

ICT FOR SUSTAINABLE DEVELOPMENT



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Abstract

The goal of creating a sustainable world is a real and pressing one. The information and communication technology industry needs to be more aware of the risks and opportunities related to key sustainability issues. The use of ICT to drive sustainable development is a constant debate. Whereas one group staunchly defends employing ICT for guiding and implementing sustainable development, others fight vigorously to highlight its many negatives. One should readily agree that, as with most things in this world, applying ICT to propel any development will have its benefits and pitfalls. Its measurement must therefore be focused on whether the advantages outweigh the disadvantages. The study argued that driving sustainable development through ICT initiatives bring much greater benefits than negative consequence. The objectives of the study is to bring possible steps for policy implementation in using ICT for sustainable development, and also to review some benefits of ICT as regards to the public administration, environment, and health sector, and education. The study employs the use secondary data and also the use of BEEP methodology funded by European Commission which is readily available for adaptation for policy implementation. The study recommends that when advancing sustainable development with ICT as the driving force, it is essential to have proper planning, analysis, implementation, and monitoring if one anticipates favorable outcomes. It further recommends that both government and private sector should cooperate together towards implementing ICT to provide citizen access to government information and services.

Keywords: *ICT, Sustainable Development, Knowledge Transfer, Globalization, Millennium Development and Goals.*

Background to the Study

Within the framework of the contemporary world, knowledge, like land, labor, or capital, is a primary resource. Knowledge is not only important to advancing the welfare of qualified persons. It is equally important at the grassroots level if countries and industries are to prosper in meaningful ways. Information and communications technology (ICT) has changed the way we

act, think, and work drastically. Its deployment has created considerable benefits with new entrants to the market environment and has shown the potential for significant financial viability. To the extent that such initiatives are sustainable is to the degree that they will likely be beneficial without much imbalance to society. Consequently, how both countries and enterprise alike use ICT to derive sustainable development becomes pertinent to modern endeavors and will therefore be the focus of this paper. Given the increasing role of ICT in advancing both voice and data technology within telecommunications and the impact that will accrue from such initiatives toward reducing the digital divide while enhancing the millennium development goals strategies, it would seem foolhardy not to understand the ICT implications in these regard. It is with these sentiments in mind that Gilholly (2005) proffered that “for ICT to positively foster development goals, it must be employed where relevant, appropriate, and effective”

Heeks (2010) noted that because of the speed at which digital technologies are changing the modus operandi of developing countries, and equally the rate at which development initiatives using ICT fails, enterprises and government alike should take the extra precaution to recognize that sustainable development is more than a mere transfer of technology from the North to the South. He posited that to the extent that sustainability is possible is to the degree that appropriate alignment between infrastructure and need coalesce. Otherwise, the only benefit will be wasted expenditures. We have seen dramatic technological advancement in the digital world, especially within the telecommunications sector. New entrants to the Jamaican market dominate the technology environment and are exceptionally profitable. In this new dispensation of globalization, we have seen a wave of enthusiasm and enormous contribution to poverty alleviation in countries such as India and China. Nevertheless, one ought to be careful in how one advances the development of ICT initiatives.

However, ICT provides new opportunities for those who are literate, have a good education and adequate resources. Disadvantaged and marginalized groups have little chance to benefit from tools such as the Internet automatically. This further increase social divides, widens the gap between rich and poor countries, regions, individuals and even between men and women. The challenge therefore becomes how countries and enterprises can engage the use of ICT in strategic ways that advances economic, social, cultural and political endeavours for all its stakeholders in advancing sustainable development. The objectives of the study is to bring possible steps for policy implementation in using ICT for sustainable development, and also to review some benefits of ICT as regards to the public administration, environment, and health sector, and education.

Literature Review

Role of ICT in Sustainable Development

When one consider sustainable development in any realistic way, the balancing act lies between how individuals need are satisfied and how well one preserve the ecosystem and all natural resources. This is not necessarily an easy equilibrium to achieve. However, without it, sustainability may evade its implementers. Therefore, the study examined how ICT help improved sectors like public administration (role of e-government, for example), health, education and other areas like environmental, agriculture and business.

Public administration plays a central role in the new knowledge societies. It provides a range of services to citizens and industry, and engages in functions as diverse as economic development, environmental monitoring, and the provision of public information. ICTs have considerable potential to cut administrative costs through the reorganization of internal administration and through alternative provision of services. It gives room for electronic delivery and points of access from homes, schools, and libraries. According to Tang (1997), ICTs can constitute tools for citizen involvement, soliciting feedback, and promoting private sector partnerships in development and testing of delivery mechanisms. The benefits of these delivery mechanisms include user-friendly interfaces and advice for administrative procedures such as completing electronic forms; efficiency gains in claims processing time; and reduced cost of operation compared to paper-based systems. These services can be used in the prevention of fraud and abuse provided that adequate security measures are built into the system.

In the health care field advances in medical science are putting a strain on health care resources and the task of managing these scarce resources continues to be a major economic and ethical challenge. ICT applications are supporting the more efficient exchange of information between health professionals thus saving time and money. ICT enable the transfer of patient records between sites and help to improve the response of the medical staff. ICT applications can improve clinical effectiveness, continuity, and quality of care by the full range of healthcare professionals. The employment of ICT into the health sector brings the idea of what we called telemedicine. This is idea of providing medical or clinical health care on demand and independent of person-to-person contact through the use of telecommunications and information technology at a distance. Telemedicine can provide medical care to people in their homes, in isolated places or in times of emergency. It also permits remote consultations between health professionals, and also overcome the issues of physician distribution and access issues for medically underserved and geographically remote areas of the developing world by extending the reach of specialists and general physicians. The successful implementation of telemedicine is not only reliant on the availability of the necessary technology but also upon the willingness and ability of health care professionals to adopt ICTs (Rogove et al., 2012).

In the environment field, ICT applications can facilitate improved access to environmental information for citizens, local, regional and national authorities, and businesses. Facilitating information flows between different actors is fundamental to improving environment protection and the effective management of emergencies. ICT applications can help in collating environment data in a form suitable to particular groups of users and mobile services, and can allow access to up-to-date information and provide real time decision support to speed up and increase efficiency in environmental monitoring (Murugesan and Laplante, 2011).

Specific implementation of ICT in the environmental sector includes Geographic Information Systems (GIS) and Global Positioning Systems (GPS). A GIS is an automated system that enables the capture, storage, checking, integration, manipulation, analysis, display, and modeling of complex spatial data. It comprises hardware, software, and certain procedures to solve complex planning and management problems and to formulate coherent management strategies. A GIS may be considered an advanced equivalent of a traditional map from which different sets of information can be extracted more easily and as required. While a GPS is a space-based radio positioning system that provides 24 hour three-dimensional position, velocity and time information to suitably equipped users anywhere on or near the surface of the planet. Global Navigation Satellite Systems (GNSS) are extended GPS systems, providing users with sufficient accuracy and integrity information to be usable for critical navigation applications (Murugesan and Laplante, 2011). Another concern in achieving sustainable development through ICT is persons' resistance to change. People usually dislike abandoning familiarity for unknown or different *modus operandi*.

Ozioko, Igwesi, and Eke (2011) posited that the overall objective of local content is to promote knowledge creation, preservation, dissemination, and use of locally generated knowledge. Promoting these activities are themselves engendering a broader cultural awareness across national borders because they create a cultural diversity that may not be known prior. They further noted that cultural diversity is as essential as biodiversity and is a benefit for present and future generations. ICT allow affordable digitization of such content allowing easy access, sharing, and understanding of local information. Visiting tourists, for example will likely be able to participate more completely in local activities because they already coexist with the culture through technology sharing.

The United Nations millennium development goals (MDG) hope to address the dysfunctional trend in human development within a relatively short period. Although achieving the MDG deadline might be optimistic, its eight objectives according to United Nations (2010) are essential to good governance for sustainable development. These goals are:

- (1) Eradicating extreme poverty and hunger
- (2) Achieving universal primary education
- (3) Promoting gender equality and empowering women
- (4) Reducing child mortality
- (5) Improving maternal health
- (6) Combating HIV/AIDS, malaria and other diseases
- (7) Ensuring environmental sustainability, and
- (8) Generating a global partnership for development.

Although number seven is listed separately, the prevailing contemporary environment dictates that all eight shares a phenomenological umbilical relationship and ICT is fundamental to realizing such noble endeavors.

More countries and enterprises are recognizing the importance of ICT to poverty alleviation. A poor woman farmer in a rural community can use a telephone to enquire about her vegetable prices without the overhead of a bus fare or the physical endurance such journey require. One will agree, however; that such possibilities arise out of the willingness to invest financial resources, ICT infrastructure, and capacity building. Ezz (2005) argued that one can collect from globalization initiatives. He reasoned that certain trends in international business, such as e-commerce, e-business, and e-government all support cross-national collaborative endeavors. Therefore, governments and enterprises alike can collect from such activities and rethink their own administrative praxis. One acknowledges that cultural values may pose issues but sustainable initiatives need international cooperation, coordination, and standardization. International organizations and multinationals hold many answers in this regard in how to proceed.

Gilhooly (2005) argued that if countries want to tackle the MDG seriously, they must appropriately deploy, integrate, and prioritize ICT. The author noted that ICT is essential both to eradicating poverty and in creating sustainable human development. He conceded, however, that the paradox of persistent scarcity in a digital era of superabundant capacity – is perhaps the greatest single challenge to the networked economy and society. He further opined that because of the complex prevailing realities, grasping fulsome clarity is difficult to achieve. Nevertheless, he proffered that if ICT is situated appropriately, it can significantly aid the process of the MDG in relatively short periods thereby substantially reducing the gap between the advanced nations and emerging economies.

Impact of ICT on Education

The use of ICTs for educational purposes has been described as a paradigm shift in education owing to the focus on learning, rather than on teaching. Emphasis is given to the learning because with ICT people can devise a personal learning action plan to tailor knowledge and training at

their own pace and style. Sometimes Artificial intelligence is used by intelligent tutoring systems for tailored learning approaches. With this, the learning path, instructions, and feedback can all be geared to the individual student's knowledge, skills, and error patterns. Multimedia applications also provide new interactive materials and applications for learning at home, at school, and even in the workplace (Courts and Tucker, 2012).

ICT brings about E-learning system which is defined as learning using electronic means: the acquisition of knowledge and skill using electronic technologies such as computer- and Internet-based courseware and local and wide area networks. E-learning system is essentially the network-enabled transfer of skills and knowledge. E-learning refers to using electronic applications and processes to learn. E-learning system applications and processes include Web-based learning, computer-based learning, virtual classrooms and digital collaboration. Content is delivered via the Internet, intranet/extranet, audio or video tape, satellite TV, and CD-ROM E-Learning, focuses on the individual's acquisition of new knowledge and the technological means to support this construction process (Mihalca, 2008). Simulations close to the real world are the answer to constructivist learning theories, demanding situated learning with a high degree of engagement of the student. However, the use of computer technology to support learning leading to the development and creation of knowledge requires new pedagogical processes. Thus, the tendency towards technology driven development has led to a focus on the dissemination and acquisition of information. Pedagogic strategies and computer based technologies to support knowledge development and creation require development schema based on the needs of learners (Mihalca, 2008).

ICT helps so much in the aspect of education; it brings about managing educational resources such as handling the statistical records of students in the schools as well as their performance. There are many information systems that are used in handling educational records. Sharing of knowledge and other relevant educational materials becomes easy. Students can make online studies of various degrees and will equally be assessed online.

ICT has eased the work of publications and brings several ways of checking plagiarism in academia.

Policy Initiation

Although grasping the phenomenological interrelationships and interconnectivity between sustainability and development may be somewhat difficult, such realities cannot be ignored. Contemporary cities, towns, etc. need to share data for effective urban planning. Without such cooperation, the three fundamental characteristics of sustainability: environmental, economic, and societal responsibilities will not materialize. Enterprises and governments alike must therefore enact initiatives that build cities, towns, and other communities that are economically

efficient, socially equitable and ecologically viable (Baudouin, 2009). In the absence of these key factors, sustainability is impossible.

The digital impact on such dynamism must therefore be factored in terms of its impact on transportation and other urban facilities and how people deploy the technology to stay connected and to make choices. Sustainability must be seen as a strategic endeavor in the face of rapid urbanization across countries and cultures. In this regard, sustainable development must go beyond using cell phones merely to chat. Enriching data services would be a step in the right direction to conduct banking, financing, and other such financially viable services.

Baudouin (2009) proffered that with proper sustainability adaptation, homes could transform relationships, for example, the electric company implementing smart meters. He stated that portable devices can increase worker productivity substantially. He argued that such improvements can occur in public services, tourism, culture, social interactions, community development, and in governance at the local and national levels.

Methodology

The study employed the use of secondary data. These data were sourced from the publications of Ministry of Education and National Institute of Information Technology Development Agency (NITDA). The study adopts BEEP methodology (Best eEurope Practices) funded by the European Commission for implementation policy of using ICT for sustainable development. BEEP is documents workable solutions across the globe readily available for adaptation. The method gives planners and implementers the ability to adopt good practices, exercise proper evaluation, analysis, and learning, thereby creating an effective knowledge management system for sustainable deployment. The analysis of the implementation is presented using table.

Policy Implementation and Discussion

Sustainability requires cooperative and collaborative endeavors that advance positive relationships between the various indices. One must therefore, be mindful not to confuse piecemeal approaches, such as sectoral management with sustainable development because although local zones can attempt to manage their own affairs, until there is a common purpose in recognizing a single solution for prevailing problems, the likelihood of problems recurring will hold strong possibilities. Ezz (2005) provide the following steps in the table below for successful implementation of sustainable development using ICT.

Table 1. Necessary steps to implement sustainable development using ICT

Budget Financing	Planning Problem identification and analysis	Implementation Installation of management practices or technologies
	Specification of objectives	Operation and maintenance of management strategies
	Description of critical and management boundaries Design of alternative management strategies, research and long - term data collection	Enforcement, Monitoring and Evaluation.

When one carefully examines the relationships between budget, planning, and implementation, the methodological approach beneath each heading in the table should be self-explanatory.

