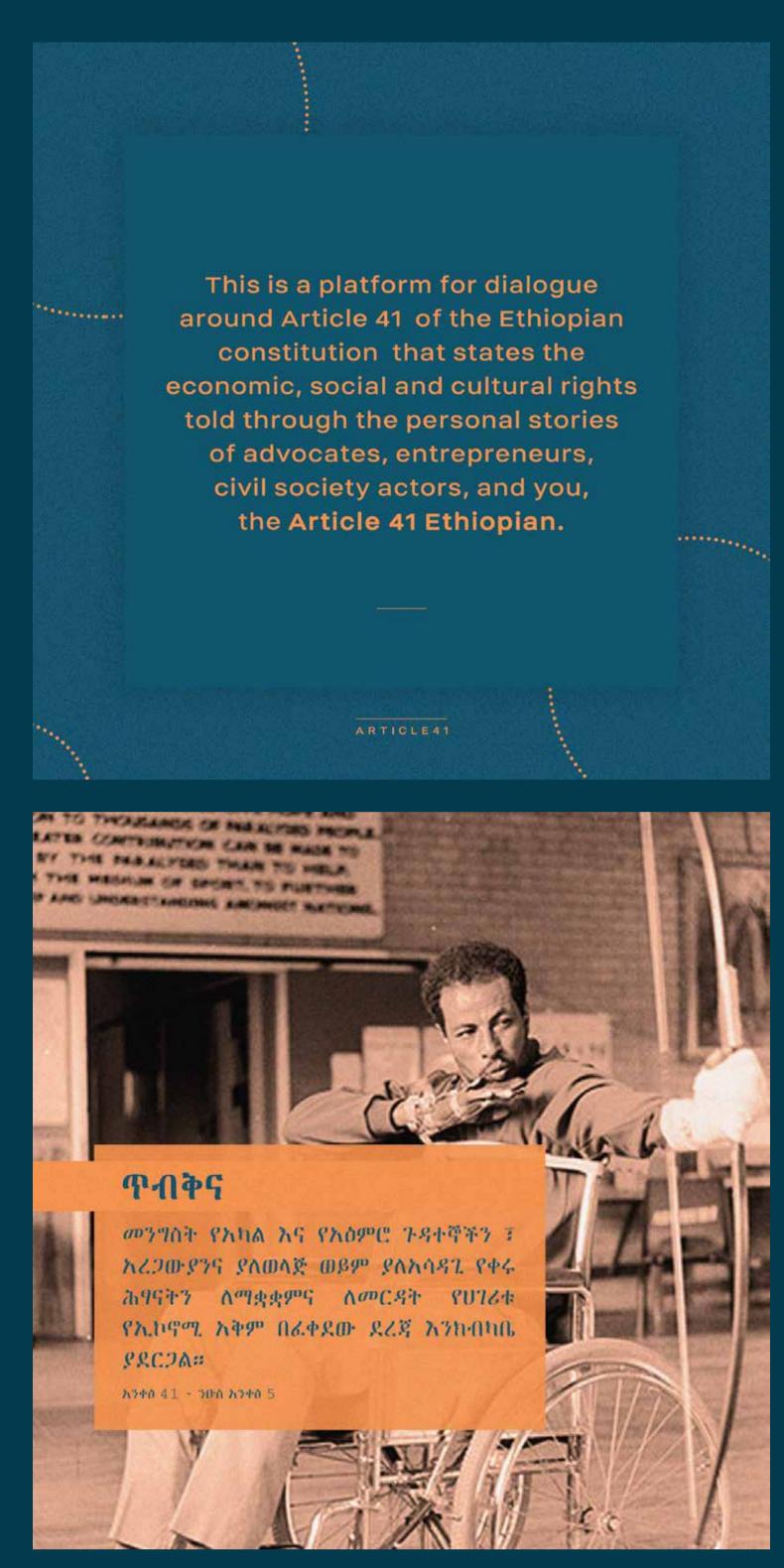
## ARTICLE 41

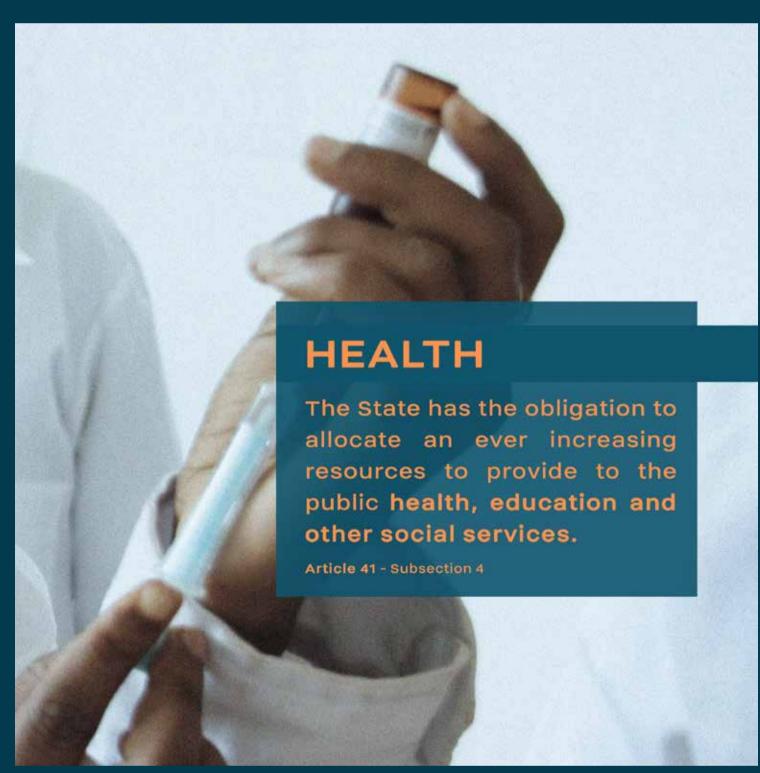
Enhancing Constitutional Awareness through Strategic Social Media Campaign

