export of digital services.
- Sustainable industrial growth through smart manufacturing practices.

Adoption and implementation of the recommendations outlined in this advocacy plan, will without doubt lead to the realization of the full digital transformation potential of Jigawa State. Ultimately, it will lead to improved quality of life, increased investments, and a thriving digital ecosystem that empowers the citizens and positions the state as a leader in the digital age.

## Current Assessment of the Jigawa State Scenario:

Jigawa State is an agrarian state with a youthful population that holds significant potential for economic growth and development. However, several factors currently impact its digital transformation and hinder the full activation of each archetype earlier outlined. These include the following:

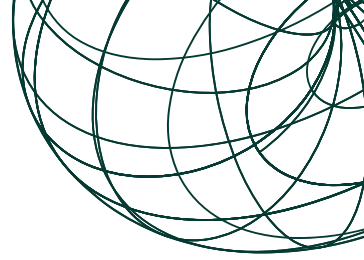
### Talent Gap

The state faces a significant talent gap in the digital sector. The availability of skilled professionals with expertise in emerging technologies is limited, which hampers the implementation of digital initiatives and innovative projects. Efforts are required to bridge this gap through targeted skills development programs, partnerships with educational institutions, and the promotion of digital literacy among the youth.

### Infrastructure Challenges

Though Jigawa State is ranked 2nd in ease of doing business in Nigeria (World Bank, 2022) the State has deficits on certain essential infrastructure required for effective digital transformation. These include; Insufficient broadband penetration, unavailability of standard innovation hubs, fablab/ maker spaces and inadequate power supply that all together hinder the seamless adoption of digital technologies.





### 3.3 Focus on Traditional Agricultural Practices

Jigawa State's agricultural sector remains a prominent part of its economy, reflecting its agrarian nature. While agriculture presents significant opportunities, the focus on traditional farming practices and poor adoption of digital technologies has hindered the sector's growth and innovation potential. Integrating digital solutions and smart agriculture practices can drive efficiency, productivity, and sustainability within the agricultural value chain.

### 3.4 Youthful Population

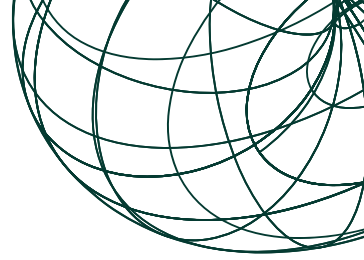
Jigawa State boasts a youthful population, offering a valuable resource for driving digital innovation and entrepreneurship. The full potential of this demographic however remains largely untapped due to the absence of focused efforts in providing quality digital education and training programs, fostering an entrepreneurial culture, and creating an enabling environment for youth-led startups and initiatives.

### 3.5 Sectoral Neglect

Although Jigawa state has been one of the pioneering states in Nigeria to embark on initiatives to drive the digital economy since 2002 through initiatives such as Galaxy ITT and Informatics Institute. The state later neglected its efforts to continuously drive the sector, this issue was characterized as consequences of the unavailability of policy frameworks/roadmaps, absence of strategic focus on digital transformation, lack of political will, and unavailability of funding which have all impeded progress. Recognizing the importance of the digital economy and revitalizing the sector through dedicated initiatives and resource allocation is therefore crucial for catching up with other states and regions.

Addressing these challenges and capitalizing on the state's strengths to drive significant progress in Jigawa State's digital transformation journey. It requires collaborative efforts by the government, private sector, educational institutions, and other stakeholders who can invest in infrastructure development, digital skills development, innovation, and support of entrepreneurship initiatives.





# IT/BP Outsourcing

## Description:

The first archetype reflected in the Jigawa State Advocacy Plan for the Adoption of the Digital Jobs Playbook is IT/BP Outsourcing. This archetype aims to attract global companies in the Information Technology Outsourcing (ITO) and Business Process Outsourcing (BPO) sectors, creating high-value jobs and enhance in the state's competitiveness in the international market.

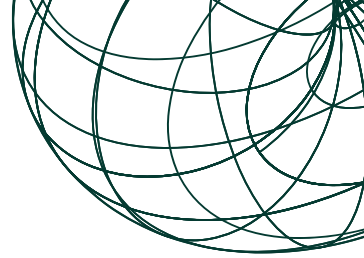
## Goals:

- Attract National or global ITO/BPO companies to establish operations in Jigawa State.
- Generate employment opportunities for the youth and skilled workforce in the state.
- boost the state's economy through increased foreign direct investment and revenue generation.

## Strategies and Initiatives:

- Incentives Related to Land Allocation: Allocation of land as an incentive for potential investors to establish their operations in Jigawa State. This step aims to attract relevant companies by reducing their initial investment costs.
- Develop a Skilled Workforce: The selection and training of youth to be qualified for ITO/BPO jobs should be a priority. This initiative encourages the development of a skilled workforce capable of meeting the demands of potential investors and enhances employment prospects for the local population.
- Increased Advocacy and Investor Relations: InvestJigawa should be properly positioned to play a crucial role in scouting for potential investors and advocating for the benefits of investing in Jigawa State. InvestJigawa will also actively engage with global ITO/BPO companies in a bid to promote the state as an investment destination.





