



## Problem

Children under the age of 14 years in rural communities in Northern Nigeria are disproportionately affected by water borne diseases. Most of these children's deaths are caused by communicable and water related diseases which are often preventable. These Children lose weeks of their academic studies and thereby performing poorly academically due to ill-health

## Solution

Happy Learners Project is an initiative that uses visual aid, poems and rhyme to teach and create hand-wash and health education awareness in order to stop the spread of communicable diseases, support school attendance and promote personal hygiene amongst primary school Pupils in Kaduna State, Nigeria.

## Marketsize

Schools, Households, and Religious Centers.

## Competition

Dettol hand-wash project

## Revenue model

Ad-based Revenue model  
Subscription Revenue model

## GTM strategy

School awareness campaign  
Advocacy  
Community/Stakeholders' Engagement

### Direct Impact

7000 School Children  
50 Teachers  
25 Schools  
5 Local Governments  
1 State

### INDIRECT IMPACT

9000 School Children  
100 Teachers



Who are the leaders?  
Ukaigweh Roberts  
Chukwudi Clement Iweh  
Treasure Emmanuel  
Umar Sadiq  
Yosi Danjuma  
Idah Idoko  
John Eperetu  
Veronica Agna  
Musa Abubakar

## Get Involved

Get Inspired for Positive Social change

Contact us:

+2348065676223