



Onitsha Advancement
Foundation

Newsletter

Volume 1, May 2022

Arrangements for launch of values reorientation campaign in full gear

-Flag off scheduled for Saturday May 28, 2022

The event which signifies commencement of the attitudinal change campaign and heralding of the change that is to come will take at Ime Obi Onitsha. Highlights are the unveiling of the campaign icon by His Majesty Nnaemeka Achebe, Agbogidi, Obi of Onitsha and the presentation of the communication materials. Guests are expected to include members of the Obi-Council, representatives of Onitsha

Constituent Groups, and a cross-section of ndi Onitsha indigenes amongst others. The flag off would be streamed live to facilitate participation by Onitsha indigenes in various parts of the world.

The values reorientation initiative which would be implemented via the campaign has been identified as a critical enabler for the success of the OnAF-promoted economic empowerment programme. It is designed to draw attention to attitudes, habits and lifestyles which sabotage sustainable development and competitive advantage amongst indigenes of Onitsha (ndi Onicha). Thus, the attitudinal change campaign seeks to drive a new ethics for ndi Onicha in order to facilitate a rebirth of thrift, industry, achievement and pride on a global scale.

Nn'emeka Maduegbuna, leader of the OnAF Values Reorientation/Communications Team, who recently briefed the Obi-in-Council and heads of Onitsha constituent groups, stated that the Values



Participants at values Reorientation/Communications Team briefing of the Obi-in-Council and heads of Onitsha constituent groups

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From the Cover

Reorientation / Communications Team is working assiduously towards ensuring a big bang launch and subsequently an impactful campaign. According to Maduegbuna, "the values reorientation campaign draws strongly from the findings of a baseline study amongst ndi Onicha, leading to insights that have resulted in a strategy in which all segments of Onicha Ado N'Idu have to be united and play their roles in bringing about the desired change." He added that "given the pivotal role of the Obi-in-Council and the constituent groups in Onitsha matters, no meaningful change can take place in Onitsha Ado N'Idu without their buy-in and active involvement, hence the need for their support and cooperation."

Describing the values reorientation initiative as fundamental to the success of the Economic Empowerment Programme, His Majesty Nnaemeka Achebe called on members of the Obi-in-Council and heads of the constituent groups to become drivers of the initiative. His Majesty noted "we have to be immersed in the initiative leading from the front, aligning and reconfiguring our mode of operations such that it is in accord with the values reorientation initiative."

Participants at the briefing session raised various points on how to ensure success of the campaign, with a good many observing that the message of the values reorientation initiative has

struck a very powerful chord with them, and that they are set to play the vital roles expected of them in the implementation of the initiative.

The values reorientation initiative seeks to bring about a shift amongst ndi Onicha from: consumption to production; applicant/employee mindset to entrepreneurial spirit/drive;

Individualism to collaboration/partnership; short-termism to a longer-term focus. Central to the initiative is the need to interrogate the ethical, moral and professional values of ndi Onicha, in the context of *ife eji abu Onicha erika*.

Other News

Community Health Insurance Programme Takes Off



His Majesty, Nnaemeka Achebe presenting health insurance registration document to Mrs. Agnes Chude

The official launch of the community health insurance programme and commencement of enrolment of beneficiaries took place recently at Ime Obi, Ezechima Square, Onitsha. The Onitsha Advancement Foundation (OnAF) is promoting the programme under the auspices of the Anambra State Health Insurance Scheme as implemented by the Anambra State Health Insurance Agency (ASHIA). Services provided by healthcare professionals registered with ASHIA span different medical fields. The insurance covers health issues to a certain extent in most of these fields.



Some of the participants in the community health insurance programme. Left to right: Akunnia Ernest Okafor, Mrs. Agnes Chude, Mrs. AugustaUzoechina, and Mrs. Maureen Iwuchukwu.

One hundred and five persons were enrolled in the health insurance programme at the time of the launching. Participation by ndi Onisha is at two levels: the first level of free health insurance to the indigent via a case management system and a second self-financing level of annual individual registration of N12,500 (twelve thousand five hundred Naira).