- **Political Economy Analysis:** Conducting a political economy analysis will help identify investors with liquidity in the state. This analysis will guide the selection of potential anchor investors, ensuring strategic partnerships for long-term growth and stability.

### **Key Performance Indicators (KPIs):**

- Number of incentives provided to investors.
- Number of well-trained and qualified youth/workforce in the field of BPO/ITO.
- Number of investors present in Jigawa State.

### **Key Stakeholders:**

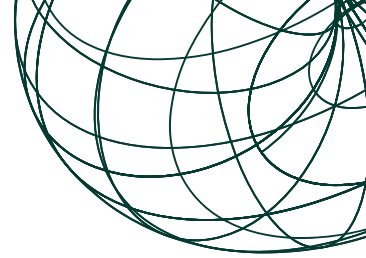
- **Ministry of Land, Housing, Urban and Regional Planning:** Responsible for allocating free land to potential investors.
- **Jigawa Agency for ICT and Digital Economy:** Involved in promoting and supporting the ITO/BPO sector's development.
- **Jigawa State Investment Promotion Agency (InvestJigawa):** Responsible for scouting and advocating for potential investors.
- **Ministry of Finance:** Involved in budgetary allocations and funding for the initiative.
- **Budget and Economic Planning Directorate:** Responsible for coordinating and planning the implementation of the archetype.

### **Potential Risks and Challenges:**

- **Paucity of Funds:** Untimely or delayed release of funds allocated for land allocation and training programs has the potential of stunting growth and development.
- **Government Transition:** Managing continuity and commitment to the initiative during government transitions has for long been a major challenge to the growth and sustainability of many well-thought-out initiatives.







- **Poor Coordination Efforts:** Poor coordination and collaboration among stakeholders involved in the implementation pose a potential danger to the realization of a vibrant digital ecosystem.
- **Climate Related Crisis:** The risks associated with climatic disasters that could have an impact on operations and infrastructure.

### **Mitigation Strategies:**

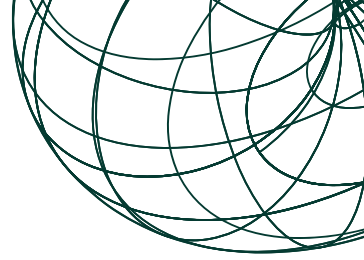
- **Memorandum of Understanding (MoU) and Budgetary Compliance:** Implementing MoUs and ensuring compliance with budgetary allocations to maintain continuity and accountability.
- **Law and Policy for Project Continuation:** Establishing legal frameworks and policies that safeguard the continuation of the project across government transitions.
- **Real-Time GIS Surveillance:** Implementing real-time GIS surveillance to monitor and alert the public on potential security challenges and environmental disasters thereby minimizing their impact on operations and infrastructure.

### **Potential Impact and Benefits:**

Implementing the ITO/BPO Outsourcing archetype in Jigawa State has several potential impacts and benefits, including:

- Creation of high-value jobs and employment opportunities for the Jigawa State populace.
- Increased foreign direct investment and revenue generation for the state's economy.
- Transfer of technology, knowledge, and skills to the local workforce.
- Enhanced competitiveness of Jigawa State in the global digital economy.
- Improved infrastructure development and utilization.
- Increased collaboration and partnerships between local businesses and global ITO/BPO companies.
- Economic diversification, reducing dependence on traditional sectors.
- Boosting the state's reputation as an investment-friendly destination.
- Socioeconomic development and improved quality of life for citizens through increased employment and economic growth.





# Digital Media

The Digital Media archetype focuses on leveraging digital platforms and technologies to promote local talent and content, preserve cultural heritage, and drive tourism.

The following goals, strategies, and initiatives have been identified for this archetype:

## Goals:

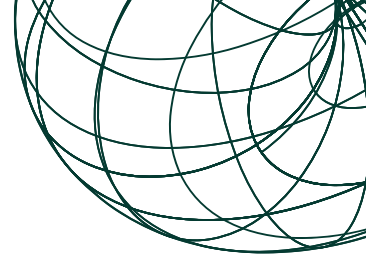
- Foster the growth and visibility of digital media content originating from Jigawa State.
- Promote cultural heritage and tourism through digital platforms.
- Develop a skilled talent base in digital media production.
- Establish partnerships with global players in the media industry.

## Strategies and Initiatives:

- Coordinated Promotion: The Ministry of Information and Youth will coordinate events and campaigns to promote digital media content from the State.
- Skilled Talent Base: Utilize the skilled directory database located at Invest Jigawa to identify and engage talented individuals in the digital media industry.
- Local Specialised Content: Collaborate with major media houses, movie-making firms, and social media video influencers such as Cemo Nation Films, JTV, NTA, Arewa24, etc., to develop and disseminate specialized media content that showcases the uniqueness of Jigawa State.
- Anchor Contract with Global Players: Establish anchor contracts with international media players to provide exposure and opportunities for local talent.







### Resources Allocation:

- Public-Private Partnership (PPP): Foster collaborations between government development partners and the private sector to invest in digital media projects.
- State Government Funded Project: Allocate funds from the state government budget specifically for the development and implementation of digital media initiatives.

