

PROGRAM REPORT - JASMINE DISCOVERS TECH BOOK READING 2025

Executive Summary

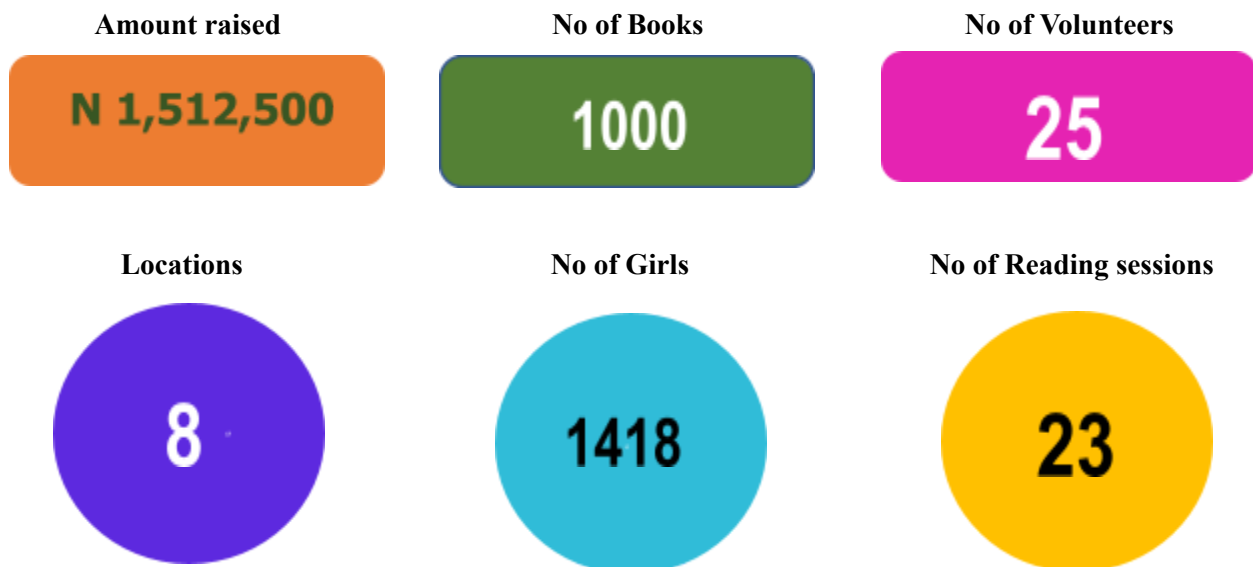
This report highlights the execution and outcomes of the *Jasmine Discovers Tech* initiative — a month-long book reading initiative designed to introduce girls to the world of technology through storytelling. Held across multiple locations, the initiative reached **1,418 girls** and facilitated the **distribution of 1,000 books**.

Program Overview

- Objective: To spark early interest in technology among girls through a relatable, fictional book.
- Target Audience: Girls within the age bracket of **8-16**.
- Duration: April 25 - May 25.
- Partner/Host Organizations & Individuals: **20** hosts—including 12 organizations, 7 schools, and 1 independent host—who helped mobilize girls and facilitate book readings in their communities.

Geographical Reach

- Regions Covered: [Lagos](#), [Abuja](#), [Ibadan](#), [Ota](#), [Calabar](#), [Anambra](#), [Ghana](#) & [Kaduna](#).



Program Activities

1. Book Readings: Interactive reading sessions conducted in classrooms and community centers.
2. Q&A Sessions: Engaging discussions following the readings.
3. Book Distribution: Participants received a personal copy of the book.
4. Photo Sessions: Photos and videos captured by volunteers and hosts to document the activities.

Impact Highlights

- Sparked greater curiosity and enthusiasm for technology subjects among girls, with boys also showing strong interest—some even joining the book reading sessions.
- Positive testimonials from teachers, parents, hosts, and volunteers praising the book's relevance and impact.
- Several girls expressed interest in joining tech clubs and exploring careers in technology, inspired by the program.

Challenges & Lessons Learned

1. Early in the project, misalignments in communication between the Heels & Tech and Consulting teams led to a few task overlaps and delays. This highlighted the importance of clearer coordination and more consistent check-ins, both of which were subsequently introduced to improve alignment and collaboration across teams.
2. The program's initial date, April 25, coincided with school holidays across Nigeria, which affected participation from several schools and organizations. As a result, the program was extended by one month to allow more girls to take part, enhancing overall reach and engagement.
3. Late collaboration with the HT team delayed social media fundraising, highlighting the need for earlier planning, strict timeline adherence, and diligent follow-up on tasks in future events.
4. Some volunteers/hosts couldn't afford book logistics costs, which the project had to cover, stressing the budget and underscoring the need to budget for such expenses upfront.

Media & Publicity

- Oracle Blog News- read [here](#)
- Book reading photos & videos Link- view [here](#)