In his remarks at the launch, His Majesty, Nnaemeka Achebe, Agbogidi, Obi of Onitsha Igwe Nnaemeka Alfred Achebe stated that "the partnership with ASHIA is designed to ensure provision of quality healthcare that is efficient, equitable, affordable and accessible to our people." He also stressed "we want to put an end to mortalities arising from medical conditions that ordinarily could be taken care of; hence I am encouraging all to enroll in the programme to enjoy quality healthcare."

Dr Udoka Imagie, leader of the OnAF Health and Wellbeing Team, which manages the insurance programme expressed the determination of his team to ensure its success. According to him, "we have embarked on a mass enrollment exercise and are counting on the support of all for the sustenance of the insurance programme. Imagie commended some united states -based ndi Onicha who have raised funds for the registration of indigent persons into the programme. "I also call on all who are in a position to support the programme to do so, not only by making donations but also through registration of relations," added Imagie.

ASHIA was represented at the launch by Mrs. Ngozi Agajelu. She urged all to take health insurance seriously so to help to alleviate poverty and sicknesses in the society.



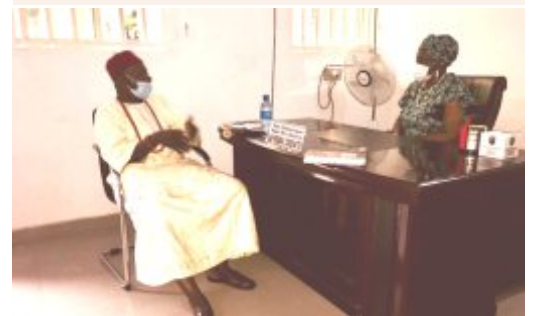
Approach to the OnAF Resource Centre Office

Executive Board observed that "OnAF RC is critical to the operations of OnAF as it helps the OnAF Executive Board in providing strategic direction and oversight". Onyejekwe also noted that "apart from serving as a repository for OnAF, issues and challenges including possible mitigation measures are collated at the OnAF RC and brought to OnAF Executive Board for resolution and direction etc".

Chiebunigom Kpari Rita Okolonji OnAF Programme Coordinator is charged with the responsibility of running the OnAF RC. Okolonji reports to the Implementation Team of the OnAF Executive Board. According to her, "OnAF RC will help users in creating a high degree of strategic flexibility, increase cost

Onaf Resource Centre Commences Operations

A "shared service centre," the OnAF Resource Centre (OnAF RC). OnAF RC is an innovative approach to support OnAF operating entities and project teams become cost-efficient in the planning and delivery of their initiatives. The OnAF RC model provides a collaborative working approach that ensures operating entities and project teams work in cooperation within the OnAF operating framework. Chike Onyejekwe, Vice Chairman of OnAF



Left to right: Chief Chuka Oboli, (Ubo Negbasele) meeting with Chiebunigom Kpari Rita Okolonji OnAF Programme Coordinator in the latter's office

flexibility, in addition to the quality and professionalism of their projects and services". The services OnAF can be accessed either directly by face-to-face contact at its Ime Obi office or remotely.

The OnAF RC also acts as the operational arm of OnAF in supporting the Onitsha Traditional Council with ancillary development projects.

OnAF Resource Centre

Contact Details

- Ime Obi, Ezechima Square,
- Telephone: 0806 140 7245
- Email address: info@onaf.org | onafresourcecentre@gmail.com

ABIC To Target Innovative Young People

Ado Business incubation Centre (ABIC) will now take a more focused approach in its operations by supporting innovative young people that are solving difficult problems within Onitsha. Charles Emembolu, ABIC Director stated that "this change in strategy has been informed by efforts to make sense of its operational modalities and the search for new ways to engage with entrepreneurs in Onicha Ado N'Idu". He observed that "this would help us achieve our goals of creating jobs, providing access to basic goods and services and lifting the poor amongst ndi Onicha out of poverty".

A key criterion for ABIC in determining difficult problems is any problem that impacts millions of people and has a solution that can scale with technology. Although each sector has problems and scalable solutions, Fintech, Agritech, eCommerce, Logistics, etc are some of the key areas of focus for ABIC.

