



SUCCESS STORY

Nigerian Associations Invest Their Own Resources to Protect ICT Assets

Market associations in Kano and Mile 12 markets build on MISTOWA-funded equipment



Photo: MISTOWA

The Dawanau Market Development Association (DMDA) built this structure to protect their brand new generator.

USAID's MISTOWA project has stimulated the use of modern technology to generate more trade. Producers and traders embrace the new technology and are increasingly using their own resources to purchase equipment that will assure 24-hour access to market information.

The bustling Nigerian markets of Dawanau and Mile 12 took a leap into the future thanks to their partnership with the USAID-funded MISTOWA (Regional Market Information Systems and Traders' Organizations of West Africa) project. Over the last year, MISTOWA equipped two Nigerian associations with computer equipment and ICT training to access market information. As a result, traders and producers in Lagos Mile 12 Market and Dawanau (Kano) are more competitive in their deals.

To assure the continued availability of their equipment, both the Dawanau Market Development Association (DMDA) and the Lagos Mile 12 Association took steps to safeguard their new high-tech trade tools. Each association planned and built the structures necessary to protect their equipment.

The Lagos Mile 12 Association built a brand new resource center and arranged connection to a power line. They also invested in the fencing of a VSAT (Very Small Aperture Terminal) satellite system. Similarly, DMDA built a structure to house an expensive new generator. DMDA acquired additional equipment for support services to its members, including mobile handsets for eight enumerators, and a photocopier and lamination machine for the center.

Nevertheless, many association members are taking matters into their own hands and purchasing computers for their personal use. "ICT/MIS trainings have helped to enhance our business activities as we can now easily link up with business associates, establish new business and track purchases and sales," explained Alhaji Abdul Mohammed, a cereals and perishables trader in the Lagos Mile 12 market.

So when association member Alhaji Mohammed Koya traveled to Saudi Arabia for the 2006 Hajj, he planned to purchase a computer for himself and offered to do the same for other members. Ten members eagerly placed orders for desktop or laptop computers. Fortunately, Mr. Koya was happy to oblige.