



ETHNOCENTRIQUE LIMITED

REQUEST FOR PROPOSAL (RFP): PR & MEDIA PARTNER

#### BACKGROUND

In alignment with the organization's strategic vision to empower young Nigerians with dignified work opportunities, Ethnocentrique is launching the "Fashion MSME Skills and Cluster Development Programme." This pilot intervention aims to provide standardized skills to 5,000 young individuals in Abia State, Nigeria, focusing on garment, footwear, and leatherwork through a cluster apprenticeship system. The program also includes training, understudy, and internship opportunities with 1,000 Mastercraft persons (MCPs). Additionally, support will be extended to existing youth-led MSMEs in the identified cluster areas, offering business development support, tools, and networks to access new markets and finance for growth.

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