



KWARA STATE MINISTRY OF BUSINESS INNOVATION AND TECHNOLOGY

MANDATORY ADVANCE COMMUNICATION RULES OF UPCOMING  
CHANGES

IN LINE WITH  
EXECUTIVE ORDER ON THE PROMOTION OF  
TRANSPARENCY AND EFFICIENCY IN THE BUSINESS ENVIRONMENT

December 2023

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## **LEGAL REFERENCE**

Kwara State Ministry of Business Innovation and Technology was established 2000 through an Executive Order.

## **VISION**

The Business Innovation and Technology Ministry is designed to accelerate the Socio-Economic Growth and Development of Kwara State by Encouraging all Entrepreneurs Business Related Tripods and Ensuring a "Business Safe Haven.

## **MISSION**

The Ministry of Business Innovation and Technology was created to ensure unfettered access to ease of doing business in the North Central Region of Nigeria and to operate, discharge, develop, and deliver a World-Class Business Hub for the overall Financial and Economic Progress of Kwara State and Nigeria as a whole.

## **MANDATE**

1. Promote Business Development
2. Foster Technological Innovation
3. Support SMEs and Startups
4. Develop Digital Infrastructure
5. Enhance ICT Education and Skills Development
6. Promote E-Government and Digital Transformation

## **COMMUNICATION STRATEGY FOR BOTH INTERNAL AND EXTERNAL PUBLIC WITH TIMELINES AND MILESTONES**

### **A. Current Situation /Background**

The communication strategy shows how effective communication can:

- Help us achieve our overall organizational objectives
- Engage effectively with stakeholders
- Demonstrate the success of our work
- Ensure people understand how to do
- Change behaviour and perceptions where necessary

## A. **Our Current Situation**

The Ministry of Kwara State Ministry of Business Innovation and Technology is charged with the mandate to ensure unfettered access to ease of doing business in the North Central Region of Nigeria and operate, discharge, develop, and deliver a World-Class Business Hub for the overall Financial and Economic Progress of Kwara State and Nigeria as a whole.

Kwara State Ministry of Business Innovation and Technology's Information Unit has created a network of relationships with the media, stakeholders, and the public to tackle the above and ensure that the Ministry appropriately understands its mandate and place in the state. The recorded achievements were possible through channeling the need to guarantee safe service delivery to citizens and periodic service reviews.

### **The objective of the Communication Strategy**

1. **Raise Awareness:**
  - Increase public awareness and understanding of the ministry's initiatives, programs, and services to promote business innovation, entrepreneurship, and technological advancement in Kwara State.
2. **Build Stakeholder Engagement:**
  - Foster meaningful engagement and collaboration with stakeholders, including businesses, entrepreneurs, investors, academia, government agencies, and civil society organizations, to gather feedback, share information, and mobilize support for the ministry's goals and initiatives.
3. **Promote Policy Advocacy:**
  - Advocate for supportive policies, regulatory frameworks, and incentives that encourage business innovation, technology adoption, and investment in Kwara State, leveraging strategic communication channels to influence decision-makers and shape public discourse on relevant issues.
4. **Showcase Success Stories:**
  - Highlight success stories, case studies, and best practices of businesses, startups, and innovators in Kwara State to inspire others, showcase the impact of the ministry's efforts, and attract investment, talent, and collaboration opportunities to the state.
5. **Enhance Digital Engagement:**

- Leverage digital communication platforms, social media channels, and online engagement tools to reach diverse audiences, facilitate two-way communication, and enhance transparency, accessibility, and responsiveness in the ministry's interactions with stakeholders and the public.

## **B. Target Audience:**

### **1. Entrepreneurs and Startups:**

Aspiring and established entrepreneurs developing innovative business ideas, launching startups, and seeking support, resources, and opportunities to grow and scale their ventures in Kwara State.

### **2. Small and Medium-sized Enterprises (SMEs):**

Owners, managers, and employees of SMEs operating in various sectors of the economy, including agriculture, manufacturing, services, and technology, can benefit from programs, services, and incentives to enhance their competitiveness and sustainability.

### **3. Investors and Venture Capitalists:**

Angel investors, venture capitalists, private equity firms, and other investors interested in funding promising business ventures, startups, and innovative projects in Kwara State seek information on investment opportunities, incentives, and regulatory frameworks.

### **4. Academic and Research Institutions:**

Universities, research centers, and academic institutions involved in research, development, and innovation activities, as well as students, faculty, and researchers interested in collaborating with industry partners, accessing funding, and commercializing research outcomes.

### **5. Industry Associations and Chambers of Commerce:**

Business associations, trade groups, and chambers of commerce represent various sectors of Kwara State's economy, including technology, agriculture, manufacturing, and services, who can serve as strategic partners and advocates for the ministry's initiatives.

