

SAHARA FOUNDATION EMPOWERS 30 ENTREPRENEURS TO MARK WORLD ENTREPRENEURSHIP MONTH

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LAGOS, LAGOS, NIGERIA, December 3, 2018 /EINPresswire.com/ -- Sahara Foundation empowers 30 entrepreneurs to mark World Entrepreneurship Month

November is celebrated globally every year as the Entrepreneurship Month. It is a period to celebrate men and women who brave all odds to take smart risks in business – an informed leap in the dark if you will – to create value. StartUps are gaining traction across the globe as more people continue to embrace the challenge of carving a niche for their business ideas. Particularly noteworthy and deserving of commendation are the young people who have taken the bull by the horns by starting, running and sustaining businesses in climes with peculiar economic challenges.



Sahara Foundation Empowers 30 Entrepreneurs

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Having spent the month of November showcasing innovative business solutions by entrepreneurs across various sectors, Sahara Foundation organized an Entrepreneurship Workshop to prepare beneficiaries for Themed StartUp Nation, the one day workshop hosted 30 young entrepreneurs to five transformative sessions with accomplished professionals and entrepreneurs as facilitators. The entrepreneurs who were selected via the Foundation's digital platform for young innovators and entrepreneurs – www.saharahub.com – were exposed to business rudiments as well as knowledge and information for growing their businesses.

The workshop sessions included topics on finance, business funding, branding, social media use for business and starting and growing a business with currently available resources.

Ivie Imasogie- Adigun, Group Head, Human Resources, Sahara Group set the tone for the workshop with a thought-provoking opening remark. "Entrepreneurs are people who pursue their dreams passionately and are never afraid to fail. This tenacity ultimately equips them for the journey ahead, paving the way for success as long as they remain focused, innovative and determined. This is a path we have been through and continue to develop at Sahara Group and we are delighted to support young people to realise their dreams," she counselled.

The Facilitators included Olumuyiwa Adebayo, Head, Sahara Group Finance; Oyindamola

Johnson, an African Union Youth Champion; Omolabake Bode-Matthew, a successful entrepreneur; Adenike Bamigbade, Digital Marketing Expert; and Tunji Andrew, a serial entrepreneur, radio show host and investor. Their sessions were engaging, practical and resourceful.

In what could have easily passed for a mini-MBA, the participants were schooled and practically shown the way to navigate business terrains with particular reference to the Nigerian market.

The programme continues with a 6-month business mentorship session with thriving entrepreneurs who will continue to provide support and lessons on how to excel in business. Xyz who spoke on behalf of the beneficiaries said: "This has been an amazing experience for us and we are grateful to Sahara Group for giving us this opportunity. We are wiser and even much more determined to pursue our dreams and excel. This is the platform Citing the entrepreneurial trajectory of Sahara Group, Mrs. Pearl Uzokwe, Director of Governance & Sustainability, closed the session by assuring the entrepreneurs that they had the potential of becoming the next big businesses. "Sahara Group was founded by three entrepreneurs 22 years ago and today the business has become a global conglomerate operating in 38 countries across Africa, Asia, the Middle East and Europe. We believe you are on the right path and Sahara Group will continue to support young entrepreneurs through the Saharahub and similar initiatives. StartUps and small businesses are critical for economic growth and development and we remain committed to providing platforms for small businesses to thrive and grow."

Sahara Foundation Manager, Oluseyi Ojuronbe stated that the empowerment project was the first of many more platforms to support young entrepreneurs with the tools, resources, networks, and funds needed to grow their businesses. "This is the thrust of Sahara Foundation's Extrapreneurship drive," he added.

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