

Jumia initiative empowers Lagos women to deepen e-commerce penetration

Online shopping destination, Jumia is empowering resident women in Lagos to deepen e-commerce penetration in Nigeria through Women & Youth Empowerment Programme.



A cross section of Jumia leadership team with some of the participants at the Jumia Women & Youth Empowerment Programme. Image supplied.

The programme was created to provide training and support to young women and youth seeking to expand their sources of income.

It is also aimed at ultimately bridging the widening unemployment gap among the youth in the country, had its pilot phase launched on Friday 14 June 2019, at the Jumia Experience Centre in Yaba, Lagos.

According to the chief executive officer of Jumia Nigeria, Juliet Anammah, when women are empowered, families are also empowered. She also noted that the empowerment programme aligns with Jumia's mission of improving the everyday lives of Nigerians.



L-R Olukayode Kolawole, Head of PR & Communications, Jumia Nigeria; Mrs Esther Olusanya, a full-time housewife; Mrs Juliet Anammah, CEO, Jumia Nigeria; and Mrs Omobolanle Ajala, a local tailor in Agege; at the launch of the Jumia Women & Youth Empowerment programme held last Friday at the Jumia Experience Centre, Yaba, Lagos. Image supplied.

Esther Olusanya, a full-time housewife and Omobolanle Ajala, a local tailor in Agege suburb of Lagos, were among local women who attended the programme. The two nursing mothers described the initiative as an “excellent supplement for women looking to make extra income to support their families while helping others save time and save money on Jumia”.

One of the facilitators of the programme, Jumia’s head of growth marketing, Olusegun Martins, stated that “beyond empowering women, the programme has a long term goal of helping consumers understand how to benefit from online shopping, especially among rural dwellers”. He encouraged the participants to leverage the programme to support themselves.

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