Emembolu noted that "finding and supporting early-stage startups founded by ndi` Onicha requires a more focused and targeted approach, and mission-oriented businesses that use technology are the most sustainable means of wealth because they have the greatest impact".

ABIC is a forerunner in technology innovation in Nigeria across two key aspects; community-driven and embedded in a key commercial centre.

Do you have a BUSINESS IDEA?

Do you love **TECHNOLOGY AND INNOVATION**?
Do you need **BUSINESS MENTORSHIP OR COACHING**?
Do you need **ACCESS TO BUSINESS FUNDING**?

Join the Ado Business Incubation Meetup to drive your journey to success in technology entrepreneurship.

DATE:
THURSDAY 26TH NOVEMBER 2020

CONTACT CDETA ON +234 810 758 0493 OR PROGRAMS@ABICNG.COM

Register at <https://bit.ly/ABICHangout>
Deadline: 23rd November 2020

ADO BUSINESS INCUBATION CENTER (ABIC), INNOVATION FROM ADO TO THE WORLD

ABIC business incubation poster

Its vision is to build the future of Onitsha metropolis by establishing a centre where entrepreneurs, enterprises, or start-ups can receive temporary and facilitative assistance, with a deliberate focus on Onicha Ado N'Idu. Execution would be by fostering ideation, business development, innovation, and technology application for enterprise growth in Onicha and throughout the South East.



An ABIC facilitated workshop on ICT sensitisation in session



Participants at the end of the ABIC facilitated workshop on ICT sensitisation



The OnAF logos

OnAF Unveils Logos And Visual Identity

-Adopts an endorsed Corporate Identity Structure

The Onitsha Advancement Foundation (OnAF) has announced the launch of a logo for the main OnAF Masterbrand and logos for its operating entities. A visual identity system has also been introduced to ensure consistent use of logos, colors and typography for purposes of reinforcing OnAF messages and brand personality.

The operating entities are Onicha Leadership and Entrepreneurial Centre (OLEC) for entrepreneurial training ; Ado Business Incubation Centre (ABIC) in respect of, technological skills acquisition; OnAF Microfinance (MFI) to facilitate and administer credit as well as provide advisory services; and Onicha Ado Cooperative Society Ltd (Onicha Ado Cooperative) to enhance mutual benefits amongst cooperative society members. Another entity OnAF Heritage Limited focuses on business development and investments

"OnAF as a community-led socio-economic development holding organisation delivers value through its various operating entities, hence it is important that each of these entities has a presence of its own", said Nn'emeka Maduegbuna, OnAF Values Reorientation/Communications Team Lead. He explained that "this has led to the adoption of an endorsed corporate identity structure which ensures that each of the entities has its own brand identity and corporate presence, but also establishes a connection with the OnAF Masterbrand."

The major symbol of the logos is the ceremonial sword (Abani), A symbol of power and authority and social prestige which has long

been associated with the Onicha people, it is easily identifiable and relatable for the intended audience and as such makes for excellent brand awareness. The Abani symbol is also part of the logos of the operating entities. The motifs in the Abani include geometric shapes; triangles a basic traditional motif and circles which signify the cycles of life, seasons and patterns which ndi Onicha through OnAF are working to improve and uphold going forward. These features are consistent across all the logos and serve as the unifying elements that keep the parent logo and its allied parts together.

The logos were designed by Chike Emembo who emerged winner in the OnAF Logos Competition. This was a contest for the creation of logos for the OnAF Masterbrand and the operating entities. It was open to Onicha indigenes of not more than forty years old provided they are not master artists.

A visual identity manual has also been developed to demonstrate how to correctly use the OnAF's visual identity package (Masterbrand logo and operating entities logos). The manual also serves as a valuable reference tool to help better understand how the various operating entities fit in the overall identity architecture of OnAF

Operating Entities & Project Teams Activities



An engagement with umuada and ikporo ogbe in progress

OLEC Women Empowerment Project Team (WEPC)

Following a grassroots interactive session with female Onitsha indigenes, WEPC Led by Ms. Bennedikter Molokwu, has launched three high impact initiatives. These are designed to address the challenges identified during the interactive session. They include the need for employment and business opportunities; improved access to preventive medical care or services; and youth engagement and empowerment.