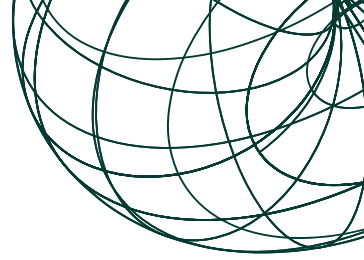
### Key Stakeholders for Adoption:

1. Ministry of Land, Housing, Urban and Regional Planning
2. Jigawa Agency for ICT and Digital Economy
3. Jigawa State Investment, Promotion Agency (InvestJigawa)
4. Ministry of Finance and Economic Planning
5. Budget and Economic Planning Directorate
6. Ministry of Commerce, Industry, and Tourism
7. Ministry of Education, Science and Technology
8. Ministry of Information, Youth, Sport and Culture
9. Youth Empowerment and Employment Agency

### Potential Risks and Challenges:

- Changes in government or political landscape may result in shifting priorities or policy reversals
- Religious and Cultural Barriers that may impact the production and dissemination of digital media content.
- Piracy and Content Theft which may have detrimental effects on the revenue streams, reputation, and sustainability of the content industry





## Mitigation Strategies:

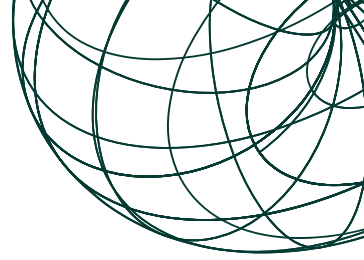
- MoU and Budgetary Compliance: Sign Memoranda of Understanding (MoUs) with relevant stakeholders and ensure adherence to budget allocations for sustained project implementation.
- Law and Policy for Project Continuation: Develop laws and policies that support the continued growth and development of the digital media industry in Jigawa State.
- Real-Time GIS Surveillance to Alert the Public: Utilize real-time Geographic Information System (GIS) surveillance to monitor and address any potential risks or threats to projects.
- Implementing a combination of technological solutions, legal enforcement, public education, and industry collaboration, digital media content creators and distributors can better protect their content and reduce the risk of piracy and content theft.

## Potential Impact and Benefits:

Implementing the Digital Media archetype in Jigawa State can have several positive impacts, including:

- Increased visibility and recognition of local talent and cultural heritage.
- Growth in the tourism sector through the digital promotion of attractions and cultural events.
- Job creation and economic opportunities for individuals skilled in digital media production.
- Collaboration with global media players can attract investments and partnerships, driving economic growth.
- Preserving and digitizing literary materials into e-books can promote literacy and access to information.
- Development of a vibrant digital media ecosystem that fosters creativity, innovation, and entrepreneurship within the state.





# E-commerce

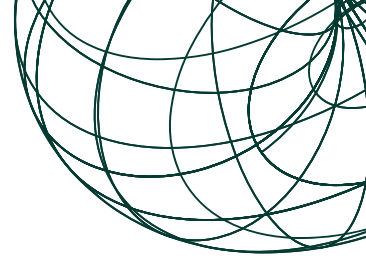
## Goals:

The goal of the E-commerce archetype is to leverage digital platforms and technologies to enable online trading, promote local production, and foster entrepreneurship in the State. It aims to create a thriving e-commerce ecosystem that benefits both consumers and businesses while driving economic growth and job creation.

## Strategies and Initiatives:

- **Creation of E-commerce Trading Hubs:** Establish dedicated physical spaces equipped with necessary infrastructure and technology where entrepreneurs and vendors can showcase and sell their products online.
- **Infrastructure Development:** Invest in robust and reliable digital infrastructure, including high-speed internet access and mobile connectivity, to ensure that businesses and consumers can access e-commerce platforms easily.
- **Provide tax incentives or grants** to encourage businesses to adopt e-commerce technologies, invest in online marketing, and expand their digital presence.
- **Upskilling ICT Graduates and Enthusiasts:** Provide training programs and capacity-building initiatives to enhance the skills of ICT graduates and enthusiasts in web development, digital marketing, and e-commerce business models.
- **Logistics and Supply Chain Support:** Improve logistics infrastructure to facilitate efficient product delivery and address last-mile delivery challenges, especially in remote areas.





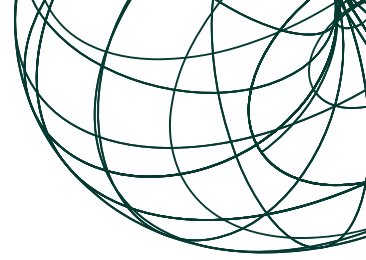
- **Policies Supporting Innovation and Financial Inclusion:** Develop and implement policies that encourage innovation in the e-commerce sector and promote financial inclusion for e-commerce startups. This includes facilitating access to financing, streamlining regulatory processes, and providing support for business growth.
- **Ensuring Availability of Internet, Broadband Penetration, Stable Power, and Transport Facilities:** Improve the infrastructure necessary for successful e-commerce operations, such as reliable Internet connectivity, widespread broadband penetration, stable power supply, and efficient transportation services.
- **Provision of Soft Loans:** Allocate funds to provide soft loans to e-commerce startups, enabling them to invest in infrastructure, technology, and inventory.

