

## 2024 ACTIVITIES

### WIVADEV SHINES A SPOTLIGHT ON WOMEN & LEADERSHIP DURING A TV SHOW APPEARANCE ON CANAL 2, DOUALA

#### WIVADEV Media Sensitization



On October 15, 2024, WIVADEV Founder and CEO Barr. Martina Azaah épse Enow was invited to participate in a thought-provoking discussion on the popular TV show Women & Leadership aired on CANAL 2, Douala. This special episode delved into the pressing issue of challenges faced by young girls and the transformative role that support systems like WIVADEV play in empowering them to overcome these obstacles.

The program brought together Barr. Martina Azaah and two beneficiaries of WIVADEV's Scholarship Program, offering a platform for personal stories of resilience, growth, and hope. Throughout the discussion, the panelists shared their unique journeys, shedding light on the multifaceted vulnerabilities young girls face while also celebrating their unyielding strength and determination.

### **Key topics explored during the episode included:**

**Challenges Faced by Young Girls:** The conversation highlighted how societal, financial, and familial pressures often impede the dreams and ambitions of young girls, leaving them vulnerable to early marriage, limited educational opportunities, and a lack of career prospects.

**Empowerment Through Education:** The panelists underscored how education, coupled with mentorship and financial support, serves as a powerful tool in breaking the cycle of poverty and gender inequality.

**WIVADEV's Role in Transformation:** As the conversation evolved, it became clear how WIVADEV's initiatives have had a significant impact on the lives of many girls. Through scholarships, mentorship programs, and career orientation, WIVADEV helps girls gain the necessary tools to not only complete their education but to excel in their chosen paths.

### **Powerful Stories of Change**

Two particular stories stood out during the episode:

**Environmental Education Advocate:** One of the beneficiaries shared how WIVADEV's guidance helped her discover her passion for environmental

education. With WIVADEV's support, she received a two-year accommodation scholarship that allowed her to continue her studies without interruption after high school. Today, she is making valuable contributions to environmental conservation and education, inspiring other young girls to pursue their dreams, regardless of the challenges they face.

**Preventing Early Marriage Through Education:** Another participant opened up about her personal struggles with financial instability, which threatened to push her into an early marriage. However, thanks to WIVADEV's assistance with accommodation and tuition fees over the past three years, she was able to stay focused on her education. This support not only protected her from an early marriage but also allowed her to dream of a future filled with possibility, free from the limitations imposed by financial hardship.

### **Conclusion: A Call to Support Girls' Education**

The discussion culminated with a powerful message on the importance of continued investment in young girls' education and empowerment. WIVADEV's unwavering commitment to providing both financial and moral support to young girls in need is changing lives, creating pathways to success, and paving the way for a future where girls can thrive, lead, and make impactful contributions to society.

The program captured the essence of these life-changing stories through both heartfelt narratives and inspiring visuals, creating a lasting impression on viewers and highlighting the transformative power of education and community support.

Photos from the episode are attached, capturing the energy of the discussion and the powerful testimonies shared by the panelists.