A fundamental concern to ICT supporting sustainable development is the recognition of the existing challenges in ICT itself and how well these demands can be resolved to enhance organizational and spatial integration. When one considers some of the broad issues of sustainability, ICT undoubtedly will contribute positively. Examples may include the impact of technology on the lives of the physically disabled, community development, health, social security, education, and grassroots businesses, among the huge list of possibilities. The physically challenged can use technology to work from home through the invention of Tele-working for persons with disabilities. Community development activities can be enhanced and supported through ICT, such as the Society for Research and Initiatives for Sustainable Technologies and Institutions initiative in which the purpose is to encourage the use of ICT to advance innovation and eco-friendly solutions to ongoing problems. RajNidhi in Rajasthan, India, use ICT to provide its citizens with information, such as health, family planning, employment, transportation, distance education, agriculture, water, electricity, birth and death registration, and tax rates along with many other services. Health facilities sharing health records can respond timely to individual health concerns and make more accurate decisions about health-related problems. ICT can inform members of a community about their social services available and the benefits to which each individual is entitled. Technology is revolutionizing the way persons learn. World Corps, for example, use ICT to impart technical and business related skill-sets to disadvantaged persons by promoting employment through sustainable and environmentally sound enterprises, such as Internet centers whereas Community Learning Center, also in India, use technology to enhance elementary education and computer literacy among poor children. Grassroots businesses in India

are using the Internet to sell their produce through an auction system. They apply the technology in ways that provide information for crop production, cultivation practices, marketing initiatives, processing standards, and pest and disease control. In addition, community based initiatives include engaging the technology to advance and expand micro-financing and micro-enterprise programs (Sachdeva, 2010).

Conclusion and Recommendations

There are challenges to using ICT as the driving force for sustainable development. However, ICT provide its greatest hope. This paradox, although cannot be ignored. It must be assessed in the context of modernity and the role that ICT enjoy in the contemporary context. ICT advances economic, social, cultural, and political initiatives in ways that affect all stakeholders positively when done correctly. ICT situate countries and enterprises to achieve sustainability in efficient ways. ICT furnish the platform to integrate assessment of the ecological, social, and economic features and implications of a given project, technology or agro-ecosystem through the use of appropriate indicators (Ezz, 2005). ICT is therefore, an appropriate tool for advancing sustainable initiatives. Without ICT, many of the contemporary benefits occurring globally would not have likely been materialized. To this extent, emerging economies can use ICT to their advantages. ICT can create cost competitiveness by neutralizing mitigating circumstances. ICT accrue benefits to regions by bringing technology to remote areas where traditional technology would have been too costly. Sustainable development through ICT initiatives is therefore a reality need only to be embraced by those who realistically demand societies that are more equitable. The study recommends that when advancing sustainable development with ICT as the driving force, it is essential to have proper planning, analysis, implementation, and monitoring if one anticipates favorable outcomes. It further recommends that both government and private sector should cooperate together towards implementing ICT to provide citizen access to government information and services.

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SOCIO-ECONOMIC BENEFITS OF AGROFORESTRY PRACTICES IN SOUTHERN KADUNA-NIGERIA



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Abstract

The study examined socio-economic benefits of agro-forestry practices in Southern Kaduna, Nigeria. The data were collected from 307 practitioners using multistage sampling technique. Composite index level of living standard (CILLS) was used to analyse the data. The result after the adoption of agro-forestry practice ranged from 3.81 in Kaura Local Government Area to 5.21 in Jema'a Local Government Area. The relationship between the socio-economic indicators and the (CILLS) was positive and significance at 5% level of significant. The number of independent variables found to be significant on local government basis ranged from 3-5 (Income, School, health care centre, road and water).

Keywords: *Socio-economic benefits, Agro-forestry and Production.*

Background to the Study

The improvement of the socio-economic condition of the rural populace is one of the challenges of the Nigeria National Development Programme. This is a realistic indicator of the willingness of government in the overall development of the country. Furthermore, it is not surprising that there are increasing consensus ideas among economists and development practitioners who view development of forestry sector desirable not only on social welfare grounds, but also as a strategy capable of achieving faster overall growth of the economy of a nation. It is therefore economical to establish forest plantation through agro-forestry system (Arifalo, 2010). This is based on the fact that the hope of expanding the land area, especially in the densely populated areas is limited and agriculture growth in these areas will have to rely mainly on increased productivity of land (Ogar, 2007).

Zira (2013) noted that agro-forestry has a rich history of development and has been practiced in some parts of the world since over 100 years ago. As a programme, it is directed specifically to peasant farmers to redirect the current trends in land usage and management. Several traditional farming systems have evolved all over the world. They include components of agro-forestry but this has never been considered in that light by farmers who utilize them. Arifalo (2010) viewed agriculture and forestry as traditional competitors for land and accordingly, land allocation for each tends to be mutually exclusive. The relationship between them even becomes greater when it is realized that some crops are trees while some forest trees produce non-wood materials for human use.

Agro-forestry is generally practiced with the intention of developing a more sustainable form of land use that can improve farm productivity and the welfare of the rural community. Farmers adopt agro-forestry practices to increase their economic stability and to improve the management of natural resources under their care. The immense agricultural and environmental potential of agro-forestry has been the main reason for the adoption among farmers in most developing countries, especially in Sahara and Sub-Saharan Africa where productivity is low and more marginal lands are increasingly being brought under cultivation (Place et al., 2008).

In Nigeria, the national concerns to combat environmental degradation and those emanating from poor agricultural practices (deforestation, soil erosion) have received a lot of attention in which agro-forestry has been suggested as one of the solutions (Nabilla, 1984; Owusu, 1993, Kwesigal et. al., 2005). Its technologies were introduced in several parts of the country in 1977 by the then Agro-forestry unit of Ministry of Agriculture and other individuals. Examples of the introduced technologies are alley cropping, woodlot, shelterbelt and windbreaks as well as fruit trees on cropland. However, technology transfer and adoption has not been very easy in the country as a result of several existing barriers, which have not yet been fully overcome. Some of the barriers that militate against agro-forestry adoption include lack of adequate knowledge on agro-forestry practice, inadequate credit facilities, non-availability of farm inputs and socio-cultural factors (Lele, 1989; Tripp, 1993).

Forest resources depletion and the increasing demand for forest products by the rural people who depend on forests for livelihoods have widened the gap between the demand and supply of forest products in Kaduna State. Seeking alternative options to increase the supply of forest products to support rural livelihoods have become a fundamental concern for policy makers and planners. As part of efforts to address the situation the state government directed its attention to agro-forestry farming that has the potential to provide food for rural livelihoods and biodiversity conservation (KADP, 2008). Since the introduction of agro-forestry by Kaduna State Government, there has

been no research to evaluate the socio – economic benefits of the practice in the southern part of the State. With this background, this study sought to evaluate the Socio-economic benefits of agro-forestry practices in Southern Kaduna.

Methodology

Study Area

The study was carried out in the southern part of Kaduna State. It covers a land area of about 37,872km² which lies between latitude 9°N and 10°15'N of the equator and between longitude 7°00'1" and 9°00'1"E of the Greenwich meridian. The study area shares boundaries with Nassarawa State, Niger State, Plateau State and Abuja (Kaduna State Statistics Book, 1996). The dominant drainage system is predominately tributary to River Niger via Kaduna and Gurara Rivers. Some areas in the extreme north of Jema'a and South of Kaura Local Government Areas are drained by River Benue via Okwa and Mada Rivers. (Kaduna Development plan, 2008)

The vegetation lies within the Southern Guinea Savannah. Its type has largely been disturbed by human activities, changing it gradually from primary forest to a secondary forest, depriving the area of its valuable tree species and other forests products. Tree species found in the forest include, *Parkia biglobosa*, *Terminalia catapa*, *Tectonia grandis* and *Gmelina aborea*, Zira (2013). The plains are gently undulating and mainly developed on granites and gneisses with subordinate migmatites and Schist's. In some areas there are extensive accumulations of unconsolidated deposits. The soil is deep and well drained with predominant fine texture and developed basement complex rock. (Kaduna Development plan, 2008).

The climate is characteristic of Southern Guinea savannah. It has two seasons; rain and dry seasons. The rain season is between May to October and dry season is between November to April. The mean annual rainfall ranges from 1300 mm to 1700 mm. The annual mean temperature is 25 °C and humidity 63%. (Kaduna Development plan, 2008) The population of the Southern part of Kaduna State according to the 2006 population census stand as 2,587,900, using 3.18% growth rate as allowed by the National Population commission, the projected population of Southern Kaduna stand at 3,163,967 (2013 projection), therefore by the year 2018 the Southern Kaduna population would stand at 3,575,443. Farming is the main economic activity in the study area. Over 70 % of the active populations are farmers. The increased demand for land has led to shortening of fallow periods and consequently severe degradation of the farm. (Kaduna Development plan, 2008).

Sampling Techniques

A multi-stage sampling technique was employed in selecting the practitioners. The first stage involved using the list of agro-forestry practitioners obtained from the reconnaissance survey conducted in 2008 by Kaduna State Agricultural Development Project (KADP) as reveals in

Table 1. The second stage was the selection of three Local Government Area (LGAs) from southern part of Kaduna namely: Jema'a, Kaura and Zangon Kataf on their predominant role in agro-forestry farming. The third stage involved the selection of four communities each from the selected LGAs known for agro-forestry farming and accessibility and the fourth stage, thirty percent of the farmers were randomly selected from each of the 12 communities which constituted 319 practitioners out of 1,064 practitioners in the study area. A pretesting of the questionnaire was done in two communities in each Local Government Area before the actual enumeration. A structured questionnaire was used to obtain information from agro-forestry practitioners in the study area

Data Analysis

The analytical tools that were used for the attainment of the research objective were Composite Index Level of Living Standard (CILLS) and Multiple Regression Model. It was used to measure the socio-economic benefits of the practitioners. The composite index level of living standard of the agro-forestry farmers was computed using Singh and Dhillon 1986 model. The detail of the model is as follows: the socio-economic indicators (Income, health, school, road, water and electricity)

Where:

(i) 3 Good, (ii) .2 Fair (iii). Poor

The total of these scores was calculated for each indicator, for each local government area for all the sampled local government areas. The average of the total scores (known as location quotients) for each local government area and for all the sampled local government areas were determined. The average scores were inputted into Singh and Dhillon model for the measurement of socio-economic well being of the agro-forestry practitioners.

The model consists of location quotients. The locations are the ratios of the average scores of the socio-economic indicators for each local government area to that of the entire sampled local government areas. The sum of the location quotients gives the composite index level of living standard for each local government area. The detail is stated as follows:

$$= \frac{IC_i}{IC_e} + \frac{Hci}{Hce} + \frac{Sci}{Sce} + \frac{Rdi}{Rde} + \frac{Wti}{Wte} + \frac{Eli}{Ele} = \sum LQ_s \frac{IC_i}{IC_e} + \frac{Hci}{Hce} + \frac{Sci}{Sce} + \frac{Rdi}{Rde} + \frac{Wti}{Wte} + \frac{Eli}{Ele} = \sum LQ_s$$

Where:

- CILLS = Composite index level of living standard
 IC = Income
 Hc = Health care centre
 Sc = School
 Rd = Road
 Wt = Water
 El = Electricity
 i = Individual Local Government Area under study
 e = Entire Local Government Area under study

$$LQ \quad LQ_s = \text{Location quotients}$$

The higher the CILLS the higher the socio-economic well being and vice versa. The range of the values from 0- 4.99 implies low standard of living, 5.00 – 6.99 represents moderate standard of living while 7.00 -10.00 implies high stand of living.

Relation between composite index level of living standard and social Indicators

The relationship between calculated index of living standard and socio-economic indicators were determined using multiple regression models (Ogunleye, 2002; Ogwumike, et al. 2005). The computed composite index of living standard was the dependent variable while the socio-economic indicators were the independent variable. Data was fitted to four functional forms of regression equations in order to select the lead equation. The four functional forms are linear function, quadratic function, Semi logarithmic function and Double log function: (Cobb-Douglas production function). The transformation of the function gives:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + U_i$$

Where:

- Y = Composite index level of living standard
 X1 = Income
 X2 = Health Care Centre
 X3 = School
 X4 = Road
 X5 = Water
 X6 = Electricity
 b0 = Intercept term
 b1-b5 = Regression coefficient
 U = Error or random disturbance term

Result and Discussion

Agro-forestry practice has played a major role in the socio-economic development of the farming communities and their environs. The socio-economic benefits of agro-forestry practice in Southern Kaduna was measured using composite index level of living Standard developed by Singh and Dhillon (1986) as presented in Table 2.

The table reveals that the composite index level of living standard in Zangon Kataf Local Government Area before the adoption of agro-forestry was 2.21 and after the adoption, composite index level of living Standard of the practitioners (CILLS) was 5.02. Kaura Local Government Area had (CILLS) of 2.06 before the adoption of agro-forestry practice and 3.81 after the adoption of the practice and in Jema'a Local Government Area the composite index level of living standard was 2.91 before the adoption and 5.21 after the adoption of the practice.

The finding reveals that the living standard of the practitioners in Zangon Kataf and Jema'a local Government Area were low before the adoption of agro-forestry practice and moderate after the adoption of the practice, while that of Kaura local Government was low before and after the adoption but with fair improvement in their social well being. The implication of the result is that due to the increase in agro-forestry production in the study area, the state government provides social amenities for the social upliftment of the respondents in the study area. This agrees with the findings of Zira (2013) that infrastructure provisions such as road, electricity, school, health centre, and water to the rural dwellers are the responsibility of the government for the transformation of the rural communities.

Relationship between the socio-economic indicator and composite index level of living standard of the practitioners (CILLS)

The result of the regression analysis in Zangon Kataf Local Government Area as revealed in Table 3 indicated that out of the six independent variables, Income, health, school and road were significant and were positively related to CILLS at 5% probability, while water and electricity were not significant, but they were positively related to CILLS. This implies that there was increased in income of the practitioner and the major contribution of the Kaduna State Government to the Local Government Area was in the area of provision of health care centre, school and road. The positive and non-significant relationship of the variables such as water and electricity reveals that the state government may have contributed in these area, which are however not significant yet.

The result of the regression analysis for Kaura Local Government Area (Table 4) shows that out of the six independent variables used in the study, three of the variables (Income, health and road) were statistically significant at 5 % level; water and school were positively related to CILLS but were not statistically significant. Electricity had negative sign and was not statistically significant.

This implies that there was increased in income of the practitioner, health care centre (0.749) and road (0.738) had significant relationship at 5 %. This suggests that health care is a function of CILLS and that the state government made a significant contribution in the area of health care centre to the local government area, this is to ensure that the practitioners are healthy.

Road also had a positive sign and significant at 5 %, the road constructed by the State government serve as a channel for easy transportation in the study area. Other independent variables that had positive or negative sign with no significant relationship simply mean that the state government had made little or no contribution to these areas in the Local Government, which include school, water and electricity.