Basic ICT and mobile skills training

An ICT Sensitization Workshop was held in August 2021 to empower Onitsha men and women on the use of mobile technology devices, build networks to aid learning, improvement and access to portals for financial and other business services. Organised by the Education Group of WEPC headed by Enyi Thelma Chiwuzie, ABIC resource personnel served as facilitators. The thirty-three participants were drawn from OLEC-WEPC Champions, OnAF Wellbeing Ambassadors, Ikporo Onitsha, Diokpas, Youth and ABIC Innovators. The takeout theme from this initiative was "Each One Teach One" and this is expected to drive future editions of the initiative.

Building small businesses for growth

One hundred and twenty participants were trained on finance

management, marketing and establishment of cooperative societies as a strategy to access finance at a workshop that was held in November 2021. The workshop provided an opportunity for creating awareness about banking services tailored for small businesses including agent banking. This resulted in the opening of bank accounts for about thirty-two participants and full enrolment of ten participants in an Agent banking Scheme. The WEPC Business and Financial Inclusion Group under the leadership of Dr Ngozi Egbuna organised the workshop. Plans are underway to run similar workshops, in collaboration with the OnAF Microfinance as part of efforts to extend reach and impact.

Engagement with women and youth groups

The Welfare and Social Inclusion Group led by Enyi Chio Ubaiké commenced deep engagements with umuada and ikporo ogbe as well as Onitsha youth groups, in order to identify key social challenges that require urgent intervention. Discussions in this first phase have been warmly welcomed in the Community. Twelve quarters have been covered. These are Isiokwe, Ogbeodogwu, Omozele, Ogbeabu, Ogbolieke, Ogboli Olosi, Umudei, Umuikem, Obikporo, Mgbelekeke, Iyiau and Umuaroli. Over one thousand persons have been reached. The discourse has brought up issues around, drug/alcohol abuse/treatment, school dropout, stealing, and new skills acquisition. Others are lack of parental supervision/accountability, effective parenting, and prostitution. These issues will form the basis of direct problem-solving intervention efforts in the second phase of the initiative

Ado Business Incubation Centre (ABIC)

ABIC has continued the process of fostering ideation, business development, innovation, and technology application for enterprise growth. Activities undertaken include the following:

Startup Info session: - This was designed to create awareness on what startups are and to foster a startup ecosystem at Onitsha. There were over a hundred attendees.

Pitch Event: - These are sessions where individuals or teams with ideas or businesses at their early stages can take the floor and present insights about their ideas to a listening audience. Nine businesses pitched and six were selected for incubation

Digital Marketing Training: - Participants at this training were exposed to the rudiments of social media (Instagram, Facebook, Twitter and LinkedIn). They were also introduced to the use of these platforms to build personal and business brands for the purpose of self-promotion and sales of products and services. There were over forty participants in the three-day training.

ICT Sensitization: - This session was an introduction to basic digital skills that are considered critical to survival in the 21st century. These include the use of mobile phone features focusing on widely used tools like SMS, WhatsApp, data backup, etc.

Incubation Bootcamp: This is a three-month programme that takes selected startups through ideation, product development - minimum viable product (MVP), marketing, team selection, scaling, finance and operations amongst others. During this period, the team is also expected to deliver an MVP to the

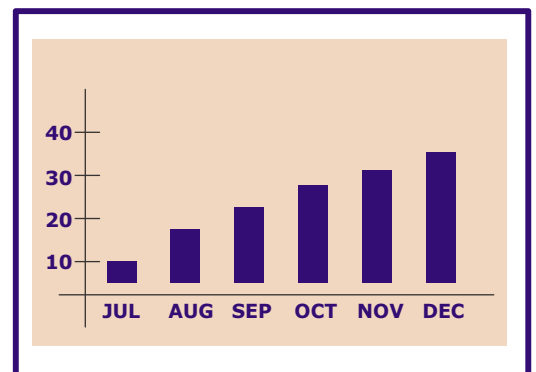


Participants at an ABIC OLEC ICT sensitisation workshop

market, evaluate it and prepare for growth.