## **Resources Allocation**

To support the implementation of the E-commerce archetype, the following resource allocations are suggested:

- Provision of land incentives to e-commerce investors for warehousing.
- Allocation of budgetary funds as well as collaboration with development partners.
- Allocate funds for improving digital infrastructure, including high-speed internet connectivity and mobile networks.
- Invest in data centers and cloud infrastructure to support scalable and secure e-commerce platforms.
- Set aside funds for providing tax incentives, grants, or low-interest loans to encourage businesses to adopt e-commerce technologies and expand their digital presence.
- Allocate budget for matching funds or co-funding arrangements to support e-commerce startups and innovative projects.





## **Key Performance Indicators (KPIs) of Initiatives**

To monitor the progress and impact of the E-commerce archetype, the following KPIs are suggested:

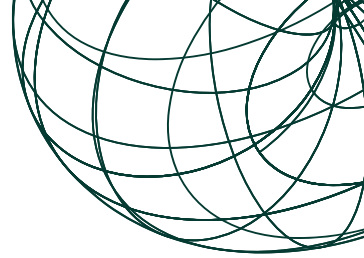
- Several vendors enrolled on e-commerce platforms.
- Quantity of locally manufactured goods sold through e-commerce channels.
- Number of Bilateral agreements were established between Jigawa State and major e-commerce giants in Nigeria.
- Number of well-trained full-stack web developers and digital marketing experts in the state.
- Number of multiple and affordable internet services across the state.
- Number of reliable alternative power solutions provided to support uninterrupted e-commerce operations.
- Number of reliable and swift delivery services for e-commerce transactions

## **Key Stakeholders for Adoption**

The successful adoption of the E-commerce archetype requires collaboration among the following key stakeholders:

- Established ICT Development Agency
- Ministry of Commerce, Industry, and Tourism
- Ministry of Information, Youth, Sport and Culture
- Youth Empowerment and Employment Agency
- E-commerce Giants (such as Jumia, Konga, and JiJi)
- Local Manufacturers
- Jigawa State Government
- ICT Training Hubs
- Jigawa State Board of Internal Revenue Service
- Commercial Banks
- Internet Service Providers
- Alternative Power Solution Providers
- Established Logistics Companies and Startups





## Potential Risks and Challenges

Some several potential risks and challenges need to be addressed to ensure the successful implementation of the E-commerce archetype:

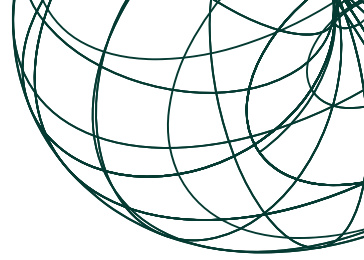
- Lack of e-commerce awareness and adoption among the local population.
- Poor or non-utilization of local content in e-commerce platforms.
- Insufficient number of experienced ICT experts to support the growth of the e-commerce sector.
- Absence of a dedicated agency to oversee and coordinate e-commerce activities.
- Potential failure in the implementation and enforcement of relevant regulations.
- Lack of reliable enabling factors, such as internet access, stable power supply, and efficient logistics services.

## Mitigation Strategies

To mitigate these risks and challenges, the following strategies can be implemented

- Conduct sensitization campaigns to raise awareness among local manufacturers and promote the online promotion of e-commerce startups.
- Advocate to the State Government the need for the implementation and enforcement of regulations by the relevant agencies.
- Work towards ensuring the availability and quality of enabling factors, such as internet access, stable power supply, and efficient logistics services, to support the growth and sustainability of e-commerce operations
- Allocate budget to improve logistics infrastructure, including last-mile delivery capabilities and warehousing facilities.
- Support the implementation of smart supply chain technologies to enhance efficiency and reduce delivery times.





# Startup Innovation

## Goals

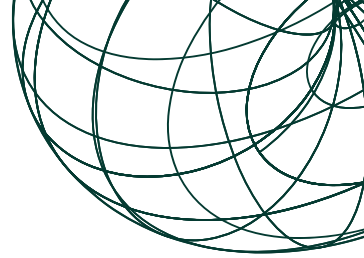
The goal of the Startup Innovation archetype is to foster a vibrant startup ecosystem in Jigawa State that nurtures innovation, entrepreneurship, and collaboration. This archetype aims to create a conducive environment for startups to thrive, generate employment opportunities, and contribute to economic growth.

## Strategies and Initiatives

- **Creation of Innovation Centres and ICT Villages:** Establish or overhaul the existing dedicated spaces that provide infrastructure, resources, and networking opportunities for startups. These centers serve as hubs for collaboration, knowledge sharing, and mentorship, fostering a supportive ecosystem for startup growth.
- **Marketing Environment for Startups:** Develop branding initiatives and marketing campaigns to promote Jigawa State as an attractive destination for startups. This involves highlighting the state's competitive advantages, investment opportunities, and support for innovation-driven enterprises.
- **Labour Force for Startups:** Focus on job creation and skill development to support startups. This includes providing training programs, capacity-building initiatives, and incentives to attract and retain a skilled workforce. Collaboration with educational institutions and vocational training centers is crucial in nurturing a pool of talented individuals.
- **Legal and Regulatory Framework for Startups:** Domesticated the startup act policy, local content acts, and other ethical guidelines that support startup activities and protect intellectual property rights. Establish regulatory agencies that provide guidance, assistance, and compliance frameworks for startups to operate within a conducive legal environment.