In Jema'a Local Government Area (Table 5), the regression shows that out of the six independent variables used in the study, five of variable (Income, health care centre, school, road and water) were statistically significant at 5% while electricity was positively related to index of living standard, however, not statistically significant. This result implies that due to the increase in agro-forestry productivity, the state government is motivated to provide health care centre, schools, roads and water to improve the socio-economic well being of the local government area. Electricity was not significant. This does not mean that it was neglected; it means that the rate of power supply is not regular to the local government area.

Result of composite index level of living standard showed that the highest CILLS (5.21) was recorded in Jema'a Local Government Area while the least (3.81) was recorded in Kaura Local Government Area. The result of the relationship between the social indicators and index of living standard in the study area reveals that the level of social well being in Kaura Local Government Area is low and moderate in Zangon Kataf and Jema'a Local Government Area, this is as a result of the inconsistency in social facilities in the study area.

Conclusion

The introduction and adoption of agro-forestry practices in the study area has increased the income of the practitioners, these has made the state government to provide social amenities for the socio-economic upliftment of the farmers and transformation of the rural communities in the Southern Kaduna.

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Appendix

Table 1: Selected Local Government Areas and Locations of study

Selected Local Government	Community	Sample Frame	Sample
Zangon Kataf	Jankasa	100	30
	Tsohon Gidan	64	19
	Angwa Gaya	124	37
	Gora	68	20
Kaura	Malagum	67	20
	Agban	72	22
	Biniki	64	19
	Tum	142	43
Jema'a	Tuduwada -Kaningkon	100	30
	Godo godo	123	37
	Gidan Waya	98	29
	Angwa Masara	42	13
Total		1064	319

Source: Field Survey, 2013.

Table 2: Composite Index Level of Living Standard of Agro-orestry Farmers

Local Govt. Area	Before Adoption	After Adoption			
		2009	2010	2011	2012
Zangon Kataf	2.21	4.11	4.27	4.69	5.02
Kaura	2.06	3.42	3.54	3.74	3.81
Jema'a	2.91	4.71	4.88	5.09	5.21

Source: Field Survey, 2013.

Table 3: Estimate of Parameters for Zangon Kataf Local Government Area.

Variable	Coeff. Var.	F. val	R ²	Adjusted R ²
Constant	0.535** (0.712)	1.961	0.553	0.144
Income	0.387 (0.129)			
Health	0.478** (0.225)			
School	0.734** (0.259)			
Road	0.613** (0.254)			
Water	0.341 (0.492)			
Electricity	0.051 (0.329)			

Source: Field Survey, 2013. ** =Significant at P ? 0.05; NS= Non significant; values in Parentheses are the t-values

Table 4: Estimate of Parameters for Kaura Local Government Area.

Variable	Coeff. Var.	F. cal	R ²	Adjusted R ²
Constant		0.321 (0.626)	2.081	0.572 21.790
Income		0.405** (0.137)		
Health		0.749** (0.251)		
School		0.139 ^{NS} (0.073)		
Road		0.738** (0.286)		
Water		0.133 (0.074)		
Electricity		0.027 (0.139)		

Source: Field Survey, 2013. ** =Significant at P? 0.05; NS= Non significant; values in Parentheses are the t-values

THE IMPACT OF FINANCIAL MANAGEMENT AND ENTREPRENEURIAL PRACTICES ON THE SUSTAINABLE GROWTH OF ARCHITECTURAL FIRMS IN NIGERIA



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Abstract

The Ultimate goal of all business oriented firms is to achieve sustainable and profitable growth. The entrepreneurial inclination and financial management practices amongst the owners / management are among the main factors that could determine the extent to which architectural firms will achieve the goal of sustainability. This paper investigates the impact of financial management and entrepreneurial practices on the sustainable growth of architectural firms in Nigeria. Both primary and secondary data were used to facilitate the method adopted in this study. For financial management this study adopted ex-post factor and prospective designs, descriptive design, descriptive comparative, and correlation strategies were used and for entrepreneurial practices correlation and regression model has been used for this purpose. A population of 100 staff of selected architectural firms generated a sample size of 90 firms using the simple random sampling technique. Ninety (90) questionnaires were distributed and eighty five (85) were successfully returned by the respondents. These responses were subjected to percentage distribution, descriptive design and descriptive comparative as well as correlation design analysis. Results indicate that weak financial management practices and poor entrepreneurial culture accounts for dismal performance of most architectural firms in Nigeria. The paper recommends stringent measures against financial mismanagement and re-orientation towards entrenching entrepreneurial spirit in owners / management and employees of architectural firms.

Keywords: *Financial Management, Entrepreneurial Practices, Profitability, Sustainability, Architecture,*

Background to the Study

Micro and Small Firms (MSFs) continue to retain their role globally as the backbone of a Nation's Economy. Their contribution to National Economy, range from Job creation/employment to

Gross Domestic Product (GDP) growth. The relative importance of MSFs for employment generation and GDP growth in national economic is shown by studies in Egypt (Ghanem, 2013); in Kenya (Wanjau, 2010); in South Africa (Kongolo, 2010). And according to the ILO/JASPA (1998) as cited in Abanis, et. al. (2013), the sector made a significant contribution to the gross domestic product of Uganda (20%), Kenya (19.5%) and Nigeria (24.5%). Despite government role through institutional and policies support towards enhancing the capacity of MSFs as an instrument of economic growth and national development, MSFs in Nigerian fail to meet the desired expectation as their counterparts globally. According to Osotimehin et.al, (2012), MSFs in Nigeria have not performed creditably well and they have not played expected significant role in economic growth.

According to Oluwatayo (2009), 97% of architectural firms in Nigeria are mainly micro and small firms. As a dying profession in the country, as described by Stevens, (2005), the Architect Registration Council of Nigeria (ARCON) tried to develop a strategic plan to save the industry, with an aim to; Increase the sphere of influence; Increase impact on society; Enhance performance ability via Continuous Professional Development (CDP), and Improving the perceived roles and attitude of architects.

However, this was impossible to achieve as a good record of the existing nature of architectural practices is not known (dearth of information). It is understood that the lack of understanding of architectural practice in Nigeria and dearth of information has hindered the sustainable development of the industry in the country (Oluwatayo, 2009). Expatriates dominated the scene of the profession in Nigeria until at about 1958 & 1960; the first two Nigerian owned architectural firms came to being (namely Oluwole Olumuyiwa Associates and Ekweme associates). Then, by 1967/1968, of about twenty existing architectural firms in the country, only eight were owned by Nigerians. The setting will soon take to a change when Ahmadu Bello University graduated her first B.Arc. Students in 1963. Subsequently, architectural practice by Nigerians has grown from thirty-eight (38) firms in 1973 to six hundred and forty (640) firms in 2012 (ARCON, 2012).

Objective of the Study

The objective of the paper is to investigate the impact of financial management and entrepreneurial practices on the sustainable growth of architectural firms in Nigeria

Statement of the Problem

ARCON (2012) indicates a massive 43% decline in architectural MSFs that manifested itself informs of firms exiting from the venture all together. According to Oluwatayo (2009) there was a considerable increase in architectural firms up to 2004 which were not sustained for a longer period of time. His finding shows that most entering firms (New firms) exit (folds up) at the starts

up stage; thereby leaving just a few in the industry which never attain sustainable growth characterized by poor performance, ineffective management and low competitiveness.

Empirical evidence from Abanis, et. al. (2013) shows that, lack of effective management during SMEs early stages is also a major cause of business failure for small businesses and inefficient financial management may damage business efficiency and this will continuously affect the growth of the enterprises. According to Mbaguta, (2002) as cited in Abanis, et. al. (2013) a large number of business failures in the developing economies have been attributed to inability of firm managers to plan and control properly the current assets and current liabilities of their respective firms. Research findings by Hussain, et.al. (2011) indicates that MSEs main problem in developing economies is less entrepreneurial activity that deserves attention. However, to date the studies done on financial management practices and entrepreneurial practices in MSEs in Nigeria are scanty and thus called for this study on financial management and entrepreneurial practices on the sustainable growth of architectural firms in Nigeria.

Literature Review

Financial Management

Financial management is the management of finances of a business in order to achieve the financial objectives of the business (Abanis, et.al., 2013). Due to the operational characteristics of architectural firms studied, this study adopts the five (5) constructs of financial management used by Abanis, et.al., (2013). This constructs includes; working capital management which is also subdivided into cash management, receivables management and inventory management. Other constructs include; investment, financing, accounting information systems and financial reporting and analysis.

Ross et al (1999) and Ang (1992) as cited in Abanis, et.al., (2013) indicated three kinds of decisions the manager of a firm must make in business; these include the financing decision, and decisions involving short-term finance and concerned with the net working capital, investment and financial reporting. The three main financial decisions include the investment decisions, financing decisions and dividend decisions. Applying this constructs, this study will try to establish the effects of financial management practices on the performance of architectural firms in Nigeria affecting their sustainable growth.

Entrepreneurial Practices

For the purpose of this study Entrepreneurship is define as the act of innovation involving endowing existing resources with new wealth producing capacity (Drucker, 1985). Also the entrepreneur is defined as the innovator who implements change within markets through the carrying out of new combinations. These can take several forms: the introduction of a new good

or quality thereof; the introduction of a new method of production; the opening of a new market; the conquest of a new source of supply of new materials or parts, and the carrying out of the new organization of any industry (Schumpeter, 1934).

Entrepreneurial practices are activities repeatedly by an entrepreneur in order to improve performance in a firm. Entrepreneurial activity as defined by Ahmad and Seymour (2008) is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets. These activities include: creative resources; innovative capabilities; and perceiving opportunity. The management of a firm can succeed only by best serving the customers. His profit depends on the approval of his conduct by the customers.

Several research studies have shown the relevance of entrepreneurship to firm growth (Porter, 1990; Baumol, 1993; Lumpkin and Dess, 1996) as cited in Hussain et.al. (2011). This is supported by the statement "Our lacunae in the field of entrepreneurship needs to be taken seriously because there is mounting evidence that the key to economic growth and productivity improvements lies in the entrepreneurial capacity of an economy" (Prodi, 2002) as cited in Hussain et.al. (2011). Based on these and other supporting literatures, this study will try to establish the impact of entrepreneurial practices on the performance of architectural firms in Nigeria affecting their sustainable growth.

Methodology

A sample size of 90 respondents was computed using Tabachnick and Fidell's (2012) formula out of a total of 640 target population of registered architectural firms licensed by ARCON to practice in Nigeria. Responding firms were selected using simple random sampling to arrive at the desired sample in selected towns in Nigeria i.e.; Kaduna, Kano, and Abuja. From responding firms, 85 questionnaires were received representing a retrieval rate of 94%. Cronbach's Alpha coefficient test indicated that the questionnaires were reliable since the coefficient was above 0.5 ($\alpha=0.89$). Data computed were analyzed using Frequency and percentage distribution, descriptive design and descriptive comparative as well as correlation design.

Findings

In Table 1 and Table 2, the descriptive statistics (means, standard deviations, and correlations) of the financial management and entrepreneurial practices variables are shown.

Table 1: Extent of Financial Management Practices
 Means, Standard Deviations, and Correlations

Variable	M	SD	1	2	3	4	5	6	7	8
1 Sustainable Growth	2.42	4.34								
2 Cash Management	3.14	5.70	.47**							
3 Accounts Receivable Management	3.50	8.10	.42**	.24*						
4 Inventory Management Practices	3.58	6.85	.38**	.13*	.06*					
5 Investment	4.17	7.65	.34**	.27*	.18*	.28*				
6 Financing	3.33	4.50	.36**	.23*	.15*	.24*	.33**			
7 Financial reporting and analysis	4.71	8.33	.28*	.18*	.11*	.21*	.30**	.32**		
8 Accounting Information System	5.04	7.00	.31**	.20*	.09*	.10*	.29**	.27*	.26*	

Note. N = 85
 *. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

The correlations between the sustainable growth content item and the financial management constructs was high ($p < .01$; $p < .05$), so also is the correlations between investment and financing; financing and financial reporting and analysis and between investment and financial reporting and analysis. This result supports the empirical findings that there is strong evidence indicating that financial management plays a fundamental role towards sustainable performance and growth of the MSEs (Mumbo, 2013). Basing on the result of this study it can concluded that financial statements affect performance significantly though in different magnitudes.

Table 2: Extent of Entrepreneurial Practices
 Means, Standard Deviations, and Correlations

Variable	M	SD	1	2	3	4
1 Sustainable Growth	2.64	4.65				
2 Creative Resources	2.46	4.40	.45**			
3 Innovative Capabilities	3.04	5.90	.48**	.24*		
4 Perceiving Opportunity	3.54	8.17	.34**	.13*	.06*	

Note. N = 85

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

The above table shows that there exists strong relationship between the variables involved in the study. The significance level is 100 % between sustainable growth and entrepreneurial practices (innovative capabilities (.48), creative resources (.45), and perceiving opportunity (.34)), which means these results can be applicable to whole target population. However, the correlation is very low in architectural firms in Nigeria between innovative capabilities and creative resources (.24); creative resources and perceiving opportunity (.13) and innovative capabilities and perceiving opportunity (.06).

Tables 3 to 7 displays the extent of financial management employed by architectural firms measured quantitatively and interpreted qualitatively on the following dimensions; (1) working capital management (cash management, accounts receivable management and inventory management practices); (2) investment; (3) financing; (4) accounting information systems; (5) financial reporting and analysis.

Tables 8 to 10 display the extent of entrepreneurial practices employed by architectural firms measured quantitatively and interpreted qualitatively on the following dimensions;

- (1) Creative resources;
- (2) Innovative capabilities; and
- (3) Perceiving opportunity.

The leaders and employees were requested to rate their firms as far as financial management and entrepreneurial practices is concerned. The ratings of the firms were analyzed using means indicating the extent to which the firms used financial management and entrepreneurial practices as shown in the Tables below.

