

COMPANY PROFILE



 **FAIDHAA**
INNOVATION HUB

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COMPANY OVERVIEW

Faidhaa Innovation Hub is a gender-responsive technology and STEM-focused innovation hub committed to advancing youth employability, digital inclusion, and sustainable livelihoods across Africa.

Founded in 2018 by Ameerah Muhammad Ashir, a digital transformation expert, ICT policy advocate, and award-winning 3D animator with over nine years of experience working with organizations such as UN Human Rights, International IDEA, UNIDO, UNFPA and ITU Academy, Faidhaa bridges technology, innovation, and inclusive economic empowerment.

Under the Youth Skill Development & Livelihoods framework, Faidhaa delivers structured ICT and STEM training pathways that equip young women, girls, and Persons With Disabilities (PWDs) with market-relevant digital skills aligned with the future of work.

The company delivers innovative storytelling solutions that amplify development initiatives, empower communities, and drive awareness for the **Sustainable Development Goals (SDGs)** across Africa and beyond.

For over nine years, FIH has implemented large-scale youth skilling, employability, digital transformation, and industry engagement programmes across Nigeria, reaching over 25,000 young people, particularly young women, pwd and underserved groups.



VISION

VISION 1: To become Africa's leading gender-inclusive technology and STEM innovation hub advancing sustainable livelihoods through digital transformation.

VISION 2: To become Africa's leading digital innovation hub transforming ideas into powerful visual narratives that inspire social impact and sustainable change.

& MISSION

To equip young women and marginalized youth with future-ready ICT skills, mentorship, and industry pathways that promote decent work, innovation, and inclusive economic growth aligned with SDGs 5, 8, 9, and 17.

CORE COMPETENCIES

01

ICT & STEM SKILLS DEVELOPMENT

A tech hub that conducts ICT trainings is responsible for designing and delivering practical digital skills programs, promoting innovation and STEM education, empowering youth and women, supporting entrepreneurship and job readiness, and driving community digital transformation.



02

3D & 2D Animation Production

- Concept design, modeling, rigging, and rendering
- Character development and motion storytelling
- High-quality animations for social change campaigns and brand storytelling



03

Multimedia Production

- Video editing, voiceover, motion graphics, and documentary production
- Interactive digital content for awareness and training
- Social media visuals, campaign branding, and digital storytelling kits





04

ICT for Development (ICT4D)

- Digital solutions for advocacy and civic engagement
- Policy-driven communication systems for governance and transparency
- Training and youth empowerment in digital skills and creative technology



05

Scriptwriting & Storytelling for Development

- Crafting emotionally engaging narratives for international NGOs and public awareness projects
- Educational and advocacy scripts aligned with global development priorities



06

SDG Communication & Advocacy

- Developing creative content that translates complex development goals into relatable visuals
- Campaign and animation projects promoting SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 10 (Reduced Inequality), and SDG 13 (Climate Action)

Faidhaa delivers competency-based, industry-aligned ICT training including:



OUR IMPACT AREAS

International & Local NGOs:

Visual communication strategies for impact reporting, advocacy, and social campaigns. (*Clients include: International IDEA, UNIDO, UNFPA, WHO, UN Human Rights, ITU Academy, CEADER, ALIWA, and local NGOs across Nigeria and Global.*)

Education & Youth Development:

Running digital storytelling bootcamps, youth innovation labs, and women-in-tech programs that empower the next generation of African creators.

Public Sector & Government Agencies:

Supporting ministries and development commissions with civic awareness videos, policy storytelling, and ICT-driven citizen engagement platforms.

Private Sector:

Corporate animation, explainer videos, digital branding, and product visualization for startups and SMEs.



SELECTED PROJECT PORTFOLIO

Project Title	Client/Partner	Description
Digital Health & Community Care Innovation	World Health Organization (WHO) UNFPA Faidhaa Innovation Hub	A gender-responsive digital health training programme equipping young women, female health workers, and PWD youth with eHealth, telemedicine, and digital health data skills.
PharmaTech & Pharmaceutical Manufacturing Skills Accelerator	UNIDO World Health Organization (WHO) Faidhaa Innovation Hub	A technical and digital upskilling programme preparing youth, women, and PWDs for employment and entrepreneurship in pharmaceutical manufacturing and health commodity supply chains.
Inclusive STEM Leadership & Civic Innovation Fellowship for Young	International IDEA UNFPA Faidhaa Innovation Hub	A STEM and civic innovation fellowship empowering young women and PWD youth with advanced digital, policy, and leadership skills to address health and pharmaceutical governance challenges.

OUR APPROACH

Faidhaa Innovation Hub operates at the intersection of **creativity, technology, and social purpose.**

Promote SDGs with STEM Skills:

Be a hub of innovation and collaboration for Digital Knowledge and Economic Growth

Research-driven storytelling aligned with project goals.

Human-centered design ensuring accessibility and audience relevance.

Sustainable production integrating green, inclusive, and gender-sensitive narratives.

