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## Disrupting the status quo – how the agro-technology innovation fund fueled prosperity for entrepreneurs and farmers in Nigeria

April 21, 2022



*This year for World Creativity and Innovation Day (<https://www.un.org/en/observances/creativity-and-innovation-day>) on April 21st, we're pleased to highlight an inspiring look into how MEDA's Nigeria WAY farmer and women entrepreneur clients are innovating and building resilient and stronger farms and businesses. The Nigeria WAY project also aligns well with this day's connection to the UN's Sustainable Development Goal # 8- Decent Work and Economic Growth.*

Nigeria WAY's Innovation Fund helps its clients plant seeds of innovation

Innovation is a seed that can blossom into increased skills, productivity, and prosperity. The Nigeria WAY (<https://www.meda.org/projects/nigeria-way/>) project prides itself on helping its clients plant these seeds for themselves. It provides improved access to technology and innovative processing techniques for clients in Nigeria's Bauchi state, including Direct Price Discounts and Business Development Services. These tools support women and youth entrepreneurs by providing them with improved access to equipment and training for their businesses.