- **Enabling Factors for Startups:** Ensure accessibility and availability of resources that startups require to thrive. This includes providing reliable and affordable high-quality broadband penetration across Jigawa State, ensuring a strong communication infrastructure, and facilitating access to funding through grants, investment support, and soft loans.

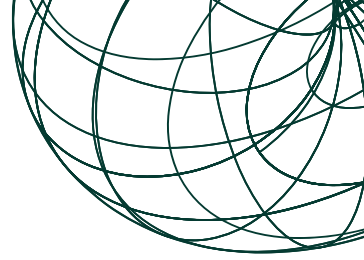
### **Key Performance Indicators (KPIs) of Initiatives**

- The number of Innovation Centres and ICT Villages Established in various locations.
- Number of jobs created and revenue generated by startups.
- Number of approvals and adoptions of relevant laws and policies supporting startup activities.

### **Key Stakeholders for Adoption**

- Jigawa State Ministry of Education, Science, and Technology
- Ministry of Commerce, Industry, and Tourism
- Invest Jigawa
- Ministry for Local Government Affairs
- Ministry of Women Affairs and Social Development
- Budget and Economic Planning Directorate
- Ministry of Land
- Private Companies
- Youth Empowerment/Employment Agency
- National Directorate of Employment (NDE)
- Manpower Development Institute
- National Information Technology Development Agency (NITDA)
- Civil Society Organizations (CSOs)
- Legislative, Executive Council, and Judiciary
- Established ICT Agency
- Galaxy ITT
- Internet Service Providers
- Informatics Institute Kazaure (KZR)
- Other Private Companies





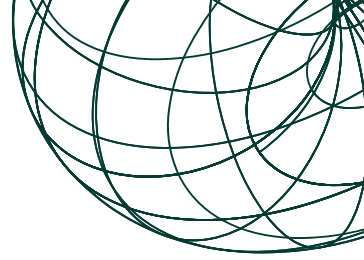
## Potential Risks and Challenges

- Lack of sufficient funds and resources to support startup initiatives.
- Absence of regulatory agencies or frameworks to govern startup activities.
- Inadequate facilities and infrastructure for startups to operate effectively.
- Potential market monopolies and challenges in competing with established companies.
- Weak workforce with limited entrepreneurial skills and business acumen.
- Lack of control and regulation leads to the proliferation of substandard services and products.
- Poor broadband penetration and limited access to reliable internet connectivity.

## Mitigation Strategies

- Secure funding through partnerships with public and private sectors or through government grants.
- Establish regulatory agencies to provide oversight and support for startups.
- Facilitate access to funding through venture capital firms, angel investors, and financial institutions.
- Develop and approve laws and policies that support startup activities and protect consumer rights.
- Improve broadband infrastructure and collaborate with internet service providers to ensure reliable and affordable internet access.
- Conduct regular monitoring and evaluation to ensure compliance with regulations and quality standards.
- By implementing these strategies, mitigating risks, and engaging key stakeholders, Jigawa State can create a thriving startup ecosystem that drives innovation, generates employment, and contributes to the state's overall economic growth and development.





# Smart Manufacturing

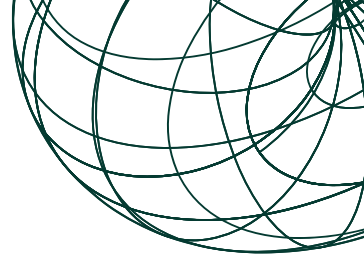
## Goals:

The goal is to develop advanced electronics, Artificial Intelligence (AI), and robotics capabilities in the State. This will aid in automating the manufacturing processes to enhance productivity, efficiency, and competitiveness. It will also Foster innovation and financial inclusion for smart manufacturing startups.

## Strategies and Initiatives

- **Create R&D Hubs:** Establish dedicated research and development hubs for the development of advanced electronics, AI, and robotics technologies. These hubs will serve as centers of expertise and innovation, fostering collaboration with foreign counterparts to share knowledge and accelerate technological advancements.
- **Skilled Labor in cutting-edge technologies:** Develop programs and initiatives to train and produce a skilled workforce in specific aspects of emerging technologies such as Artificial Intelligence (AI), Machine Learning, Robotics, etc. Collaborate with relevant institutions and industries to provide specialized training and certification programs, ensuring a pipeline of qualified professionals.
- **Policies for Innovation and Financial Inclusion:** Formulate policies that support innovation and financial inclusion for smart manufacturing startups. Provide incentives such as tax concessions for these startups, enabling them to thrive and compete in the market. Additionally, offer soft loans and financial support to facilitate their establishment and growth.
- **Infrastructure and Enabling Factors:** Ensure the availability of essential infrastructure and enabling factors necessary for smart manufacturing. This includes reliable internet connectivity, power supply, and access to 3D printing equipment. Establish partnerships with internet service providers and alternative power solution providers to ensure affordable and accessible services.





- **Tax Concessions for Smart Manufacturing Startups:** Implement tax concessions and incentives for smart manufacturing startups. These measures will encourage their establishment, and growth, and contribute to job creation in the sector.
- **Soft Loans for Smart Manufacturing Startups:** Provide financial support through soft loans to smart manufacturing startups. This will ease the burden of initial capital investment and encourage their entry into the market.

