



## **MSI NIGERIA REPRODUCTIVE CHOICES**

### **REQUEST FOR EXPRESSION OF INTEREST (REOI)**

<b>SUBJECT:</b>	<b>PRODUCT ACTIVATION CAMPAIGN</b>
<b>DATE OF THE REOI:</b>	<b>16/12/2024</b>
<b>CLOSING DATE FOR RECEIPT OF EOI:</b>	<b>02/01/2025</b>
<b>REFERENCE:</b>	<b>EOI/054/2024</b>

#### **Background:**

MSI Nigeria Reproductive Choices is a social enterprise established in Nigeria in 2009 and is a leading provider of family planning and a range of contraceptive options to women, girls, and families across the 36 states of Nigeria and the FCT. With a mission to ensure children by choice not chance, MSI Nigeria envisions a world where every birth is wanted. Through collaborations with government at the national, state, and community levels, MSI Nigeria offers accessible and comprehensive reproduction healthcare services using operational approaches, such as Marie Stopes Medical Centres, community outreach teams, public sector strengthening support, and a toll-free contact centre.

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