

**BAYERO UNIVERSITY, KANO**



**SCHOOL OF GENERAL AND ENTREPRENEURSHIP  
STUDIES**

**FACULTY OF COMPUTING**

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**REPORT ON: ENGAUSA TECH HUB**

**GROUP A (1)**

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## 1.0 INTRODUCTION

In recent years, the Nigerian economy has witnessed significant policy shifts such as the removal of fuel and electricity subsidies, as well as the cashless and naira redesign policies. These have brought both opportunities and challenges to businesses, including those in the IT sector. Engausa Tech Hub, an innovation center that provides digital training and IT solutions, is one of the businesses affected by these changes.

This report documents the experiences of Engausa Tech Hub with respect to subsidy removal, its challenges, strategies to mitigate these challenges, and new opportunities.

## 2.0 DESCRIPTION OF THE BUSINESS

Engausa Tech Hub is an innovation and technology center based in Kano. It provides IT-related services such as software development, ICT training, entrepreneurship empowerment, and digital literacy programs. The hub is focused on bridging the gap between education and technology by equipping young people with employable digital skills.

## 3.0 PRODUCTS AND SERVICES

The major products and services offered by Engausa Tech Hub include:

- a. ICT training and capacity building programs
- b. Software development and deployment
- c. Digital marketing services
- d. IT consultancy and support
- e. Innovation and entrepreneurship incubation
- f. Provision of co-working space for startups

## 4.0 MARKET OUTLETS OF THE BUSINESS

Engausa Tech Hub provides its services to a wide range of clients, including:

- a. Students and graduates seeking digital skills
- b. Small and Medium Enterprises (SMEs)
- c. Government agencies
- d. NGOs and international organizations
- e. Startups and entrepreneurs in Kano and beyond

## 5.0 CHALLENGES FACING THE BUSINESS

The removal of subsidies and other economic policies have created several challenges for Engausa Tech Hub, including:

- a. Increased cost of electricity due to subsidy removal
- b. High cost of internet services, which are essential for training and operations
- c. Reduced purchasing power of clients, affecting enrolment numbers
- d. Inflationary pressures on equipment and maintenance costs
- e. Difficulty in sustaining affordable training fees for students

## 6.0 MEASURES USED TO MITIGATE CHALLENGES

Engausa Tech Hub has adopted several measures to cushion the effects of the challenges:

- a. Adoption of solar power and alternative energy sources to reduce dependence on the grid
- b. Leveraging online platforms for training to cut down costs of physical facilities
- c. Introduction of flexible payment plans for students
- d. Collaboration with NGOs and government agencies for funding support
- e. Resource sharing and partnerships with other hubs

## 7.0 BUSINESS OPPORTUNITIES AS A RESULT OF POLICY CHANGES

Despite the challenges, the subsidy removal policies have opened up new opportunities for Engausa Tech Hub, including:

- a. Rising demand for digital skills as more people seek alternative employment
- b. Increased opportunities in renewable energy training and ICT solutions
- c. Expansion of remote work culture, which relies heavily on ICT
- d. Growing demand for tech-driven entrepreneurship
- e. Wider outreach beyond Kano through online platforms

## 8.0 CONCLUSION AND RECOMMENDATIONS

Engausa Tech Hub has demonstrated resilience in navigating the impacts of recent economic policies. Although the challenges of high costs and reduced purchasing power persist, the hub has been able to adopt innovative measures to sustain its operations. It is recommended that the government create more enabling policies for ICT businesses, reduce internet costs, and encourage collaboration between tech hubs and public institutions.