



MSI NIGERIA  
REPRODUCTIVE CHOICES  
REQUEST FOR EXPRESSION OF INTEREST (REOI)  
SUBJECT: PRODUCT ACTIVATION CAMPAIGN  
DATE OF THE REOI: 16/10/2024  
CLOSING DATE FOR RECEIPT OF EOI: 20/10/2024  
REFERENCE: EOI/039/2024

**BACKGROUND:**

MSI Nigeria Reproductive Choice 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.

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