

THE DIFFERENCE

WOMEN OF CHANGE SERIES



Kano State did not register its first confirmed case of COVID-19 until the 11th of April 2020. Like other states across the country, it had put in measures to prepare for the outbreak of the virus. The state had ample time to ensure preparedness in the event that a case was confirmed. While neighbouring cities were under total lockdown, Kano residents went about their normal lives with limited restrictions even though the government had mandated a 'stay at home' order. Efforts were made by the state government to reach out to the teeming population on the importance of enhancing personal hygiene and understanding how the virus is transmitted. Several other actors using various social media platforms were also involved in raising awareness in both English and the local language - Hausa. Hajiya Rabi Mansur Yola, however, felt that women needed to be targeted specifically due to the key role they play in the home, in the community and in the state. With cases suspected to have resulted from community transmission, Hajiya Rabi wanted to ensure that women are sensitized on how they can contribute to minimize community transmission.



PERL Support

Used the publication of the first issue of the PERL 'Sister-to-Sister' educational series on COVID-19 prevention to kickstart the pursuit of her goal.



Collaboration

- Organized fellow WinG sisters in Kano to work together in adapting the 'Sister-to-Sister' message into Hausa jingles to be aired on TV and radio.
- Jointly funded the entire sensitization project with her WinG sisters.



Forward Thinking

Planning a post-COVID recovery initiative targeting school dropouts, in anticipation that the already elevated numbers of out-of-school children will likely increase.



Increasing Reach

Working to ensure that the jingles reach a wider audience, through coverage in other states such as Kaduna, Katsina, Borno, Bauchi, Plateau, Nasarawa, some parts of Niger and Abuja.



Leverage

Leveraging on her position as the Director of Commercial Services in the Abubakar Rimi Television (ARTV) Kano, Hajiya Rabi secured a discount on advert rates at the TV station.



Dissemination

Developed plans to design posters, which have been printed and are being disseminated across the Kano State Civil Service, Schools, Health facilities, etc. With further support from the Ministry of Women Affairs and Social Development, these posters have been shared with over 500 women.



Daga Yar'uwa zuwa ga Yar'uwa

Wannan wayar da kai ne akan kariya daga yaduwar cutar Coronavirus. Sako daga Ma'aikata Mata na Jihar Kano (WinG) tare da hadin gwiwar DFID PERL.

A DUK LOKACIN DA KIKA DAWO DAGA KASUWA BAYAN KIN YI SAYAYYA



1 Kada ki dauko cutar COVID-19 da hannunki ki kai gidanki

- Ki wanke tare da ajiye takalman da kika je kasuwa da su a waje;
- Idan kuma takalman budaddu ne, to ki wanke kafar ki sarai da sabulu kafin ki shiga gidan ki.



Ki tsabtace kayan da kika sayo daga kasuwa

- A goge kunshin kaya, kada ki cire su daga ledojin su;
- Ki tattare ledojin da kika kunso kayan ki, ki kai shara ki kone;
- Ki wanke hannunki da sabulu bayan kin gama tsaftacewa da killace kayan da kika sayo.



3 A canja sannan a wanke kaya

- Ki cire kayan jikin ki da kika je kasuwa da su ki canza wasu;
- Kada kuma ki hada su da ragowar kayan wanki ki kuma yi saurin wanke su cikin gaggawa.



Kiyayewa tamkar ceton rai

Hajiya Rabi Mansur Yola joined the public service in 1987, posted to the Kano State Ministry of Commerce, Industry, Cooperative and Tourism. She steadily rose through the ranks from her first promotion to a Senior Trade Officer up to the level of Director in the same Ministry, managing a team of 45 staff. While in the Ministry of Commerce, she managed Internal Trade, External Trade, and Business Services. Under Internal Trade, she is responsible for Market Development and Promotion, Commercial Development and Promotion of the Trade Fair unit. Under External Trade, Hajiya Rabi managed external trade development and promotion, foreign trade missions, and international trade fair. Under Business Services, she oversaw the registration of business premises, trade associations, establishment of petroleum services (filling stations) and the enlightenment unit. She also supervised 39 markets out of these 39, nine are specialised markets, all whilst managing market development and promotions. Each market has a liaison officer that serves as an intermediary between the government and market leaders.

Career

Joined the public service in 1987, posted to the Kano State Ministry of Commerce, Industry, Cooperative and Tourism.



Responsibilities

Managed the Internal Trade, External Trade and Business Services Units in the Ministry of Commerce. Key responsibilities included market development and promotion, international trade fairs and registration of business premises.