### **6. Government Agencies and Policy-makers:**

Officials, policymakers, and regulators within the Kwara State government, as well as relevant federal agencies, who are involved in shaping policies, regulations, and incentives related to business innovation, technology adoption, and economic development.

### **7. Civil Society Organizations (CSOs) and Non-profit Organizations:**

Non-governmental organizations, advocacy groups, and civil society organizations focused on promoting entrepreneurship, innovation, and technology-driven solutions to address social, environmental, and economic challenges in Kwara State.

### **8. General Public:**

Residents, citizens, and community members of Kwara State who are

interested in entrepreneurship, innovation, and technology-related developments, as well as consumers who may benefit from new products, services, and solutions emerging from the ministry's initiatives.

## A. Communication Mix

### 1. Digital Channels:

- **Website:** Maintain an official ministry website as a central hub for information, updates, and resources related to business innovation and technology initiatives in Kwara State.
- **Social Media:** Utilize platforms such as Twitter, LinkedIn, Facebook, and Instagram to share news, success stories, events, and engage with stakeholders and the public.
- **Email Newsletters:** Distribute regular newsletters to subscribers with updates on programs, funding opportunities, events, and other relevant information.

### 2. Traditional Media:

- **Press Releases:** Issue press releases to local newspapers, radio stations, and television networks to announce major initiatives, partnerships, events, and policy developments.
- **Interviews:** Arrange interviews with journalists and media outlets to discuss key topics, showcase success stories, and amplify the ministry's messages to a wider audience.

### 3. Community Engagement:

- **Town Hall Meetings:** Organize town hall meetings and public forums in different regions of Kwara State to engage directly with entrepreneurs, startups, investors, and community members, gather feedback, and address concerns.
- **Workshops and Seminars:** Host workshops, seminars, and training sessions on business innovation, entrepreneurship, technology adoption, and digital skills development for target audiences across the state.

### 4. Industry Events:

- **Conferences and Expos:** Participate in industry conferences, expos, and trade shows related to technology, innovation, and entrepreneurship to showcase Kwara State's potential, network with industry stakeholders, and attract investment and partnerships.
- **Hackathons and Innovation Challenges:** Organize hackathons, innovation challenges, and competitions to spur creativity, collaboration, and problem-solving among entrepreneurs, technologists, and innovators in Kwara State.

### 5. Collaboration and Partnerships:

- **Industry Partnerships:** Forge strategic partnerships with industry

associations, chambers of commerce, research institutions, and technology hubs to leverage resources, share knowledge, and co-develop programs and initiatives that support business innovation and technology adoption.

- **Government Collaboration:** Collaborate with other government agencies, ministries, and departments in Kwara State to align policies, streamline regulations, and coordinate efforts to promote business innovation and economic development.
6. **Online Resources and Tools:**
- **Webinars and Online Courses:** Offer webinars, online courses, and virtual workshops on topics such as entrepreneurship, digital marketing, innovation management, and technology trends to provide accessible and scalable learning opportunities to entrepreneurs and startups.
  - **Online Portals and Resource Centers:** Develop online portals, resource centers, and digital libraries with curated content, toolkits, guides, and templates to support entrepreneurs, innovators, and small businesses in Kwara State.
7. **Public Relations and Thought Leadership:**
- **Thought Leadership Articles:** Publish articles, blog posts, and opinion pieces authored by ministry officials, industry experts, and stakeholders on relevant topics, trends, and insights in business innovation and technology to establish the ministry as a thought leader and influencer in the field.
  - **Awards and Recognition:** Recognize and celebrate exemplary businesses, startups, and innovators through awards, grants, and recognition programs to showcase success stories, inspire others, and foster a culture of innovation and excellence in Kwara State.

S/N O	ITEMS	MODALITIES	REMARK
1.	Meeting with heads of relevant stakeholders (Hit FM, CRBC etc.)	Writing of letters soliciting for audience with relevant executives	Create partnership between the Ministry and members of the public
2.	Monthly meeting with journalist	To intimate them with monthly activities of the Ministry	Dissemination of new ideas
3.	Appearance on radio programmes	Monthly presentation on radio programmes	Radio has a large audience of listeners (members of the public)

#### A. Evaluating Success:

To evaluate the Ministry's success, below is performance indicators and evaluating measures to be used. This will help effect any future changes of where necessary.

##### External:

- i. Have we achieved our objectives in creating sustained awareness and good public image?
- ii. Were the right audience reached?
- iii. Were right tools used?
- iv. Were decisions taken as results?

##### Internal:

1. Did our messages reach the staff within our organization?
2. Did we understand what the message was?
3. Did we use the right tools in the dissemination of messages?

SIGNED:

Permanent Secretary

KWARA STATE MINISTRY OF BUSINESS INNOVATION AND TECHNOLOGY