Table 3A: Extent of Financial Management (Working Capital Management In Terms of Cash Management Practices)
 (Item Analysis) n=85

Cash Management Practices			
Item	Mean	Interpretation	Rank
The firm has a bank account	3.45	Very High	1
The firm normally experiences cash shortage	3.41	Very High	2
The owner/manager is involved in preparation of the cash budget	3.38	Very High	3
The firm has a set minimum cash balance	3.18	High	4
There is monthly reconciliation of cashbook with the bank	2.45	Low	5
Temporary cash surplus is invested in marketable securities	1.70	Very Low	6
The firm reviews the cash budget	1.68	Very Low	7
The firm prepares a cash budget	1.62	Very Low	8
The firm has internal controls on cash	1.30	Very Low	9
The firm normally experiences cash Surplus	1.28	Very Low	10
The business uses computer assisted software in preparing a cash budget	1.25	Very Low	11
Average Mean	2.25	Low	

Source: Primary Data 2014

Mean Range	Response Mode	Interpretation
3.26 - 4.00	Strongly agree	Very High
2.51 - 3.25	Agree	High
1.76 - 2.50	Disagree	Low
1.00 - 1.75	Strongly Disagree	Very Low

The results in Table 3A indicate that cash management practices are very low among architectural firms in Nigeria. Owing bank accounts notwithstanding (Mean= 3.45), most of the firms experience very high cash shortage (Mean=3.41) in their operations. Similarly, the findings revealed that few firms that have cash surplus do not invest in marketable securities in order to generate more income and this practice hinders their growth. The result conclusively showed that one of the most significant reasons behind the failure of architectural firms is poor cash management and inadequate use of essential business and management practices.

Table 3B: Extent of Financial Management (Working Capital Management In Terms of Accounts Receivable Management)
 (Item Analysis) n = 85

Accounts Receivable Management Item	Mean	Interpretation	Rank
The firm sells goods/services on credit	2.62	High	1
There is control over sales to employees	2.52	High	2
The sales are reconciled with inventory change	2.34	Low	3
There is periodic preparation of a aging schedule	2.28	Low	4
The firm reviews the levels of percentage of bad debts	2.20	Low	5
There is control over collections of written -off receivables	1.98	Low	6
The firm has a set credit policy in place	1.84	Low	7
The firm applies the set credit policy while extending credit	1.79	Low	8
The firm reviews the levels of receivables	1.45	Very Low	9
The firm uses computer assisted software in managing receivables	1.21	Very Low	10
Average Mean	2.02	Low	

Source: Primary Data 2014

The findings from Table 3B, show clearly that the extent of accounts receivable management among firms is low (average mean = 2.02). Though the firms offer services to their customers on credit (mean = 2.62). It is important to note that trade credit is particularly important in the case of small and medium-sized companies, since trade debtors are the main asset on most of their firms' balance sheets (Giannetti, 2003) as cited in Abanis, et. al. (2013). The overall result indicates that firms operate in form of bad debts which reduces the profitability of the firms and thus affecting the overall growth.

**Table 3C: Extent of Financial Management (Inventory Management Practices)
 (Item Analysis) n = 85**

Inventory Management Practices			
Item	Mean	Interpretation	Rank
There is physical safeguards of inventory against theft	2.58	High	1
There is use of standard costs	2.50	High	2
There is periodic review of overhead rates	2.29	Low	3
There is periodic inventory counts	2.23	Low	4
There is physical safeguards of inventory against fire	2.21	Low	5
The firm investigates discrepancies in inventory	1.89	Low	6
The firm prepares inventory budget	1.78	Low	7
The firm computes inventory turnover ratios	1.76	Low	8
The firm uses Economic Order Quantity model in inventory management	1.38	Very Low	9
The firm uses computer assisted software in recording inventory	1.09	Very Low	10
Average Mean	1.97	Low	

Source: Primary Data 2014

The findings in Table 3C revealed that inventory management practices among architectural firms in Nigeria is low (average mean= 1.97). The results from Table 1C also showed that preparation of inventory budgets (mean = 1.78) among firms are very low an indication that the firms do not know the quantity of inventory to bring in and when to restock. This poses a big challenge since it ties up the working capital of the business. The results agree with Basil (2005), where his findings revealed that there were low levels of inventory management practices among SMEs.

Table 4: Extent of Financial Management (Investment)
 (Item Analysis) n = 85

Investment			
Item	Mean	Interpretation	Rank
The firm has cash for investment in short/long term projects	2.88	High	1
The firm invests in non - current assets	2.72	High	2
The firm utilizes fully the non - currents	2.50	Low	3
The firm uses net present value to assess the investment	2.46	Low	4
The firm uses Payback period to assess the investment	2.42	Low	5
The firm invests without evaluating the investment	2.24	Low	6
The firm invests in real estate	1.93	Low	7
The firm reviews the investment projects after a certain period	1.85	Low	8
The firm invests in shares on the stock exchange	1.79	Very Low	9
Average Mean	2.31	Low	

Source: Primary Data 2014

The findings in Table 4 revealed that investment practices among architectural firms in Nigeria is low (average mean= 2.31). The findings revealed that only few of the firms have cash for investment in short/long term projects (mean = 2.88). The findings also revealed that the investments made are not certainly reviewed after a certain period of time (Mean = 1.85). This means that if the investment goes bad on the way there is no way to know how to bring it back on track and thus losing the initial investment and this might affect the firm finances.

Table 5: Extent of Financial Management (Financing)
 (Item Analysis) n = 85

Financing			
Item	Mean	Interpretation	Rank
The firm internally generated cash sources only	3.21	High	1
The firm has easy access to bank loans	2.48	Low	2
The firm uses internally generated cash and borrowed funds	2.37	Low	3
The firm sets the capital structure based on the theory	1.69	Very Low	4
The firm business uses borrowed funds only	1.58	Very Low	5
Average Mean	2.27	Low	

Source: Primary Data 2014

The findings in Table 5 revealed that financing among architectural firms in Nigeria is actually low (average mean= 2.27). The result findings revealed that most of architectural firms are financing their businesses through internally generated funds in form of fees paid for services (Mean = 3.21) and this is in agreement with the previous researchers like Kazooba, 2006; McConnell and Pettit, 1984) as cited in Abanis, et. al. (2013). who found out that most of SMEs use internally generated funds. The results revealed that access to bank loans by firms is low (Mean = 2.48). This is common among almost all MSEs and there are various reasons attributed, for example, lack of collateral security, poor record keeping having statements supporting the MSEs to obtain loans from the banks.

**Table 6: Extent of Financial Management (Financial Reporting and Analysis)
 (Item Analysis) n = 85**

Financial Reporting and Analysis			
Item	Mean	Interpretation	Rank
The manager/ owner is involved in preparing financial statements	2.43	Low	1
The firm prepares the income statement	2.40	Low	2
The firm prepares the cash flow statement	2.37	Low	3
The firm follows accounting principles	2.35	Low	4
The firm prepares the balance sheet	2.26	Low	5
The firm performs financial analysis	2.21	Low	6
The financial statements are prepared semi - annually	2.18	Low	7
The firm prepares the statement of changes in equity	2.06	Low	8
The firm regards the current financial reporting as adequate	1.75	Very Low	9
The financial statements are prepared annually	1.72	Very Low	10
The firm uses profitability ratios	1.69	Very Low	11
The accountant is in charge of preparing financial statements	1.65	Very Low	12
The financial analysis is done using ratios	1.63	Very Low	13
The firm uses liquidity ratios	1.56	Very Low	14
The firm uses efficiency ratios	1.49	Very Low	15
The firm uses leverage ratios	1.26	Very Low	16
Average Mean	1.94	Low	

Source: Primary Data 2014

The findings in Table 6 revealed that financial reporting and analysis among architectural firms in Nigeria is actually low (average mean= 1.94). This can be attributed to the absence of accounts department in most of the firms studied as indicated by very low scores for items (9 - 16) in the Table.

**Table 7: Extent of Financial Management (Accounting Information System Usage)
 (Item Analysis) n = 85**

Accounting Information System Usage			
Item	Mean	Interpretation	Rank
The owner/manager is in charge of recording transactions	2.85	High	1
The business accounting system is informal	2.58	High	2
The business accounting system is formal	1.40	Very Low	3
The accounting department is properly staffed and operates efficiently	1.33	Very Low	4
The accountant is in charge of recording transactions	1.24	Very Low	5
The business uses computer assisted software in recording transactions	1.11	Very Low	6
Average Mean	1.75	Low	

Source: Primary Data 2014

The findings from Table 7 revealed that most of firm managers are in charge of recording transactions (Mean = 2.55). This is due to the fact that most of these firms are owned by sole proprietors who end up doing all the work themselves. The findings further revealed that most of the firms accounting systems are informal (Mean = 2.58). This is due to the fact that some of the firms may fear to maintain formal systems because they come with maintenance costs. The findings showed that the accounts departments are not functional and not efficiently operating which hinders financial reporting.

The results in Table 8 indicate that creative resources are high among architectural firms in Nigeria. Most of the firms score very high (Mean=3.50 & 3.38) in creative energy and firm commitments respectively which are architectural firm characteristics in general. Similarly, the findings revealed that most firms don't have the experience and capacity to distribute its services worldwide and this hinders their growth (1.78). This conclusively showed that this is the most significant reason behind the slow or absence of growth of architectural firms in Nigeria and this support research finding by Hussain, et.al. (2011) which indicates that MSEs main problem in developing economies is less entrepreneurial activity.

Table 8: Extent of Entrepreneurial practices (Creative resources)
 (Item Analysis) n = 85

Creative resources			
Item	Mean	Interpretation	Rank
The firm put its creative energy to work for clients.	3.50	Very High	1
The firm commitment is 100% satisfaction on every service order, every time.	3.38	Very High	2
The firm offer full creative services.	3.16	High	3
The firm delivers cost effective services and develop custom service.	2.80	High	4
The firm has a process that saves production time and money	2.78	Low	5
The firm has the experience and capacity to distribute its services worldwide.	1.78	Low	6
Average Mean	2.90	High	

Source: Primary Data 2014

**Table 9: Extent of Entrepreneurial practices (Innovative capabilities)
 (Item Analysis) n = 85**

Innovative capabilities			
Item	Mean	Interpretation	Rank
The firm has resources available to observe potential customers and assess where their unmet needs lie.	2.75	High	1
The firm has the capability to conduct in -depth research, including extensive ethnographic research and qualitative fieldwork.	2.65	High	2
The firm engages customers and treats them as partners and collaborators in the innovation process.	2.48	Low	3
The firm Use analytics and technology to gather information about specific markets and turn this into actionable insight.	2.44	Low	4
The firm conducts quantitative research and builds a rigorous understanding of market size and expected customer behavior.	2.40	Low	5
The firm carries out an increasing proportion of their research & development activities close to where these customers are located in rapid - growth markets.	1.66	Very Low	6
The firm develops a “reverse engineering” approach, where affordability forms the baseline from which to develop entirely new services.	1.25	Very Low	7
The firm delegate decision- making responsibility to local teams in rapid growth markets.	1.20	Very Low	8
The firm ensures that local managers have the ability to make recruitment decisions.	1.18	Very Low	9
The firm is able to take forward new service ideas to meet local needs.	1.15	Very Low	10
The firm embeds local profit and loss (P&L) responsibility to ensure that managers have accountability.	1.12	Very Low	11
Average Mean	1.84	Low	

Source: Primary Data 2014

The findings in Table 9 revealed that innovative capabilities is indeed low among most architectural firms in Nigeria (average mean= 1.84). This can be attributed to the very low scores in the indices of innovative capabilities of leaders and employees of these firms as shown in the Table.

**Table 10: Extent of Entrepreneurial practices (Perceiving opportunity)
 (Item Analysis) n = 85**

Perceiving opportunity			
Item	Mean	Interpretation	Rank
The firm has an effective team.	3.20	High	1
The solutions always provided by the firm are profitable.	3.15	High	2
The solutions always provided by the firm are sustainable.	2.20	Low	3
The firm often fines a “commercially viable problem”.	1.95	Low	4
The firm often creates a solution to the problem that is unique.	1.80	Low	5
Average Mean	2.46	Low	

Source: Primary Data 2014

The findings in Table 10 revealed that perceiving opportunity among architectural firms in Nigeria is low (average mean= 2.46). The result findings revealed that most solutions provided (2.20) by architectural firms are not sustainable due to the fact most buildings designed in Nigeria are copycat, that do not comply with the principles of social, economic and ecological sustainability.

Conclusion

Based on the findings of this study, the following conclusions were drawn: Most architectural firms in Nigeria do not have the departments of human resource management and accounting despite their relevant importance in enhancing firm growth and sustainability. This has brought about low entrepreneurial competencies in both leaders and employees of these firms as observed in the study. The study also contributed to new knowledge by showing how architectural firms in Nigeria apply entrepreneurial practices and financial management practices and the weaknesses that were found out in their current operations hindering their efficiency in terms of profitability and sustainable growth.

Recommendations

ARCON and NIA should provide a platform to enhance the training of managers and employees of architectural firms on how to improve their entrepreneurial competencies, adopt and implement working capital management practices particularly on cash management since cash is the life blood of every business so as to ensure long term survival of the firms. Architecture firms in Nigeria need to apply HR strategy as an important tool and unique asset that can provide sustained competitive advantage for the firm, hence sustainable growth.

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PUBLIC PERCEPTION ON THE KNOWLEDGE, ATTITUDES AND BEHAVIOURS TOWARDS HIV/AIDS AMONG MEN HAVING SEX WITH MEN (MSM) IN JALINGO, TARABA STATE, NIGERIA



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Abstract

In this research, attempt has been made to determine how residents of Jalingo perceive the knowledge, attitudes and behaviors of Men having Sex with Men (MSM) towards HIV/AIDS. 150 questionnaires were distributed across five randomly selected wards of Jalingo to elicit responses on the MSM issue. No fewer than one hundred and forty one returned questionnaires were analyzed. Demographically, the respondents cut across sexes, various educational qualifications and the age bracket is from 14 years and above. Findings from the research revealed that MSM is practiced in Jalingo; MSM in Jalingo have knowledge but little concern over the spread of HIV/AIDS and its consequences; people especially youths, are introduced into MSM on the belief that it brings fame/charm; and initiation is on the increase. The results also showed a growing shift away from the normal heterosexual society to a homosexual and bisexual society. Tables and chart were used to descriptively explain the findings of the research. From the findings, it was recommended that parents, religious leaders and NGOs need to take controlling measures through preaching and sensitization on the dangers of MSM and unsafe sexual practice through lectures and workshops.

Keywords: *Public Perception, Knowledge, Attitude, Behaviour, Men having Sex with Men*

Background to the Study

The first AIDS case reported in Nigeria was in 1986 and the epidemic has rapidly grown since then. The adult prevalence has increased from 1.8% in 1991 through 4.5% in 1996 to 5.8% in 2001 which put the nation at the “threshold of an exponential explosive growth of the epidemic.” However, the prevalence rate has decreased to 4.2% in 2008 (NARHS Nigeria, 2003 and Nigeria MDGs Report, 2010). Though some parts of the nation are worse affected than others, however, no state is unaffected. The infection cuts across both sexes and all age groups. It has continued to grow largely through both homosexual and heterosexual unprotected sexual relationships as well as through other means such as mother-to-child transmission and contaminated blood and blood products.

