



OFFICE OF THE NIGERIA STUDENTS AMBASSADOR

Proposal Overview

Objective:

The "Return to Nigeria" initiative aims to encourage Nigerian students studying abroad to return to Nigeria after their studies. This initiative leverages their acquired knowledge and skills to support and develop various sectors in Nigeria, including local government projects, state parastatals, and federal initiatives. The campaign addresses immigration pressures in the UK and EU while promoting development in Nigeria, creating a mutually beneficial scenario for both regions.

Key Components of the Proposal:

1. Campaign Activities:

Road Trip from England to Nigeria:

Objective: Generate publicity and create a compelling narrative highlighting the journey and potential impact of returning students on Nigeria's development.

Activities: Plan a detailed route, engage media houses, bloggers, and social media influencers, and secure sponsorships from automobile companies, fuel companies, technology firms, and media outlets.

Awareness Drive in Nigeria:

Objective: Engage Nigerian governmental and private sector institutions to support the initiative by providing opportunities for returning students.

Activities: Organize workshops and seminars, form partnerships with local government authorities, state parastatals, and federal agencies.

2. Benefits of the Campaign:

Reducing Immigration Pressures:

- ❖ Encouraging Nigerian students to return home reduces the burden on the immigration systems of the UK and EU.
- ❖ This aligns with the UK and EU governments' goals of managing immigration effectively while maintaining strong international relations.
- ❖ Promoting Development in Nigeria:
- ❖ Returning students bring back valuable skills and knowledge, promoting economic and social development in Nigeria.

☎ Nig-08074932438 ✉ john@nigeriastudentambassador.com
UK-07911192613

📍 Diplomatic Quarters, 10, Jubril
Aminu Crescent. Katampe Ext. Abuja
UK Address- 62 Minehead way .
Stevenage



OFFICE OF THE NIGERIA STUDENTS AMBASSADOR

b. Promoting Development in Nigeria:

- ❖ Returning students bring back valuable skills and knowledge, which can be applied to various sectors, promoting economic and social development.
- ❖ This initiative supports the Nigerian government's development goals and contributes to nation-building efforts.

c. Strengthening Bilateral Relations:

- ❖ Successful implementation of the campaign can enhance diplomatic relations between Nigeria and the UK/EU/Us/Australia/China
- ❖ Showcasing the positive impact of returned students can lead to further collaborative projects and partnerships.

3. Implementation Strategy:

a. Sponsorship and Funding:

- ❖ Automobile Companies: Toyota, Ford, Mercedes-Benz.
- ❖ Fuel Companies: Shell, Total, BP.
- ❖ Technology Firms: Google, Microsoft, Dell.
- ❖ Media Outlets: BBC, CNN, Al Jazeera, Nigerian Television Authority (NTA).
- ❖ Governments and Institutions: UK Home Office, DFID, European Commission.

b. Media Engagement:

- ❖ Secure coverage from major media houses to document the road trip and campaign activities.
- ❖ Utilize social media platforms to share real-time updates, engage with the audience, and create a buzz around the initiative.



OFFICE OF THE NIGERIA STUDENTS AMBASSADOR

c. Partnerships and Collaborations:

- ❖ Collaborate with Nigerian government agencies, educational institutions, and private sector organizations to create opportunities for returning students.
- ❖ Engage with international organizations to support the campaign's objectives and ensure its success.

4. Monitoring and Evaluation:

a. Key Performance Indicators (KPIs):

- ❖ Number of students participating in the return initiative.
- ❖ Number of job placements, internships, and entrepreneurial ventures started by returning students.
- ❖ Media reach and engagement metrics.
- ❖ Sponsor feedback and continued support.

b. Feedback Mechanism:

- ❖ Regular surveys and feedback forms for participants.
- ❖ Continuous engagement with sponsors and partners to evaluate the impact and

Conclusion:

The "Return to Nigeria" initiative represents a strategic effort to address immigration pressures while promoting development in Nigeria. By leveraging the skills and knowledge of Nigerian students abroad, this campaign offers a sustainable solution to enhancing both Nigeria's growth and the international community's immigration goals. We seek the support and sponsorship of the UK Home Office, DFID, the European Commission, and prominent media houses to make this initiative a success.

📞 Nig-08074932438 📧 john@nigeriastudentambassador.com
UK-07911192613

📍 Diplomatic Quarters, 10, Jubril
Aminu Crescent. Katampe Ext. Abuja
UK Address- 62 Minehead way .
Stevenage