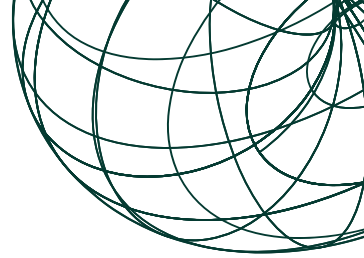
### **Key Performance Indicators (KPIs) of Initiatives**

- Number of advanced electronics, AI, and robotics hubs created.
- Number of manufacturing processes that are automated.
- Number of experts in Artificial Intelligence and robotics produced.
- Number of incentivized tax policies implemented.
- Number of soft loans provided.
- Number of affordable internet services available.
- Number of reliable alternative power sources are provided.

### **Key Stakeholders for Adoption**

- Local R&D Centers
- Foreign R&D Centers
- Local Manufacturers
- State Government
- Training Institutions
- Industries
- Citizens Groups
- Established ICT Development Agency
- Jigawa Internal Revenue Service
- Youth Empowerment/Employment Agency
- Commercial Banks
- Internet Service Providers
- Alternative Power Solution Providers
- Established smart manufacturing companies and startups





## Potential Risks and Challenges

- High costs and maintenance requirements may deter adoption.
- Lack of avenues to effectively utilize the obtained skills.
- Implementation challenges related to relevant regulations and compliance.

## Mitigation Strategies

- Conduct sensitization campaigns targeting local manufacturers and R&D centers to promote the adoption of best practices.
- Advocate for the creation of relevant job opportunities within industries to maximize the utilization of acquired skills.
- Engage in advocacy efforts with the state government to ensure the implementation and enforcement of regulations related to smart manufacturing.

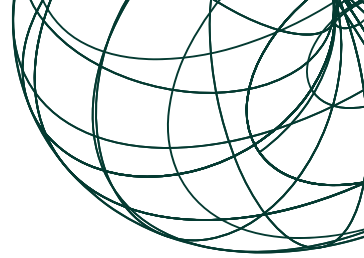
# Implementation Plan

Implementation Plan for Adopting an Archetype in Jigawa State Digital Playbook

## Objective

To advocate for the successful adoption and implementation of the chosen archetype in the State Digital Playbook, focusing on e-commerce development, skills development, policy support, infrastructure provision, and awareness creation.





## Advocacy Objectives

### Political Economy Analysis

- Conduct a thorough analysis of the political and economic landscape to identify key stakeholders, power dynamics, and potential challenges.
- Understand the interests, motivations, and incentives of relevant actors to develop effective advocacy strategies.

### Sensitization of Stakeholders

- Organize workshops, seminars, Town Hall Meetings, and awareness campaigns to educate stakeholders about the benefits and importance of the chosen archetype for Jigawa State's digital transformation.
- Highlight the potential impact on job creation, economic growth, and diversification, as well as the opportunities for local industries and startups.

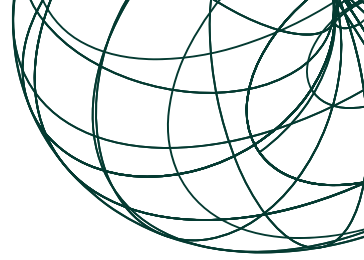
### Implementation of Objectives

- Engage in active advocacy with policymakers, government agencies, and relevant institutions to promote the implementation of objectives aligned with the archetype.
- Collaborate with industry associations, trade unions, and professional bodies to ensure their support and participation in the adoption process.

### Monitoring and Evaluation

- Establish a robust monitoring and evaluation framework to track the progress of implementation, identify bottlenecks and make necessary adjustments.
- Regularly report on the outcomes, successes, and challenges encountered during the adoption process to maintain transparency and accountability.





## Measures to Empower Advocates

### Technical Support

- Provide necessary technical assistance and resources to advocates and enhance their understanding of the archetype and its implications.
- Offer expertise in areas such as e-commerce, skills development, policy advocacy, and infrastructure planning to support their efforts.

### Information Sharing and Documentation

- Compile relevant information, case studies, and best practices to support advocates in presenting a compelling case for the archetype's adoption.
- Share documentation, research findings, and success stories with stakeholders to build trust and credibility in the proposed initiatives.

## Training and Education Approaches

### Training of Trainers

- Conduct train-the-trainer programs to equip selected individuals with the knowledge and skills to deliver effective training sessions and workshops on the archetype.

### Coaching and Mentoring

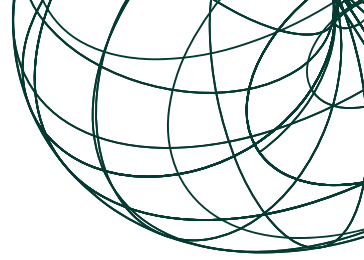
- Provide coaching and mentoring support to individuals and organizations involved in the adoption process, helping them navigate challenges and enhance their capabilities.

### On-the-Job Training

- Facilitate on-the-job training opportunities by partnering with tech companies, start-ups, and industry players, allowing participants to gain practical experience and exposure.







## Apprenticeship and Internship

- Establish apprenticeship and internship programs in collaboration with relevant industries to offer hands-on training and bridge the skills gap identified, including areas such as e-commerce application platforms, web application development, digital marketing, AI, advanced electronics, and robotics.