In Africa, heterosexual relationship is the main mode of transmission of HIV/AIDS and other sexually transmitted infections. The understanding of patterns of sexual behaviour is therefore important to gauge the forces driving the HIV/AIDS epidemic and other sexually transmitted infections, and determines how intervention strategies may be adopted to curb further spread of the scourge and minimize the impact of the epidemic on the individual, the community and the society.

According to Umar (2011), concerns over the increasing threat to life posed by the rising cases of HIV/AIDS in Sub-Saharan Africa and Nigeria in particular have reached alarming proportions to the extent that nearly all sections and sectors of society are being mobilised to be part of the global war on the scourge. The level of attention and stringent control measures different societies and communities are mounting have been unprecedented. Through the efforts of the United Nations and its agencies, most member states of the UN have been mobilised to join the war against HIV/AIDS. Emphasis has largely been placed on prevention. Of particular importance, however, is the strategic advocacy against social stigma, which has been yielding some results already. For the first time persons living with HIV exhibit a level of confidence in their daily lives (Umar, 2011).

However, the first major response of African countries to the issue of HIV/AIDS was the conference of heads of states of OAU held in Abuja in 2001. The African leaders met and came up with concrete measures to curb the negative effect of the pandemic in Africa. Soon after this conference, Nigeria set up the National Action Committee against AIDS (now National Agency for the Control of AIDS) (NACA), whose mandate was to carry out effective campaign against the spread of HIV/AIDS in the country (Saleh, 2008).

As the AIDS epidemic in Nigeria assumes major proportions, the need to understand the social context in which homosexual transmission occurs takes on urgent importance, and the alarming rate at which homosexuality is growing calls for immediate attention and action, hence the need for this research.

Statement of the Problem

Though the various governments at both the federal and state levels and donor agencies have been doing a lot in the area of reducing the prevalence of HIV/AIDS as well as increasing awareness, one major area that has received less attention is the rising cases of Men having Sex with Men (MSM). The alarming rate at which this menace (MSM) is skyrocketing in virtually every part of the country and particularly in Jalingo requires urgent attention and action. Some of the challenges that need to be addressed as outlined by the Nigeria MDGs Report (2010) include inadequate data for proper policy action and responses, low grassroots knowledge and awareness of the dangers of HIV/AIDS and methods of prevention and the increasing funding gaps.

However, “as homosexuality is also regarded as difficult and uncomfortable to discuss, research into HIV/AIDS and MSM is in a relatively underdeveloped state.” Therefore, there is currently little or no information available with regards to HIV/AIDS related knowledge, attitudes and behaviours among the MSM population in Nigeria. This may be attributable, at least in part, to difficulties in identifying and contacting MSM. Therefore, the principal objective of this study is to measure the perception of Jalingo residents with regards to the knowledge of HIV/AIDS among MSM in Jalingo and their attitudes and behaviours toward it. However, prior to this study, no single literature on MSM was available, which makes it the first major study to evaluate public perception of the MSM population in Jalingo, focusing on HIV/AIDS knowledge, attitudes and behaviours.

Objectives

1. To examine the association between HIV infection and patterns of sexual behaviour among men having Sex with Men in Jalingo;
2. To determine Jalingo residents' perceived level of knowledge of HIV/AIDS among Men having Sex with Men;
3. To investigate the perception of Jalingo residents on the attitudes and behaviours of Men having Sex with Men towards HIV/AIDS.

Literature Review: Conceptual and Empirical

The HIV/AIDS pandemic remains one of the greatest health challenges facing the world today. It has spread rapidly across the globe. The spread is increasing among heterosexual, homosexual and bisexual men. In Nigeria, HIV is predominant among young people for they constitute larger percentage of the society. The rapid growth of HIV positive cases in the last few years made Nigeria the third largest country with HIV/AIDS cases in the world in which majority are youths (Ajayi and Omotayo, 2010).

Since the surfacing of the HIV/AIDS in the 80s, massive sensitisation campaigns about the dreaded disease have adopted various social and intellectual dimensions. In Nigeria for instance, these information or awareness campaigns include organised workshops and seminars, radio and television jingles, brain storming conferences and paper presentations, use of posters, billboards, among others. These campaigns have penetrated homes and permeated individuals in one way or the other (Nwabueze, 2007). As Olakulehin (2004) puts it: “there is no shortage of knowledge and information on the HIV/AIDS pandemic, the only thing that is lacking is the unwillingness to undertake responsible social and sexual behaviours” (Nwabueze, 2007).

Nigeria's socio-economic status, traditional social ills, unemployment, illiteracy, cultural myths on sex and large population living in the rural areas make its citizens extremely vulnerable to the

HIV/AIDS. Nigerian government launched National AIDS control program to create awareness to all. The Government also creates in the six geo-political zones of the country where people can go to test for HIV/AIDS and provide subsidized drugs for the affected victims (Ajayi and Omotayo, 2010). To consolidate and extend progress on HIV/AIDS, challenges that need to be addressed include improving knowledge and awareness of HIV/AIDS, improving access to antiretroviral therapies and effective implementation of the national strategic frameworks for the control of HIV/AIDS... (Nigeria MDGs Report, 2010).

In a research conducted among 2000 out of school youths in 10 Nigerian Cities by Imoh (2007) to assess the levels of their knowledge, attitudes, behaviours and media habits relating to sex, STDs and HIV/AIDS prevention and education in Nigeria, the result shows that 83% of the respondents have heard about HIV/AIDS through mass media and 76% were aware that unprotected sex can lead to STD infections but their knowledge of STDs was generally poor (Jibril, 2013).

According to Nigeria Demographic and Health Survey (NDHS) report (2008), the proportion of the population aged 15-24 years with comprehensive correct knowledge of HIV/AIDS was 18.3% in 2003 and 25.9% in 2007 (Nigeria MDGs Report, 2010). This signifies that within four years, the level of awareness of the scourge has rose to about 7.6% which is proportionately in agreement with the Nigeria MDGs Report (2010) that says the prevalence rate is reducing.

The 2003 National HIV/AIDS and Reproductive Health Survey (NARHS) which is a nationally representative survey of 10, 090 respondents were to provide information on levels of HIV preventive knowledge and behaviour among others. Data were analysed and it reveals that a significant proportion of both male and female respondents had ever had sex. It also revealed that awareness of HIV/AIDS was generally high in both urban and rural areas and between males and females and all age groups. Although in North East and North Central zones two out of ten respondents have never heard of HIV/AIDS. Misconceptions about transmission were still high. Knowledge about HIV prevention and transmission is only fair (NARHS Nigeria, 2003).

The 14th international conference on HIV/AIDS and Sexually Transmitted Infections in Africa (ICASA-2005) which was held in Abuja between 4th and 9th December, 2005 provided a leadership forum among over 500 youths across Africa who gathered in Abuja. The main purpose was to create awareness among the youths who are the most vulnerable. The conference was also aimed at the elimination of all forms of social exclusion and stigmatisation of people living with HIV/AIDS. The central theme was "Stop AIDS and Keep the Promise" (Saleh, 2008).

Research evidence has revealed that more than 80% of HIV/AIDS victims in Nigeria got it through sexual intercourse (Radio Nigeria, Metro FM, 19/7/2003). This is why most HIV/AIDS awareness campaigns stress responsible sexual behaviour as a key way of eradicating the disease

(Nwabueze, 2007). In a research work carried out in three higher institutions across three senatorial districts in Delta State showed that out of every 80 students, 20 were HIV/AIDS carriers (Ogbolu, 2004 cited in Nwabueze, 2007).

Sankey (2004) in a UNICEF sponsored survey of Narayi area of Kaduna found that “HIV/AIDS is a major disease claiming lives and spreading rapidly in the squatter settlement of Narayi, Kaduna” (Umar, 2011). Kusseling, Shapiro, Greenberg and Wenger (1996) in their study, they try to understand why heterosexual adults do not practice safer sex with their last sexual partner. Of the 652 sexually active subjects, 61 reported not having safer sex with their last sexual partner. 62% said low perceived risk of HIV infection was their reason, though most knew too little about their partner to ensure the encounter was low risk. Other reasons were: condom unavailability (20%), the subject “didn't want to” use a condom (19%), “couldn't stop ourselves” (15%), the partner's influence (14%) and alcohol or drug use (11%). 31% of subjects indicated more than one reason for not having safer sex. Their conclusions were that there are many different factors promoting sexual behaviour at risk of infection and that these factors differ between samples.

However, there is generally a dearth of relevant literature on HIV/AIDS and MSM in Nigeria and at the local level in Taraba State largely due to low level of attention government is paying to the scourge and near absent interest the researchers have on the issue. A cursory look at other countries will reveal a serious attention being paid to the issue in question. For instance, a study by Kurfin et al. (2006) on the pattern of sexual behaviour and reported symptoms of STI/RTIs among young people in China, higher burden of STI-related symptoms was found among men who have men as sexual partners. These findings conclusively point out to the immediate need to strengthen sexual health education among young people.

According to Ramirez, et al. (1994), in Latin America, sexual transmission from man to man is the leading cause of HIV infection. Their study shows that in Mexico, which ranked third in number of AIDS cases in the Americas, more than three-quarters of the cases are due to sexual transmission; among which 35% and 23.7% are due to homosexual and bisexual male practices respectively. In 2009, the World Health Organisation found that at the global level, prevalence of HIV was falling, while the prevalence of HIV among the MSM population continues to rise, particularly in certain parts of Asia (Sohn and Cho, 2012).

Sohn and Cho (2012) added that several studies have shown that approximately half of MSM in Southeast Asia engage in unprotected sex. And that “MSM who engaged in unprotected sex were more likely to have low levels of HIV/AIDS knowledge or education, and were relatively likely to be misinformed about HIV/AIDS.” In one of the more disturbing findings of studies about MSM, Sohn and Cho report that 17% of the MSM surveyed in Thailand were HIV-positive. A study by

Ndiaye et al. (2011) on the knowledge, attitudes and practices related to STD and HIV/AIDS among MSM in Senegal, findings reveal that among 245 registered MSM studied, sexual habits, according to anal intercourse differentiated the receptive/passive (the “Ubbi”) (57%), the active (the “Yoos”) (25%), the passive/active (“Ubbi/Yoos”) who played the two roles (14%) and the neither active nor passive who had other practices than anal (4%). Practices between men, concerned mutual stroke (100%), fellatio (61%) and anal intercourse (49%), counted 45% for remuneration, 35% of multi-unprotected partnership and 12% of breaking condom. Their conclusion was that, sexual relations between men in Senegal constitute a factor of propagation for STDs and HIV/AIDS.

In a World Health Organisation report of a technical consultation in 2009, findings reveal that around 50% of all HIV infections in Latin America are assumed to have arisen through unprotected anal sex between men, but this is lower in some settings (e.g. 13% in Brazil). Data from Central and Eastern Europe show that sex between men accounts for a wide range of new HIV infections, from 0.1% of all new HIV infections in Ukraine to 60% of all new infections in Slovakia. Gouws et al. (2009) found that MSM activity may account for 20% of all new HIV infections in Thailand and 4.5% in Kenya.

Theoretical Framework

Theories are important to any empirical study because they provide the latitude for analysis aimed at predicting phenomena of any research. This study is therefore anchored on Theory of Reasoned Action (TRA). Theory of Reasoned Action was propounded by Martin Fishbein and Icek Ajzen in 1975. The underpinning of the theory specifies that adoption of behaviour is a function of intent, determined by a person's attitude (beliefs and expected values) towards performing such behaviour and by “subjective norms” (perceived social pressure towards a behaviour). TRA assumes that the strongest or most proximal predictor of volitional behaviour is one's behaviour intention. Behavioural intentions are thought to be the result of both individual influence and normative influence. The individual influence on intention is one's attitude toward performing the volitional behaviour. The normative influence on intention is what Fishbein and Ajzen referred to as a person's subjective norm (perceived social norm towards behaviour (Hale, Householder and Greene, 2002 and Mojaye, 2013). Hale, et al. also expressed TRA as the following mathematical function:

$$BI = (AB) W1 + (SN) W2$$

Where BI represents one's behavioural intention, which is a function of both AB (one's attitude toward performing the behaviour) and SN (one's perceived social pressure related to performing the behaviour), and the Ws which represent empirically derived weights.

Methodology

This study is aimed at assessing the perception of Jalingo residents on the HIV/AIDS knowledge, attitudes and behaviors among Men having Sex with Men in Jalingo. Cross-sectional survey research design was used for this research. Structured questionnaire was developed in consultation with a variety of key informants including academics and informed members of the study community. Close-ended questionnaire was distributed to informed sources to generate primary data for this study. 150 questionnaires were distributed across five wards in Jalingo. Jalingo is the state capital of Taraba State, located in the North-eastern Nigeria. It has ten wards, namely: Barade, Kachalla Sembe, Kona, Majidadi, Sarkin Dawaki, Sintali A, Sintali B, Turaki A, Turaki B and Yelwa. Purposive sampling was employed to sample 150 respondents, 30 from each of the randomly selected Barade, Majidadi, Sarkin Dawaki, Sintali A, and Kona Wards. The domains of this instrument included the baseline demographics and the perceived knowledge, attitudes and behaviours towards HIV/AIDS. The demographic variables asked respondents about their age, gender, marital status and education.

