NAA ANOWA AWULA I,

NOYAA MANYE (DEVELOPMENT QUEEN MOTHER) OF OSU ASHANTE BLOHUM, OSU-ACCRA

CONCEPT PAPER

INTRODUCTION:

On 6th December 2025, I was enstooled as the Development Queen mother (Noyaa Manye) of Osu Ashante Blohum to lead in the development agenda. Osu Ashante Blohum is a traditional family/lineage (Dzaase) within the Osu area of Accra, holding authority over certain traditional matters, it consists of seven (7) clans.

A cursory needs assessment shows an urgent necessity to address some of the pressing issues confronting the people with a strategy to tap into available and untapped resources for economic empowerment and development. In line with this, this Concept Paper has been prepared.

VISION

To serve as guiding beacon for development and sustainable success.

Core Components of my Development Vision are as follows:

- **Purpose-Driven Direction:** Providing a compelling reason (*why)* that connects my mission to a larger, meaningful outcome, motivating commitment beyond just words.
- **Future Focus:** Looking beyond immediate challenges to chart a course for sustainable growth, setting realistic yet ambitious long-term goals.
- **Empowerment & Growth:** Cultivating an environment where individuals reach their full potential, develop skills, and take ownership of their growth.
- **Values Alignment:** Ensuring all efforts are rooted in core principles like integrity, collaboration, culture and tradition and adaptability and making decisions that are consistent and trustworthy.

- **Inspiration & Motivation:** Articulating a vision that energizes people, encourages innovation, and rallies them around shared objectives even in the midst of challenges.
- **Adaptability:** Remaining flexible, adjusting strategies to new challenges, and fostering continuous learning.

MISSION

To empower and inspire the people of Osu Ashante Blohum, especially children, and the young adults through education and economic development activities that drive innovations and fosters economic growth to achieve long-term development of the community

THE MAIN PILLARS OF WORK

My Agenda hinges on six main pillars:

Pillar One – *Go to School*

This project addresses the *need* for parents to take their children to school by giving them basic education, which is crucial for individual empowerment, economic growth, and societal development, providing foundational literacy, numeracy, and critical thinking skills that boost employability, reduce poverty, promote health, foster innovation, and build informed, engaged citizens essential for democracy and peace. It unlocks opportunities, enhances life choices, and develops the knowledge and values needed for personal fulfillment and collective progress.

Basic education according to UNESCO is a fundamental human right, which is essential for individual empowerment, poverty reduction and sustainable development and this aligns with the SDG 4 global agenda to ensure inclusive, lifelong learning opportunities, free and compulsory where possible, to foster peace and personal growth.

Pillar Two – *Stay in School*

This project emphasizes the importance of secondary education as crucial for developing critical thinking, social skills, and independence, acting as a bridge to

higher education or the workforce by fostering intellectual, personal, and emotional growth, which empowers individuals, boosts economic growth, reduces poverty, and prepares well-rounded citizens for life's challenges.

Secondary education benefits the individual because it facilitates career and higher education as it prepares students for foundational knowledge, vocational skills and diverse career path. Secondary education help students cultivate critical thinking skills, problem-solving, creativity, research and digital literacy among others. It helps in personal growth by nurturing independence, emotional intelligence, practical skills, financial literacy and a strong sense of identity as well as appreciation of employment rights.

Pillar Three – *Learn a Trade to acquire a Skill and start a Trade*

This project aims at equipping the youth with a skill to take care for themselves instead of being dependent on others an emphasis on empowerment and self-sufficiency over temporary aid. "**Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.**" Meaning providing temporary relief (the fish) only solves an immediate problem. In contrast, teaching someone a skill or providing them with the means to support themselves (teaching them to fish) offers a long-term, sustainable solution to their needs. The idea is to foster independence and provide dignity, rather than perpetuating dependency. Thus, vocational training is crucial for providing individuals with practical, job-specific skills, bridging the gap between education and employment, boosting confidence, fostering economic growth by filling labor needs, and offering diverse learning paths, leading to higher employability, increased earnings, and adaptable, lifelong careers.

Pillar Four – *Avoid Early Sex*

This project focuses on sex education for the youth. A focus on strong family and friend connections. Setting clear boundaries, learning to say "no," avoiding risky situations and responsible use of media, avoid gifts for sex, engage in healthy activities, and discuss sexual health openly, as early sex carries risks like STIs, unintended pregnancy, and emotional challenges, with abstinence until marriage often promoted for long-term well-being and spiritual reasons.

Pillar Five – *Avoid the use of Drugs*

Drug abuse has severe consequences and wide-ranging effects on teenagers, impacting their developing brains, physical and mental health, academic performance, social relationships, and increasing their risk of legal troubles and addiction later in life. The adolescent brain is particularly vulnerable to permanent damage from substance exposure. Staying away from drugs is very helpful as the use of drugs can lead to substance abuse and mental health disorders. Drug use can cause or worsen existing mental health issues:

- Depression, anxiety, and severe mood swings.
- Personality disorders and conduct problems.
- Psychosis, paranoia, hallucinations, and suicidal ideation.

It has serious consequences both on academic and social life. Drug abuse significantly impacts school performance, leading to lower grades, attendance problems, difficulty concentrating, and a higher chance of dropping out. It also leads to poor social relationships because teenagers abusing drugs often withdraw from family and friends, lose interest in hobbies and extracurricular activities, and associate with peers who also use substances.

In adults has extensive negative consequences, affecting their physical and mental health, personal relationships, professional lives, and contributing to significant social and financial problems. It has health effects that can impact nearly every organ in the body, leading to various short and long-term health problems. It can lead to cardiovascular issues, respiratory problems, organ damage and infectious diseases. Other issues are malnutrition and significant weight changes, severe dental problems and a weakened immune system.

Pillar Six – *Culture as a Tool for Economic Empowerment.*

This pillar will highlight the unsung traditional/cultural story of the people of Osu. The project focuses on tapping the untapped cultural/traditional resources of the people of Osu Ashante Blohum to further promote the Ga Culture through tourism. Using cultural education as a medium, the children and young adults can be educated and sensitized on benefits of some of the cultural practices, which promote responsible citizenship. It will also help disabuse minds of some of the misconceptions surrounding the African traditional beliefs and practices – this will

ultimately promote the Ghanaian culture through tourism and contribute to economic development.

IMPLEMENTATION & FUNDING

Each pillar will be treated separately on its own in order to achieve its objectives and measurable outcomes.

Financial support will be needed to help in the implementation of the programme and sponsorship is solicited from organizations and/or citizens to support this noble cause. Any support received will be duly acknowledged through collaboration in the form of advert of the organization's product attached to the implementation of the programme, as well as opportunity for the citizen or organization's representative to make a statement if they so desire.