## Step-Down Training and Cascading

- Encourage advocates and trained individuals to cascade their knowledge and skills to others through workshops, seminars, and community engagement activities.

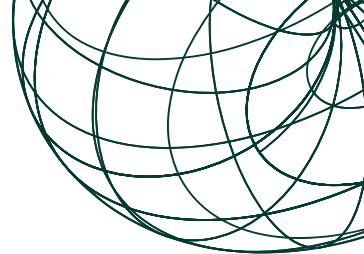
## Key Skills Gaps and Training Needs

Develop programs to enhance the employability of unskilled graduates by providing targeted training in digital skills relevant to the chosen archetype. Develop specialized training programs and courses to address these skill gaps, focusing on practical knowledge and hands-on experience.

## KPIs for Implementation

- Number of stakeholders sensitized and engaged in the adoption process.
- Number of policy changes and supportive measures implemented.
- Number of trained individuals in the required skills areas.
- Number of successful e-commerce startups and initiatives launched.
- Number of sensitization activities held.

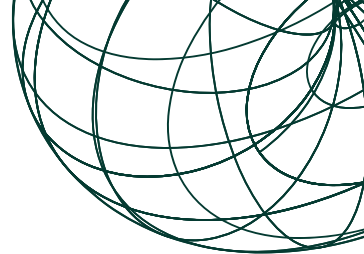




# Implementation Plan

| Initiatives and Strategies      | Responsible MDAs                                                     | Call To Action                                                    | Timeline |      |      |      |      |
|---------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|----------|------|------|------|------|
|                                 |                                                                      |                                                                   | 2024     | 2025 | 2026 | 2027 | 2028 |
| IT/BP Outsourcing               |                                                                      |                                                                   |          |      |      |      |      |
| Land Allocation                 | Ministry of Land, Housing, Urban and Regional Planning               | Allocate land to incentivize potential investors                  |          |      |      |      |      |
| Skilled Workforce               | Jigawa Agency for ICT and Digital Economy                            | Select and train youth for ITO/BPO jobs                           |          |      |      |      |      |
| Advocacy and Investor Relations | InvestJigawa                                                         | Engage with global ITO/BPO companies, promote investment benefits |          |      |      |      |      |
| Political Economy Analysis:     | InvestJigawa                                                         | Conduct analysis, identify potential anchor investors             |          |      |      |      |      |
| Digital Media                   |                                                                      |                                                                   |          |      |      |      |      |
| Coordinated Promotion           | Ministry of Information, Youth, Sport and Culture, ICT Agency        | Coordinate events and campaigns to promote digital media content  |          |      |      |      |      |
| Skilled Talent Base:            | Jigawa Agency for ICT and Digital Economy                            | Develop programs to train individuals in digital media production |          |      |      |      |      |
| Nigeria Specialty Content:      | Ministry of Information, Youth, Sport and Culture, JTV, NTA, Arewa24 | Collaborate with media houses to develop specialized content      |          |      |      |      |      |

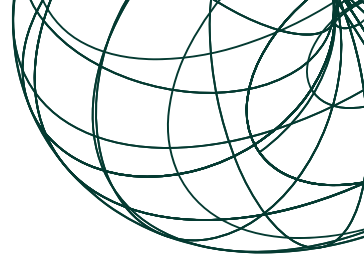




# Implementation Plan

| Initiatives and Strategies                                                                       | Responsible MDAs                                                                       | Call To Action                                                                                  | Timeline |      |      |      |      |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------|------|------|------|------|
|                                                                                                  |                                                                                        |                                                                                                 | 2024     | 2025 | 2026 | 2027 | 2028 |
| Anchor Contract with Global Players                                                              | Jigawa Agency for ICT and Digital Economy                                              | Establish contracts with international media players                                            |          |      |      |      |      |
| E-commerce                                                                                       |                                                                                        |                                                                                                 |          |      |      |      |      |
| Creation of E-commerce Trading Hubs                                                              | Ministry of Commerce, Industry, and Tourism, Jigawa Agency for ICT and Digital Economy | Establish dedicated physical spaces for online trading                                          |          |      |      |      |      |
| Upskilling ICT Graduates and Enthusiasts                                                         | Jigawa Agency for ICT and Digital Economy                                              | Provide training programs in web development, digital marketing, and e-commerce business models |          |      |      |      |      |
| Policies Supporting Innovation and Financial Inclusion:                                          | Jigawa Agency for ICT and Digital Economy                                              | Formulate policies to support e-commerce startups                                               |          |      |      |      |      |
| Ensuring Availability of Internet, Broadband Penetration, Stable Power, and Transport Facilities | Internet Service Providers, Alternative Power Solution Providers                       | Create an enabling environment for broadband, power, and Transport Investment                   |          |      |      |      |      |
| Startup Innovation                                                                               |                                                                                        |                                                                                                 |          |      |      |      |      |