Article 41 was a collaborative initiative undertaken with Doctors in Action, Partners of Americas and Bala Media along with other stake holders. Its main aim being fostering awareness and empowering the youth with comprehensive knowledge, and enabling them to proactively exercise their constitutional rights.

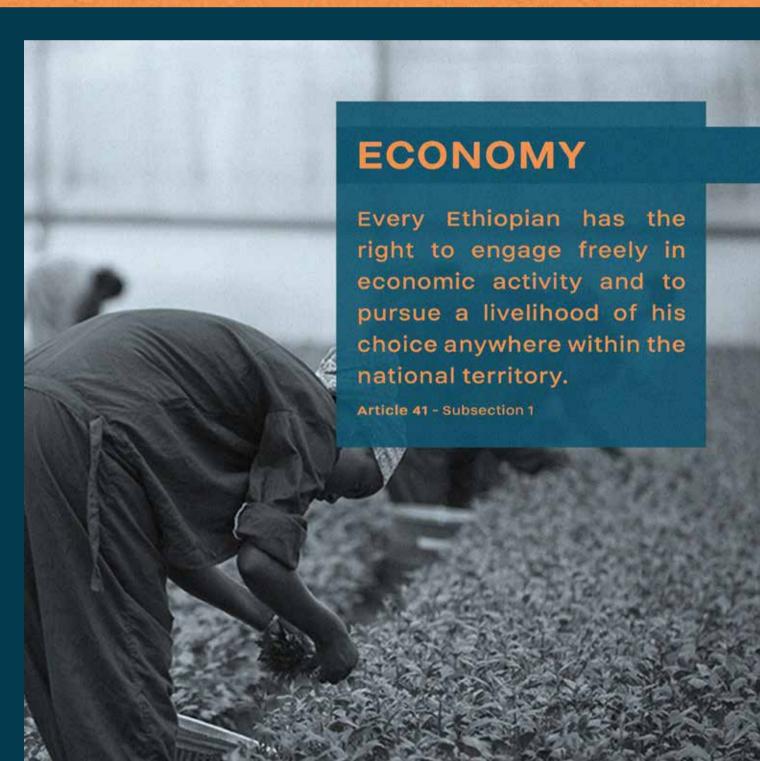
Bala Media crafted the branding and a content strategy designed to maximize visibility and engagement across all social media platforms. Along with producing captivating media productions positioned to drive meaningful conversations on civic responsibility and elevate constitutional awareness.







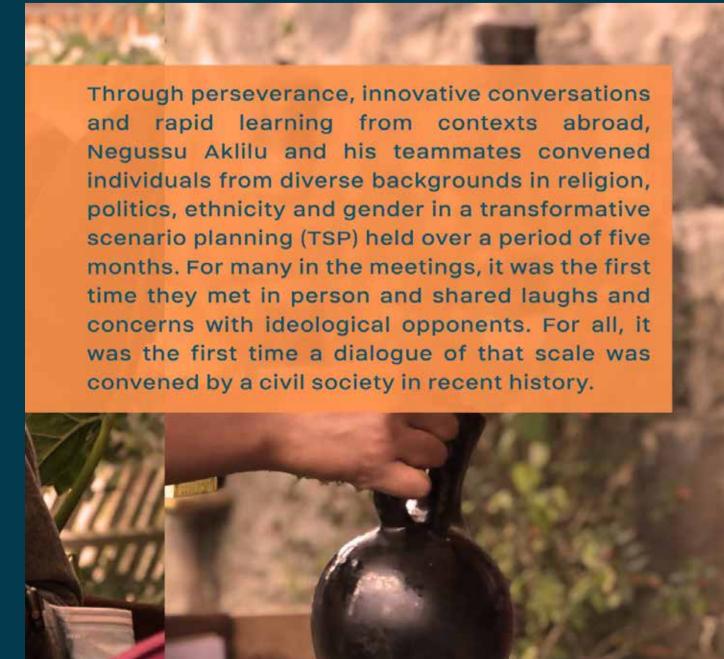














For Siham, it is personal. After graduating from university, she had direct experiences at work that informed an honest dialogue about the demands, expectations and mindset of young Ethiopians as they look for employment. Her natural curiosity and dedication to following the threads of opinions, curriculum and policy led a journey of self-discovery that resulted in Dereja academy.

Find your Next Step