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TEAM STRUCTURE



AHMAD SHEU
Creative Projects
Manager Officer



**AMEERAH
MUHAMMAD ASHIR**
Founder



MUHAMMED AHMED
Programmes State
Coordinator Officer



DANIEL AYENI
Technical ICT Lead/
System Developer



NANCY AMEH
Training and
Curriculum Officer



JAMIU BALOGUN
Project &
Communications
Officer

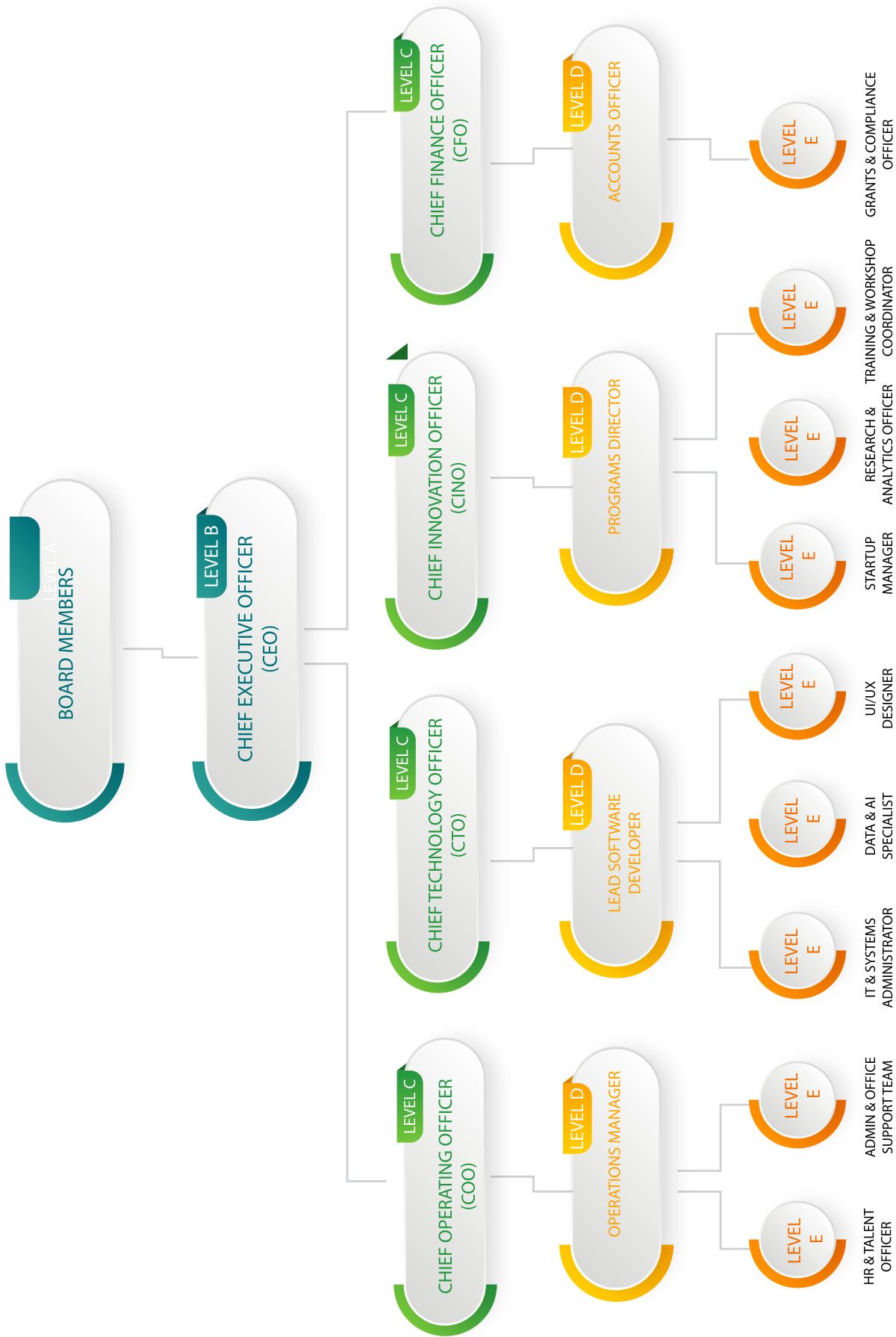


FAWAZ MUHAMMAD
Finance Director
Officer



FAREEDA BELLO
Regional Coordinator
Officer

FAIDHAA INNOVATION HUB [ORGANOGGRAM]



STRATEGIC PARTNERS & CLIENTS

- ➡ United Nations Human Rights (UNHR)
- ➡ ITU Academy / NTIPRIT
- ➡ CEADER Women's Leadership Program
- ➡ Africa for Sustainable Development Fellowship
- ➡ Local NGOs, CSOs, and private digital firms in Nigeria and Global
- ➡ International IDEA
- ➡ UNIDO
- ➡ WHO
- ➡ UNPFA
- ➡ NITDA



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