A large percentage of the ABIC activities were targeted at the indigent youth population

An increase in female representation from less than 10% to 34% was recorded: within a period of 6 Months: July to December, leading to more inclusiveness.



OnAF Microfinance (MFI)

The necessary structures and mechanisms for the operations of the MFI have been put in place and cover the following areas:

Credit Administration

The Onitsha Credit Committee continues to administer credits and on lending programmes. The current focus is on the N65 Million (sixty-five million naira) Anambra Small Business Agency (ASBA) loan which was disbursed and administered to hundred and thirteen cooperators.

Banking Partnerships

A coalition of banks that will fund Onicha Ado N'Idu businesses and cooperatives has been set up. The banks include the Central Bank of Nigeria, Union Bank, Access Bank, Bank of Industry, and Fidelity Bank. Agency banking relationships have also been set up with three financial institutions: UBA, Ecobank, and Xpress Payment Solutions Limited. Ten persons have successfully signed up as Agent bankers with the participating institutions.

Outreach for cooperation

A number of foundations have been approached for cooperation with OnAF. Amongst these are Leap Africa, Fate Foundation and Dangote Foundation. Besides providing access to the various funds managed by the foundations for lending to ndi Onicha, the cooperation would be useful in the areas of skills development, networking etc.

Health And Wellbeing Project(HWB)

Based on the concept that "Health is Wealth," HWB has been engaged in various activities designed to tackle health and general wellbeing challenges in the Onicha community

Managing the Covid-19 Pandemic

The HWB Team ensures that Government Covid-19 updates at local, state and national levels are provided to ndi Onicha. The team works closely with the Anambra State Ministry of Health COVID19 team and the Onitsha North Local Government Area COVID19 team in planning and



Covid-19 vaccination facilitated by the Health and Wellbeing team



Chief Joseph Okey Ononye, Onowu lyasele displaying his Covid 19 vaccination certificate

implementing COVID-19 vaccinations. Both first and second, including booster doses have been administered at Ime Obi and Okwueze Umuezeoroli vaccination venues.

HWB also ensures that events such as title taking and burials that attract a large number of persons are Covid-19 compliant. In this regard, OnAF Wellbeing Ambassadors are deployed to offer compliance services which include checking temperatures, hand washing, use of sanitisers, wearing of face masks and maintaining social distances.

In support of the HWB Covid-19 pandemic management activities, the OnAF Communications Team has executed a campaign designed to draw attention to the continuing Covid-19 pandemic, the need for ndi banyi to adhere to the stipulated guidelines, and to get vaccinated, and to ensure adherence to the COVID-19 guidelines.

Health Insurance Programme

Following the official launch, the plan is to continue advocacy and publicity, enrolling new people, case management via health advise and self-management sessions plus sign posting to relevant agencies

Onicha Environmental Services Advocacy

The objective is to improve the Onicha environment and reduce those attitudes that cause environmental degradation. An immediate area of focus is ensuring proper refuse disposal management. The formation of the Onitsha Waste to Wealth Cooperative Society Limited is an outcome of the proper refuse disposal management initiative. The activities of the cooperative society are expected to cover household and commercial waste/refuse disposal, cleaning services, fumigation, and recycling. The cooperative society also plans to engage in advocacy and surveillance.

Get Ready...



CHANGE IS COMING



onaf
Onitsha
Advancement Foundation

Proudly presents

Onitsha Values Reorientation Initiative & Flag off

Date: Saturday, May 28, 2022

Time: 2:00 pm prompt

Venue: Ime-Obi Onitsha

In Attendance:

Obi-in- Council, representatives of Onitsha Constituent Groups, Onitsha Youth Associations, and other key stakeholders.

Chief Host:

His Majesty,

Nnaemeka Alfred Achebe, CFR, mni,

Agbogidi

Note: This event will be streamed live to a worldwide audience of Onitsha indigenes

(Please see link) <https://tinyurl.com/onafvrpflagoff>

[Attendance of the physical event is strictly by invitation.](#)