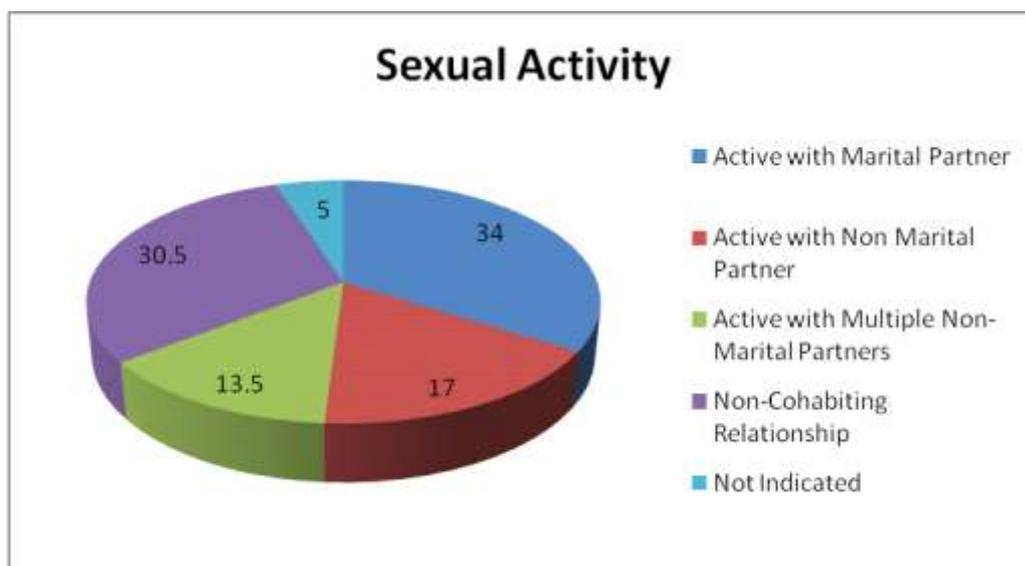
Results

One hundred and fifty questionnaires were distributed to residents of Jalingo across five randomly selected words, thirty for each. One hundred and forty eight (148) of the administered questionnaires were retrieved for analysis. From the retrieved questionnaires, seven (7) were returned blank, while the remaining one hundred and forty one (141) were filled.

The result from the retrieved questionnaires shows that majority of the respondents (34.8%) fell within the age bracket of 25-29 years, followed by 30 years and above (31.9%), 19-24 (24.1%) and 14-18 (6.4%) while 4 respondents (2.8%) did not indicate their age. This shows that majority of the respondents were mature. There was uneven distribution of respondents across sexes as the male had an edge over female in terms of gender representation with male having 65.2% while female have 29.1% and 5.7% did not indicate their gender. The data showed that most of the respondents (47.5%) were HND/Degree holders with very few of them (1.4%) having First School Leaving Certificate. The data also showed that 64.5% of the respondents were single, 29.1% were married, 2.9% were widow(er)s and 1.4% were divorced while 2.1% did not indicate their marital status.

Sexual Activity and HIV/AIDS Knowledge

The first four questions in the questionnaire, after the demographic questions, were personal questions. Respondents were asked their current sexual activity, and the result is presented in the chart below



Source: Author's Fieldwork

Respondents were also asked about their HIV/AIDS knowledge, 129 (91.5%) said they have knowledge of HIV/AIDS while 12 (8.5%) said they did not have. They were also asked if they have knowledge of who had AIDS or died of AIDS, 113 (80.1%) said yes and 24 (17%) said no, while 4 (2.9) did not respond to that question. And they were asked about the means through which person gets infected by HIV. 78 (55.3%) believed it is through unprotected sexual intercourse, 16 (11.3%) said it is through blood transfusion, 7 (5%) said through the use of unsterilized sharp object, 2 (1.4%) said through mother-to-child infection while 38 (27%) said all of the above.

Table 1: Sexual Behavioural Pattern of Jalingo Residents

Response Category	Frequency	Percentage
Man vs. Man	5	3.6%
Man vs. Woman	115	81.5%
Woman vs. Woman	5	3.6%
All of the Above	16	11.3%
Total	141	100%

Source: Author's Fieldwork

In Table 1, respondents were asked the sexual behavioral pattern of Jalingo residents, their responses reveal that 81.5% believed that it is between man and woman, 3.6% said it is between man and man, another 3.6% believed it is between woman and woman. The remaining 11.3% said all of the above.

Respondents were asked if they are aware of Men having Sex with Men in Jalingo, 120 (85%) respondents said yes, while 20 (14.2%) said no and 1 (0.8%) did not respond.

Table 2: What Prompts Men to have Sex with Men

Response Category	Frequency	Percentage
Gift/Favour Received	21	14.9%
Peer Influence	23	16.3%
Charm/Fame Seeking	51	36.2%
All of the Above	29	20.6%
Others	11	7.8%
Not Responded	6	4.2%
Total	141	100%

Source: Author's Fieldwork

Respondents were asked what they think prompts Men to have Sex with Men, 51 (36.2%) said charm/fame seeking is what prompts them, 21 (14.9%) said they do it for gift or favour they expect to receive, 23 (16.3%) said it is peer influence, 29 (20.6%) said all of the above, 6 (4.2%) did not respond and 11 (7.8%) under others category responded differently. 3 of them said it is done for ritual and selfish purposes, 2 said for pleasure and satisfaction, 3 said low self-esteem, 1 said end time, another 1 said for wealth accumulation and the last 1 said it is perversion.

Respondents were asked if they know anyone involved in such sexual behavior, 60 (42.5%) of them said yes they know, while 80 (56.7%) said no and 1 (0.8%) did not respond. Respondents were also asked if they think MSM have knowledge of HIV/AIDS, 94 (66.7%) said yes, 13 (9.2%) said no, while 34 (24.1%) said they did not know.

Respondents were asked again if sex between man and man leads to HIV infection, 83 (58.8%) said yes, 14 (10%) said no and 44 (31.2%) said they did not know.

Table 3: Level of Knowledge of HIV/AIDS among MSM

Response Category	Frequency	Percentage
Very High	14	9.9%
High	53	37.5%
Low	52	36.9%
Very Low	21	14.9%
Not Responded	1	0.8%
Total	141	100%

Source: Author's Fieldwork

Respondents were asked about their perception of HIV/AIDS knowledge among MSM, their responses were: Very High 14 (9.9%), High 53 (37.5%), Low 52 (36.9%) and Very Low gets 21 (14.9%), while 1 (0.8%) did not respond.

Table 4: HIV/AIDS Knowledge Seeking Behavior among MSM

Response Category	Frequency	Percentage
Positive	60	42.6%
Negative	44	31.2%
Neutral	31	22%
Not Responded	6	4.2%
Total	141	100%

Source: Author's Fieldwork

Respondents were asked the HIV/AIDS knowledge seeking behavior of Men having Sex with Men, 60 (42.6%) said it was positive, 44 (31.2%) said negative and 31 (22%) said it was neutral while 6 (4.2%) did not respond. They were also asked about the attitudes of MSM towards HIV/AIDS, only 28 (19.9%) said it was positive while 70 (49.6%) said it was negative and 43 (30.5%) said it was neutral.

Respondents were again asked if AIDS spread influences sexual behaviour of Men having Sex with Men, 87 (61.7%) said no, 25 (17.7%) said yes while 29 (20.6%) said they did not know.

Table 5: Influence of HIV Knowledge on MSM

Response Category	Frequency	Percentage
Very High Influence	23	16.3%
High Influence	26	18.4%
Little Influence	54	38.3%
Very Little Influence	17	12%
No Influence	21	15%
Total	141	100%

Source: Author's Fieldwork

Respondents were also asked the influence of HIV/AIDS knowledge on MSM, 23 (16.3%) said it has a very high influence, 26 (18.4%) said high influence, 54 (38.3%) said it has little influence, 17 (12%) said it has very little influence while 21 (15%) said it has no influence. At the end, respondents were asked on the measures to take to prevent further spread of HIV/AIDS among MSM, 35 (24.8%) suggested the use of Media Sensitization, 18 (12.8%) said it should be one-on-one communication, 56 (39.7%) said religious preaching is the best measure while 30 (21.3%) said all of the above and 2 (1.4%) said through sensitization seminars.

Discussion

From the study, the results obtained reveal important issues. First, it could be deduced that large number of the respondents are sexually active but most with their marital partners, have knowledge of HIV/AIDS, who had or died of AIDS and the mode of its transmission. This study

has presented information concerning MSM issues as perceived by the residents of Jalingo. Based on the results presented, one can see that even though a large percentage of the respondents said they are aware of MSM in Jalingo, very little believe that the sexual pattern of people in Jalingo is between man and man as majority believe it is between man and woman. But a considerable number of them also said they know of someone that is involved in such sexual behavior. This result shows that there is inconsistency in the respondents' choice of answer, except in the other questions where they maintained consistent responses. Perhaps the result could best be explained by the respondents' fear of being implicated by what they said. The perception is that charm/fame is what prompts men to have sex with men and despite the fact that MSM have knowledge of HIV/AIDS, their knowledge of HIV/AIDS have very little influence on their sexual behaviour. This study reveals that despite their little concern on the effect of HIV/AIDS, MSM have positive knowledge seeking behaviour towards HIV/AIDS and their attitudes towards HIV/AIDS is negative; most of them believe that MSM leads to HIV infection. This indicates that despite seeking the knowledge of the risk involved in the act and having that knowledge, HIV/AIDS spread have no strong influence on MSM sexual behaviour. As such, the finding suggests the use of effective measures such as religious preaching, media sensitization and other means to curb the menace. Another explanation for the desperate practice observed is the material favour and emotional satisfaction received that compels some to engage in such behavior.

This study perceptually helps reveal how people are being led to believe that the act of MSM brings fame/charm which prompts many to engage in it. This research has also analyzed the inevitable risk involved and the inability of those involved in it to stop despite the dangers and the immorality in it. A look at the implication of this study for theory and practice regarding MSM is necessary. The residents of Jalingo, whose perceptions were used to measure the knowledge, attitudes and behaviours of MSM towards HIV/AIDS, should best be considered for they are in better position to tell about MSM aside the MSM themselves. When viewed from the stand point of perception-which is an attempt at bridging ready-made binary terms such as self and other, mind and body, individual and society, it will be safe to sum up from the result of the study that the said perception is more or less correct, but subject to further investigation.

Conclusion

From the findings of this study, the following conclusions can be drawn: Men having Sex with Men in Jalingo have knowledge but little concern over the spread of the dreaded and pandemic HIV/AIDS and its consequences. It is also believed that new members are being induced to join under the assumption that such an act brings about fame and charm; and initiation is on the increase, majority of which are youths. The results showed a growing shift away from the normal heterosexual society to a filthy homosexual and bisexual society. The shift toward that direction suggests that precariousness and perilousness hold sway and requires a serious turn around to normal.

This study also confirms the feasibility of collecting sensitive information from vulnerable population by using a specially designed data collection methodology. The results may be used as benchmark data of a future perceptual survey of behavioural and attitudinal study system of MSM in Jalingo. One limitation of this study is the relatively small number of respondents captured by the survey. Yet, the study's response rate may be its strength compared to those of other risk behaviour surveys in the locality.

Recommendations

From the results obtained in this research, concerted efforts must be taken by parents, religious leaders and other stakeholders to be able to carry out their responsibility effectively and efficiently in trying to bring sanity and maintain healthy society. In light of the above, it is recommended that:

- 1 Behaviour Change Communication should be adopted to develop, promote, sustain and maintain positive individual, community and societal behaviour change.
- 2 Parents' attention must be drawn to pay close attention to their children and the type of people they relate with.
- 3 There is immediate need for concerted effort by religious leaders and NGOs to strengthen sexual health education among young people and bring to public notice the dangers of such act from both health and religious perspectives. These can be done through organized lectures, seminars and workshops.
- 4 Safe sex practice must be encouraged to avoid premature death from the incessant HIV/AIDS.

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THE CHALLENGES OF REPORTING POLITICS IN A MULTI-PARTY STATE FOR NATIONAL DEVELOPMENT: A SURVEY OF PORT HARCOURT JOURNALISTS



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Abstract

Historical accounts show the Nigerian mass media to have significantly contributed to the attainment of independence in 1960. Ironically, mass-media portrayals were fingered for being responsible for the fall of the First Republic. Scholars have, however, observed that. Since the return of democracy in 1999, the relationship between the media and the political class has somewhat, been characterised by mutual suspicion, blackmail, intimidation, as well as other gory scenarios. With the merger of some political parties to form the All Progressive Congress (APC) ahead of the 2015 general elections, the political atmosphere in Nigeria is charged and journalist have incidentally saddled with the responsibility of reporting the unfolding intrigues. Drawing from the foregoing, this study sought to establish the challenges, if any, that reporters in Rivers State encounter in reporting political activities. The study utilised the survey design to draw a sample of 130 political reporters from the 400 registered NUJ members in Rivers State. Findings of the study are that journalist are often denied access to important information, at times threatened and barred from events. It was, therefore, recommended that the NUJ and its members should insist on their right to information as enshrined in the Freedom of Information Act. It was also recommended that journalists in collaboration with relevance agencies of government ensure the removal of all impediments to egalitarianism and professionalism with a view to according nobility to journalism.

Keywords: *Journalists, Reporting, Politics, Multi-party and State.*

Background to the Study

Nigeria like many African countries has a multi-party system. There are 26 registered political parties with two or three dominant ones that have had strong showings in elections. Since the

return of the country to democratic rule in 1999, the government at the centre has been controlled by the People's Democratic Party (PDP) which also controls most of the states. The other major parties with electoral successes were the All Nigeria People's Party (ANPP); Action Congress of Nigeria (ACN); Congress for Progressive Change (CPC); Labour Party (LP); and All Progressive Grand Alliance (APGA). Some of these parties – ANPP, ACN, CPC and a faction of APGA – fused in 2013 to form what was referred to as a mega party, the All People's Congress (APC), ostensibly to wrest power from the PDP. With the formation of the APC by the four aforementioned parties, the political atmosphere in Nigeria became charged with thrilling events that somewhat jolted the country's political landscape. Capitalising on the internal dispute within the PDP, the APC wooed the seven aggrieved governors of the PDP who stormed out of the PDP Special Convention to form the New PDP with the former Vice President, Alhaji Atuku Abubakar and Alhaji Baraje as the arrowheads. The seven governors are Chibuike Rotimi Amaechi, Rivers State; Babangida Muazu Aliyu, Niger State; Sule Lamido, Jigawa State; Murtala Nyako, Adamawa State; Abdufattah Ahmed, Kwara State; Rabiu Musa Kwankwaso, Kano State, and Aliyu Wamako, Sokoto State. All but two of the governors, Sule Lamido and Babangida Muazu Aliyu defected to the APC in November, 2013. Most of these governors decamped with their deputies and state assembly members. However, the Deputy Governors of Sokoto and Adamawa States refused to cross-carpet with their governors.