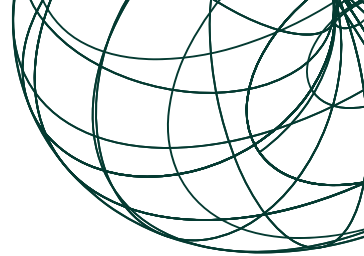




# Implementation Plan

| Initiatives and Strategies                      | Responsible MDAs                                                                            | Call To Action                                                                  | Timeline |      |      |      |      |
|-------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------|------|------|------|------|
|                                                 |                                                                                             |                                                                                 | 2024     | 2025 | 2026 | 2027 | 2028 |
| Creation of Innovation Centres and ICT Villages | Ministry of Commerce, Industry, and Tourism, Established ICT Development Agency             | Establish dedicated spaces for collaboration and innovation                     |          |      |      |      |      |
| Marketing Environment for Startups:             | Ministry of Commerce, Industry, and Tourism, Jigawa State Government                        | Develop branding initiatives and marketing campaigns for Startup In the State   |          |      |      |      |      |
| Labour Force for Startups:                      | Ministry of Commerce, Industry, and Tourism, Ministry of Education, Science, and Technology | Focus on job creation and skill development for the startup's labor force needs |          |      |      |      |      |
| Legal and Regulatory Framework for Startups     | Jigawa Agency for ICT and Digital Economy                                                   | Develop policies and laws supporting startups                                   |          |      |      |      |      |
| Enabling Factors for Startups:                  | Ministry of Commerce, Industry, and Tourism, Jigawa State Government                        | Ensure the availability of infrastructure and resources                         |          |      |      |      |      |
| Smart Manufacturing                             |                                                                                             |                                                                                 |          |      |      |      |      |
| Create R&D Hubs:                                | Local R&D Centers, Foreign R&D Centers                                                      | Establish research and development hubs                                         |          |      |      |      |      |
| Skilled Labor in AI and Robotics:               | Training Institutions, Industries                                                           | Develop training programs for AI and robotics skills                            |          |      |      |      |      |

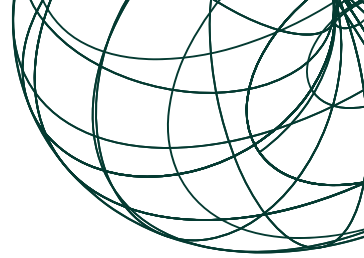




# Implementation Plan

| Initiatives and Strategies                       | Responsible MDAs                                                 | Call To Action                                                    | Timeline |      |      |      |      |
|--------------------------------------------------|------------------------------------------------------------------|-------------------------------------------------------------------|----------|------|------|------|------|
|                                                  |                                                                  |                                                                   | 2024     | 2025 | 2026 | 2027 | 2028 |
| Policies for Innovation and Financial Inclusion: | State Government, Jigawa Internal Revenue Service                | Formulate policies to support smart manufacturing startups        |          |      |      |      |      |
| Infrastructure and Enabling Factors              | Internet Service Providers, Alternative Power Solution Providers | Ensure the availability of infrastructure for smart manufacturing |          |      |      |      |      |





## Conclusion

The Jigawa State Digital Playbook presents a comprehensive strategy to drive digital transformation and economic growth. By adopting and implementing the archetypes outlined, the State can harness the power of digital technologies to overcome existing challenges and unlock new opportunities.

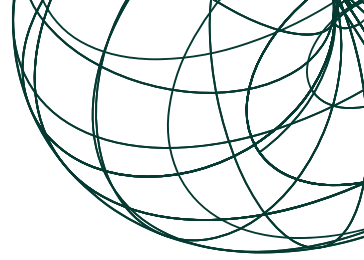
The playbook recognizes the importance of addressing the talent gap through skills development programs and initiatives. By investing in training and education approaches such as apprenticeships, internships, and cascading of knowledge, the State can nurture a skilled workforce capable of driving digital innovation and entrepreneurship.

Furthermore, the playbook emphasizes the need for supportive infrastructure, including reliable internet connectivity, power supply, and logistic hubs. These elements are vital for enabling e-commerce development, fostering smart manufacturing, and facilitating the growth of local industries. Through collaboration with stakeholders, including government agencies, industry associations, and technology companies, the State can create an environment conducive to digital job creation and economic diversification.

Advocacy objectives outlined in the playbook, such as political economy analysis, stakeholder sensitization, implementation of objectives, and monitoring & evaluation, ensure a structured approach to driving adoption. By advocating for public awareness, policy support, and the provision of essential resources, Jigawa State can pave the way for the successful implementation of the chosen archetypes.

The anticipated outcomes of digital transformation are vast, including job creation, increased productivity, enhanced competitiveness, and improved service delivery. Through the digital job playbook, Jigawa State aims to position itself as a hub for innovation, attracting investments, and nurturing local talent. By leveraging the strengths of its youthful population, friendly business environment, and agrarian heritage, Jigawa State has the potential to transform into a thriving digital economy.





However, it is crucial to mitigate potential risks and challenges, such as high costs, skills utilization, and regulatory compliance. The playbook suggests strategies such as sensitization campaigns, advocating for relevant job opportunities, and engaging with the state government for effective implementation and enforcement of regulations.

In summary, the Jigawa State Digital Playbook provides a clear roadmap for embracing digital transformation and capitalizing on the immense opportunities it offers. By adopting the archetypes, addressing skills gaps, empowering advocates, and fostering collaboration, Jigawa State can realize its vision of becoming a digitally empowered and prosperous state. The playbook serves as a guiding document, facilitating the coordinated efforts of stakeholders and positioning Jigawa State as a leading player in Nigeria's digital landscape.