Growth

Steadily rose through the ranks from her first promotion to a Senior Trade Officer up to the level of Director in the same Ministry, managing a team of 45 staff.



Hajiya Rabi had worked in the Ministry of Commerce for 32 years before she was transferred to ARTV Kano as Director Commercial Services, when the returning administration directed a cabinet reshuffle across the civil service. Before her transfer, Hajiya Rabi was the Managing Director of Kantin Kwari Market (West Africa's largest textile market) and had utilized the skills learned from the Women in Governance Community of Practice to resolve two conflicts that would have affected the means of livelihoods of over 1000 petty traders and small & medium scale traders in the market.

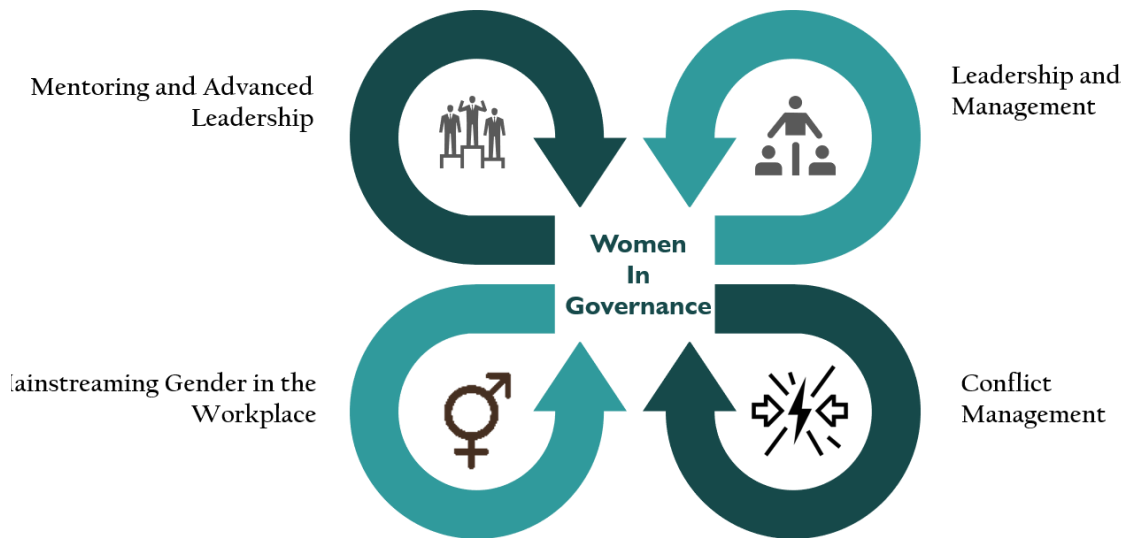
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The Women in Governance training helped me a lot. I returned from the training feeling empowered and emboldened and I can now negotiate with people in conflict. I know how to control my anger and control the parties involved in a conflict situation. I am a better listener and actively participate in negotiations. I learnt these from PERL.

Hajiya Rabi Mansur Yola, Director Commercial Service, Abubakar Rimi Television, Kano State



The Women In Governance Initiative



The Women in Governance Community of Practice (CoP) was officially launched on the 28th of February 2018, just ahead of International Women's Day with 15 members and the theme: “Stronger Together.” By March 2020, its membership had grown to 52. Since the launch of the Community of Practice, there have been three training programmes to improve the overall performance of these change agents to deliver better services. The first, held in February 2018, provided AWARD certified leadership and management skills building through well-defined modules and team building activities. In September 2018, there was a second Community of Practice gathering for a one-day conflict management training. In January 2019, the expanded Community of Practice met again for an AWARD certified four-day advanced leadership and mentoring training, following the identification of the women to understand and deploy mentoring skills within their organisations to optimise performance.

As a member of the PERL Women in Governance Community of Practice, Hajiya Rabi found the pieces of her puzzle when the first issue of the ‘Sister-to-Sister’ educational series on COVID-19 prevention were published. She promptly organized her fellow WinG sisters in Kano to work together in adapting the messaging into Hausa and facilitated the conversion of the Sister-to-Sister message into jingles and is being aired on TV and radio. While the posters have been printed and disseminated across Kano State Civil Service, Schools, Health facilities, etc., the jingles will have a wider coverage beyond the state. As the Director of Commercial Services in the Abubakar Rimi Television (ARTV) Kano, Hajiya Rabi negotiated a discount and jointly funded this sensitization project with her WinG sisters. These women are also planning a post-COVID recovery initiative targeting school dropouts, in anticipation that the already elevated numbers of out-of-school children which will likely increase.

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