The aftermath of the governors' exit from the PDP, saw the defection of 37 members of the lower chamber of the National Assembly (House of Representatives) to the APC, a move that almost altered the leadership structure of the house. Interestingly, the alignment and realignment that followed the actions of the lawmakers ensured that the status quo remained. What followed the defection of the governors and the lawmakers were intense legal battles initiated by the PDP to declare the seats of the defecting elected officers vacant. In the Senate, the effort of six Senator led by Senator Bukola Saraki to join the APC was stalled by the invocation of certain sections of the Senate Standing Order. The outcome of the power play, scheming and manoeuvres that followed the defection of the governors was the impeachment of the Governor of Adamawa State, Murtala Nyako on July 15, 2014 after the resignation of the Deputy Governor, James Ngilari the day before. Indeed, there is uneasy calm in many of the states where the governors decamped.

The myriads of political developments in the Nigerian polity provide fertile grounds for news-sourcing and reporting for journalists who have the responsibility of reporting the intrigues to the publics. Researchers have been investigating the effects of the media in influencing electoral participation, especially in voting behaviours. Contemporary research interest has shifted to another area of effects. This is the media's influence on the political information and the issues the public considers salient. In recent years the notion that the media have strong influence on public affairs has become common among media scholars, the political elites and media operators

themselves. Communication researchers have articulated the 'agenda-setting' function of the media in politics, especially in studies of the electorates. Political scientists are also discarding the minimal media effects tradition in favour of a view that attributes considerable influence to the media. A former Nigerian Minister of information and Culture in, Dr Walter Ofonagoro lent credence to the view when he said that:

At all times but particularly in election year, the press has the responsibility to give people the true and undoctored facts that will make them to make responsible choices about their nations, their states and their own nation. Without the press, it is impossible for the generality of the citizenry to discern facts from fiction, truth from falsehood in the multitude of promises that come cascading from the political soap box (Cited in Ochonogor, 2011). Ochonogor (2008) asserts that the responsibility of the mass media in a democracy, especially during elections is to help the public look closely to understand the political reality. He added that the journalists interpret events, issues, portray personalities, analyse trends, and public opinion. These activities also throw up certain challenges for reporters who cover the political beat. For one, the tilt of the news and prominence given to stories no matter how objective may be misconstrued and reporters portrayed as bias and partisan by parties not favoured by the report. Secondly, reporters are at a cross-road given the ownership structure of the mass media, especially the state-owned media where reporters are torn between objective reporting and pleasing the owners. Besides, many of the media organisations belong to politicians who would want their reporters to present reports that would support their political causes (Ochonogor, 2008). The situation is not different for the privately-owned as many of the proprietors are sympathetic to some political parties. Gambo (2014) captured the essence of the situation thus: The emergent situation polarised the media and thrown up a situation where some reporters, editors, producers and presenters openly align themselves with political parties or candidates and are ever willing to work for them at the expense of their professional calling; and those who choose to remain principled are either put aside or punished outright. Gambo further explained that: one of the major issues related to the media is the allegation that some journalists and media houses have, either deliberately or otherwise involve themselves beyond their professional calling or that by their reports, they had taken side with one of the parties involved (p,4).

Communication scholars are agreed that reporters have a very crucial role to play in engendering peace and cooperation a polity. It is in line with this that Batta (2009,) observed that "it is everyone's stake, including media scholars and professionals to de-escalate conflict and promote peace in our nation" (p.172). It is, however, instructive to note that many journalists have had to contend with denial of access to information by the political class, especially in states controlled by the opposition. There were instances where some barred from covering events, even as some are declared personal-non-grata. It must also be noted that many journalists have not appropriated

the rights given to them by the Freedom of Information Bill which is meant to among others that: Make public record and information more freely available, provide for public access to public records and information, protect public records and information to the extent consistent with the public interest and the protection of personal privacy, protect public officers from adverse consequences for disclosing certain information without authorisation and establish procedures for the achievement of those purposes and related purposes thereof (Eme and Asadu, 2010, Pp. 15-16).

The reportorial process, especially covering and reporting the political news is an arduous task. The reporter's duty is that of determining what is newsworthy through the observation and collection of information from different sources and scrutinising the pieces of information gathered in order to write an accurate, concise, interesting and clear and comprehensible account of events. However, the rushed world of news reporting and the unpredictable nature of political developments has engendered a situation whereby reports are replete with omissions, misspellings and inaccuracies which has pit reporters with news sources leading to reprimands, corrigenda, mistrust and suspicion.

Statement of problem

Experts in media studies believe that modern politics is nearly impossible without adequate media coverage. Mass-media portrayals in reports, advocacies and commentaries help liven political campaign as they provide opportunities for candidates to reach and interact with voters more quickly and more directly at the lowest cost. The mass media are also depended upon the media to gauge and monitor public opinion. The mass media if effectively used can be tools achieving those objectives. However, the path of the political reporter is fraught with booby traps, occasioned by mistrust and suspicion that makes the reportorial assignment somewhat herculean. It is in the light of these that the sought to establish the challenges that reporters in Rivers State encounter in reporting political activities.

Objectives

The study was guided by the following objectives which were to:

- 1 Establish the nature of challenges that reporters encounter in reporting political activities; examine reporters' challenging experiences in their reportorial assignment;
- 2 find out the coping strategies adopted by reporters in the face of the challenges;
- 3 Establish the precautionary measures adopted by reporters to ensure the authenticity of their reports in the face of the challenges. and
- 4 Find out the relationship between the reporters and the political class.

Research Questions

- 1 What is the nature of challenges that reporters encounter in reporting political activities?
- 2 What are reporter challenging experiences in their reportorial assignment?
- 3 In what ways the reporters cope in the face of the challenges of their duties?
- 4 What precautionary measures are adopted by reporters to ensure the authenticity of their reports
- 5 What relationships exist between reporters and the political class?

Theoretical foundation

This study as anchored on the social responsibility media theory which tenets is that the media are free to report and comment on events, but must be ready to accept responsibility for their actions. Omego and Ochonogor (2013). Invariably, the theory stipulates that publishers and reporters are free to carry out their roles without any form of restriction as enshrined in the libertarian theory, but should behave responsibly to avoid any thing that is capable of causing disaffection in the society. The social responsibility theory owes its origin to the fear expressed that the notion of a free market of ideas was being hampered by the restrictive ownership structure of newspapers that was concentrated in the hands of the rich and powerful corporations. Consequently, the Hutchins commission was instituted in America in 1947, on the free press (Ndolo, 2006).

The justification for the use of this theory is based on the fact that the mass media are obligated to report issues, especially political matters with a sense of responsibility while the government is expected to grant the media unfettered access to information and not to interfere in the works of the media. However, what is observed in Nigeria is the undue interference by the government, using various tactics to impede the activities of the media. In the same vein, reporters have been accused of using unethical means in their reportorial assignment to the detriment of the political advancement of the society. Flowing From a social responsibility perspective, journalists have the responsibility to cover politics, but with a sense of responsibility that enables dialogue and eventual peaceful resolution of conflicts

Literature Review

The Media and the Political Process

The relationship between the mass media and governments in many developing countries the world over, has been anything but cordial. From the periods immediately after the scramble for and partitioning of Africa among the European overlords in the 19th century, the press has been in the vanguard of the struggle to shake off colonial dominance. Nationalists like Herbert Macaulay, Nnamdi Azikiwe, Mohammed Dutse, Kwame Nkrumah, among other founded newspaper organisations that were used to expose the misdeeds of the colonial administrations in exercise of their watch dog roles, and to sensitise the natives to the need for self-rule. And for daring to criticise

the colonial regimes, the press was seen as antagonistic and regarded as enemies that should be tamed. Consequently, there was the enactment of ordinances to gag the press which signalled the birth of the adversarial relationship between the government and the press. In fact, the Nigerian media reports, advocacies and commentaries were credited for contributing significantly to the attainment of independence of the country from the British colonialist on October 1, 1960.

After the attainment of independence in Nigeria, the mass media continued to perform their watch dog role which was perceived to be antagonistic by the civilian government. It is instructive to mention that the post-colonial administration did not repeal most of the draconian laws, especially the Official Secret Ordinance of 1891, the Newspaper Ordinance of 1903 and the Seditious Offences Act of 1909, inherited from the colonial masters. The media too, did not shed themselves of the combative stance with which they fought colonialism. Udoudo, Ochonogor and Diriyai (2012) quoted Udoudo (2010) to have said that “one of the major issues about post-independence press in Nigeria was that before independence, the regional governments had established and owned newspapers just as the federal government had its own” (p.4). He stressed that the main interest of the newspapers was to attack the interests of the other ethnic groups and those of the federal government while preserving their individual regional interests. The media were accused of portraying the civilian administration as corrupt, inept and lacking in direction which the military capitalised to overthrow the government. This scenario translated to an atmosphere of mutual suspicion that set the stage for a battle of wit between the government and the media. So that the same mass media that was praised for helping to ease out colonial administration in Nigeria was also blamed for the fall of the first republic.

Experts in media studies believe that modern politics is nearly impossible without adequate media coverage. Mass-media portrayals in reports, advocacies and commentaries help liven political campaign as they provide opportunities for candidates to reach and interact with voters more quickly and more directly and depend heavily upon the media to monitor public opinion and transmit their remarks to the public; as it is impossible to personally contact every voter in the society. Since the cooperation of the people is imperative for the success of the political process, therefore, there is the need to mobilise the people to increase political awareness, focus attention and rally support for political parties and politicians. The mass media if effectively used can be tools to those ends.

The role of the mass media in the political development of the society was put in perspective by Nwosu (1990), when he observed that the media: Help people to find new norms and harmony in periods of transition, change the power structure in the society by giving knowledge to the masses, create sense of nationness, lead to increased political activity or participation..., and make political development a self-perpetuating process (Nwachukwu, 2010, Pp.92-93) It is believed

that mass participation in a democratic system can rarely occur if the people have limited access to information and discussion. There is no way that people can be motivated to join in the decision process if they are kept in the dark about what is happening. The need for popular participation in the political process, invariably, involves deploying the media to sensitise the members of society to what is happening in their immediate environment. Beyond providing enlightenment about new ideas, the mass media function as checks and balances on the government for the interest of the subjects as well as mobilise for good courses.

Gambo (2014) Drawing from the All-powerful Model, Agenda Setting and the identified media ubiquity models postulated by Noelle-Neumann, McCombs and Shaw (1972), and Dennis and Merrill (1991) respectively, conceptualized three forms of media: The power to provide information; setting the public agenda; and affecting the thoughts, opinions and attitudes. These powers are exercised by journalists who work in the media to inform the electorates about the persons that are vying for political positions and expose the people to the key issues bothering the society. The information and commentaries provided by the media enable people take informed decisions on whom among the list of capable hands to vote for. It is through the mass media that the electorates know the thoughts, pedigree, antecedents and characters of the candidates and also narrow down the voters' range of options before elections.

However, some reporters by their activities have shown a tendency towards using the powers of the media for negative ends capable of bringing the ethics of their profession into disrepute. Many have slide into ethical vices such as blackmail, bribery (gratification), axe-grinding, inducement, sycophancy, distortion, among others. The norms of journalism have become the survival of the fittest as reporters now engage in battle of wits for favourable attention from their employers and the political class, without recourse to the ethics of the profession (karikari, 1997).

A study by Ochonogor and Igani (2013) to find out what constitutes stress factors to print media journalist in Port Harcourt in the discharge of their day-to-day duties found that Journalists suffer stress especially, through news-sourcing, processing and presenting which is always hurried and deadline-bound; that stress is a factor in the reportorial process makes journalist to commit errors of facts and grammar and that the stress factors can be minimized.

Methodology

The study utilised the survey design to study the 400 Nigerian Union of Journalists (NUJ) members Rivers State Chapters who constituted the population of the investigation. However, a total of 130 reporters were purposely selected for the study as only reporters who cover the political beat were considered for the study. The instrument for data collection was a set of 12-item questionnaire that was administered on the respondents by the researchers and three research

assistants. The data obtained from the respondents were presented in tables of frequency distribution and percentages.

Data Presentation and Analysis

Out of the 130 copies of the questionnaire administered, 123 correctly completed and returned. This represented a 95% return rate. The responses show that 42 (34%) of the respondents work for print media organisations while the majority, 81 (66%) are broadcast journalists. All respondents reside in the city of Port Harcourt where all the media houses in Rivers state are located. The data also show that while 23% of the respondents have been on the job for only one year, nine per cent have been engaged for between two to five years. A total of 85 representing (68%) of the subjects have practiced journalism for between six and ten years. On the reporters' challenging experiences during their reportorial duties, the majority of the respondent, 58% confirmed that the issue of delays in handing out information, given the deadline-driven nature of news had been a major problem. For the remaining 42%, the major problem they encountered was that of confirming information from reliable sources. Since news need attribution to make it believable and authentic, it becomes expedient that any information obtained should be confirmed by a reputable. The difficulty in confirming information can delay the publication of stories which are time-bound, and this can lead to speculative reporting.

Table One: Problems respondent encounter during the news - gathering process

S/N	Response	Number	Percentage (%)
1	Delays in handing out information	72	58
2	Confirming information from reliable sources	51	42
TOTAL		123	100

For the types of challenges that inhibit the news-sourcing responsibility of reporters, a total of 21 (17%) had to contend with harassment by government officials and personal aides of politicians and elected officers, who appear unfriendly and hostile to journalist. The number of reporters who were harassed by security agents attached to politicians was 70 (57%) while 32 (26%) of the respondents were harassed by bodyguards and thugs who prevent reporters from having access to politicians.

Table Two: Respondents' experiences from aides to politician during news - sourcing

S/N	Response	Number	Percentage (%)
1	Harassment by government officials and personal aides	21	17
2	Harassment by security agents	70	57
3	Harassment by bodyguards and thugs	32	26
TOTAL		123	100

The most challenging experience, for 43 (35%) respondents is that they are usually torn between that quest for balance and objectivity and pressure put on the reporters to slant the report to suit the whims of politicians. The number of respondents who had to deal with unsubstantiated facts, unwillingness of sources to divulge information and accusations is 33 (27%) while 47 (28%) were physically assaulted and their equipment either vandalised or confiscated.

Table Three: Respondents' most challenging experience

S/N	Response	Number	Percentage (%)
1	Pressure on reporters to slant stories to favour some persons	43	35
2	Unwillingness of sources to divulge information	33	27
3	Vandalisation/ confiscation of equipment	47	28
TOTAL		123	100

On the accusations they have received from politicians for their reports, 43 (36%) said that they have been accused of biased reporting, 20 (16%) were branded as partisan while an insignificant 10 (8%) were accused of favouritism. However, the majority, 50 (40%) respondents had all the aforementioned tags placed on them by politicians.

Table Four: Accusations received by respondents for reports not favourable to politicians

S/N	Response	Number	Percentage (%)
1	Bias	43	36
2	Partisan	20	16
3	Favouritism	10	8
4	All of the above	50	40
TOTAL		123	100

Similarly, in the respondent's responses the nature of reactions they have received from the political class if the reports did not favour them or their causes, a total of 30 (24%) said that they have been reprimanded by the perceived aggrieved persons, while 22 (19%) have been physically abused. The number of those who have suffered rebuttal of information from sources was 31 (25%) while 40 (32%) respondents have been asked to retract the published stories or face the legal process.

Table Five: Nature of reactions of the political class to respondent's' reports

S/N	Response	Number	Percentage (%)
1	Reprimanded from politicians	30	24
2	Physical abuse	22	19
3	Rebuttal by information sources	31	25
	Retraction the published stories	40	32
TOTAL		123	100

On the precautionary measures the respondents have adopted to ensure that they obtained credible information that would turn out reliable stories, 33 (27%) respondent have resorted to self-censorship whereas, 40 (32%) have relied on the ethical codes of conducts for journalists. A total of 28 (22%) respondents have had to do check and rechecks to authenticate their facts before reporting while for 22 (19%) the respect for objectivity was their guiding principle.

Table Six: Precautionary measures by respondents to ensure credible of reports

S/N	Response	Number	Percentage (%)
1	Self -censorship	33	27
2	Reliance on the ethical codes of conducts	40	32
3	Adopts check and rechecks	28	22
4	Respect for objectivity	22	19
TOTAL		123	100

Asked to indicate what they usually do when under pressure to submit reports in the face of challenges they were faced with, only 21 (17%) resorted to inducements, through bribery to gather news. Those who used name dropping as tactics to generate information for their reports were 32 (26%). None of the respondents accepted that the used blackmail or pilfering of documents to get information. Meanwhile, the majority of the respondents, 57% did not engage in any of the aforementioned tactics.

Table Seven: Coping strategies adopted by reporters

S/N	Response	Number	Percentage (%)
1	Perseverance and persistence visits	37	30
2	Seek alternative sources	32	26
	Remained undaunted, friendly and focused	30	24
3	Resort to speculations.	24	20
TOTAL		123	100

On the measures adopted by reporter to cope with the challenges posed by their duties of reporting the political arena, especially occasioned by the refusal of the political class to give timely information, 37 (30%) respondents said they have had to rely on their ability to persevere and persist in visits. The number of respondents who claimed that they sought for alternative sources of information was 32 (26%) while 30 (24%) said that they remained undaunted, friendly and focused. A total of 24 (20%) claimed to have resorted to speculations based on information available to them.

Table Seven: Other Measures adopted by reporters in generating reports in the face of challenges

S/N	Response	Number	Percentage (%)
1	Blackmails	21	17
2	Name dropping	32	26
3	Inducements/bribery	0	0
4	Pilfering of documents	0	0
5	None of the above	70	57

The response to the item that sought to know the nature of relationship existing between reporters and the political class indicate that only 11 (9%) of the respondents agreed that their relationship is characterised by trust and respect. The greater percentage, 57% (70 respondents) affirmed that their relationship with politicians is based on mutual suspicion, while 42 (34%) said their relationship is that openness and fairness. Table one below present's graphic details.

Table Eight: Relationship between the reporters and politicians

S/N	Response	Number	Percentage (%)
1	Trust and respect	11	9
2	Openness and trust	42	34
3	Mutual suspicion	70	57
TOTAL		123	100

Findings

We note from the data generated and presented that the challenges of reporting politics as indicated by the subjects of this study emanate from delays in providing information as well as confirming information received by journalists. Given the deadline-driven nature of news, reporters on the political beat are supposed to be given access to timely information to enable them complete their assignments. However, when the issuance and confirmation of information is delayed or denied, it lead to speculative reporting which does not serve the best interest of the society. According to the data, among the most challenging news-sourcing experiences of reporters in Rivers State is the constant harassment of journalists by security agents, bodyguards,

government officials and personal aides of politicians and elected officers. The unfriendly disposition of these aides prevent reporters from having access to politicians to gather information, and perhaps responsible for the unwholesome relationship between reporters and the political class.

Related to the above is the fact that journalist usually deal with unsubstantiated facts from politicians who often mount pressures on the reporters to publish reports to suit them. This has torn reporters between that quest for balance and objectivity and pressure put on the reporters to slant the report to suit the whims of politicians. When such happens, the reporters are accused of bias, partisanship and at times physically assaulted, resulting to bodily harm and damage to equipment. Aside these challenges, the respondents affirmed that politicians have often offered rebuttal of information given to journalist and have forced reporters to retract published news stories or face the legal actions. The data also show that journalist have adopted some strategies to cope with challenges posed by their new gathering relationship with politicians, especially those occasioned by the refusal of the political class to give timely information reporters have had to rely on their virtue of perseverance or sought for alternative sources for information-gathering while maintaining a friendly disposition. Only a few have resorted to speculations based on information available to them.

Flowing from the data is that fact that reporters when faced with challenges in their news-sourcing responsibilities, exercised restraints through self-censorship, checks and recheck to authenticate their facts before reporting. For some, the code of professional conduct for journalist was their guiding light while others put objectivity first. The result of the difficulties and in their quest to generate information from politicians, only an insignificant number of reporters resorted to inducements, through bribery or name dropping to gather news. Interestingly, the majority of the journalist did not employ blackmail or pilfering of information as a means of generating information. In the final analysis, the relationship between reporters who cover the political arena have been somewhat characterised by mutual suspicion

Conclusion

Based on the data analysed for the study, we draw the following conclusions That the challenges of reporting politic emanate from the delay by politicians in volunteering information or confirming information available to reporters; and the penchant by politicians to often mount pressures on the reporters to publish reports to suit their whims and whenever such reports do not favour them, forced reporters to retract published stories that in coping with the challenges posed by the delays and refusal to give information, reporters have had to persevere or seek alternative sources of information-gathering while also remaining undaunted, friendly and focussed. that journalists have practised self-censorship, checks and recheck and adhered to the ethical codes of conduct for

journalist as guide to enable them cope with the challenges posed by their duties, and that the relationship between reporters who cover the political arena and the politicians have been characterised by mutual suspicion.

Recommendations

Based on the findings of the study, the following recommendations are made.

- 1 The NUJ and its members should insist on their right to information as enshrined in the Freedom of Information Act.
- 2 Journalists should in collaboration with relevance agencies of government ensure the removal of all impediments to egalitarianism and professionalism with a view to according nobility to journalism.
- 3 The political class should be enlightened on the need to grant journalist access to information and to respect their rights to freedom and human dignity.
- 4 Media proprietors, editors and reporters are encouraged to broaden their views on sensitive national issues such politics in order to appreciate the importance of objectivity to reduce sensational reportage that help to heat up the policy.

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NIGERIA, A PERPETUAL GREAT COUNTRY OF THE FUTURE AT 54: AN INTERROGATION



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Abstract

Nigeria became 54 years old as an independent country on 21st October, 2014, having gained political independence on 1st October, 1960. At independence, Nigeria was described as the beacon of hope and a bastion of democratic government in Africa. However, 54 years after independence, the history of the country has been a cycle of hope-despair-hope, which has now given way to a long spell of frustration, despair and dashed hopes. The vast majority of the people are deeply frustrated and disappointed over unfulfilled hopes of solving persistent poverty, unemployment, corruption, insecurity, failure of leadership, social tensions and political instability, which have become stumbling blocks to the Nigerian project. This is in spite of the enormous sacrifices of Nigerians to ensure the survival and progress of the country. The paper interrogates the paradox that despite size and abundant human and material resources, Nigeria lingers in the doldrums, perpetually a great country of the future even at 54. The paper reflects on how and where it all went wrong and based on that recollection, recommended steps to make amends in order to get the country back on track towards the actualization of its greatness as was the dream of the founding fathers at independence.

Keywords: Nigeria, Perpetual, Great, Country, Future, and Interrogation.

Background to the Study

Nigeria marked its 54th independence anniversary on 1st October, 2014. The end of colonial rule in the country and the enthronement of self-government in 1960 were expected to usher in rapid socio-economic and political development of the new nation. Within the 54 years of Nigeria's independence, the country has witnessed unprecedented deterioration in the security, law and other situations as well as astronomical rise in the incidence and intensity of corruption and in the failure of governance. The harsh economic times for most Nigerians are unprecedented with poverty and inequality assuming an alarming proportion. The growing statistics of poverty and underdevelopment in the country is really worrisome. According to the National Bureau of Statistics (NBS) Report cited in Adugbo (2014), Nigeria's relative poverty measurement figure

stands at 69% (or 112, 518, 507 Nigerians). This is no doubt worrisome and demands urgent attention to help achieve inclusive growth and poverty reduction. This is particularly so because the acclaimed robust economic growth by government officials has not translated into improved living conditions. The stark reality is that only a tiny group benefits from the government's patronage, leaving the vast majority falling deeper and deeper into poverty trap.

The dark era of Nigeria's independence marked by military intervention in politics and the bloody civil war have today been replaced by shaper and more virulent variant of ethnic politics of the past. Corruption at all levels of government in the country is on the ascendancy and political and ethnic loyalties have replaced genuine patriotism and hard work. It is a paradox that Nigeria a country blessed with abundant human and material resources cannot manage its affairs for the common good of the citizenry. This failure reflects at all levels of the government, enthrone mediocrity and cronyism over and above competence and service to the nation. According to Yusuf, et al (2014), the failure is seen in: Government employees stealing unspeakably huge amounts of money from public coffers, and obtaining political, sometimes even legal cover, to escape liability. It is seen in the dangerous game played by politicians to explode ethnic and religious differences among the people, to keep them divided and at loggerheads with each other. As major stakeholders of the Nigerian project, we need to soberly reflect on how and where we got it wrong after independence and then agree on the way forward.

The paper is an attempt to reflect on Nigeria's journey of fashioning a great nation from the agglomeration of ethnic nationalities that were brought into a "force marriage" by the amalgamation of the southern and northern protectorates including the colony of Lagos in 1914, which marked the colonial creation of the Nigerian state. The paper is structured into four sections. Section I is the introduction, which provides the background to the subject of discourse. Section II examines some theoretical constructs that tend to explain the phenomenon, the trouble with Nigeria. Section III discusses the paradox of Nigeria's lack of development amidst abundant resources otherwise, referred to as crisis of nation-building; while section IV suggests the way forward for the actualization of the country's potentials and its ascendancy to greatness among the comity of nations, and thereafter draws conclusion.

Section II

The Trouble with Nigeria

Nigeria is a country favoured by providence in both human and material resources, which ordinarily should bestow on her the propensity to be great at the global scene. This was not to be as the country is seriously bedeviled with the challenges of underdevelopment and poverty, corruption, poor governance, weak institutions, and policy inconsistencies and reversals. These problems have been attributed to the failure of leadership. Achebe (1983), argued that the trouble

with Nigeria is simply and squarely a failure of leadership. In other words, the Nigerian problem is the unwillingness or inability of its leaders to rise to the responsibility and challenge of personal example, which is the hallmark of true leadership. Achebe (1983) further noted that Nigeria is not beyond change provided she discovers the leaders who have the will, the ability, and the vision.

For Adibe (2013), the trouble with Nigeria can be interrogated on four popular articulations, which are those attributing the trouble with Nigeria to: (a) leadership; (b) weak institutions; (c) corruption; and (d) insecurity. In the following exposition, the paper discusses each of these theoretical constructs to explain the phenomenon and provide a deeper understanding of the reasons for Nigeria's lack of appreciable progress after 54 years of political independence.

- 1 Failure of Leadership: Achebe (1983) and others who argued within this framework maintained that the principal reason why Nigeria has continued to underperform in all facets of her national life is simply because she has been unfortunate to be cursed by a recurrent blizzard of mediocre and corrupt leadership. The problem with this position is that it neglected the influence of environmental variables or the system dynamic i.e. the Nigerian factor. Those who canvass the position assumed that the environmental variables will lend themselves to whichever way the leader wants to manipulate them. There is also a wrong belief that the followership is necessarily virtuous. The imperative of survival and social expectation cannot be ignored in trying to explain the place of leadership as a factor in the trouble with Nigeria. The place of the environment or system must be recognized as an important element.
- 2 Weak Institutions: There is the argument that what Nigeria needs is strong institutions and not strongmen. The US President, Barrack Obama (2009) cited in Adibe (2013) argued in a speech to the Ghanaian parliament that Africa doesn't need strongmen, it needs strong institutions. What is easily discernible when people brandish the Obama position is the tendency to equate "institutions" with structures, organizations or public bodies such as the civil service, the police, the parliament and contraptions that fight corruption like the Economic and Financial Crimes Commission (EFCC) in Nigeria. According to Adibe (2013), this manner of understanding "institutions" is at best only partially correct because institutions are also rules, conventions, and ethos that have endured over time. Even individuals, to the extent that they purvey a certain brand, which is consistent overtime, can also be called institution.

Institutions are crucial in any system because they help to structure social interactions, allowing for predictability or stable expectations by imposing form and consistency on human activities. For instance, an electoral law, which fixes election into public offices every four years and which

requires those defeated to bow out honorably means that such law, if it has been observed for a sufficiently long period of time, has become institutionalized. This is another way of saying that the law has been so consistently observed that it has become rule through habituation. Where institutions are strong, there will be a strong observance of the laws such that even if you have someone of less than average intelligence as the President of that country, the institutions will be strong enough to cover such President's inadequacies. Institutions therefore, entail or include habituating rule observance.

There is the feeling that the proponents of strong institutions rather than strongmen might not want to be drawn into the conceptual issues of what they exactly mean by "strongmen". However, an understanding of the phrase "strongmen" is important to place the discussion in context. Quite often, people use "strongmen" interchangeably with either dictators or charismatic leaders. While the autocrat thrives on cowering the citizens and wants to be feared, charismatic leaders draw people to themselves because of the personal magnetism they possess. Therefore, in fragile and polarized countries with weak institutions, neither the dictator nor the charismatic leaders would be good in encouraging institutions building since people owe allegiance directly to them, not to any structures, processes or set of laws. Both set of leaders cannot encourage habituation of law observance outside themselves. The obvious lesson here is that the assumptions of leadership failure and weak institutions are two simplistic and therefore, inadequate in explaining the multifarious challenges facing Nigeria.

Corruption: Another reason often advanced to explain the problem with Nigeria is corruption. At any forum where the Nigerian problem is being discussed, it is common to find people taking a common position that corruption is the problem in the country. The fight against corruption is often a point of convergence between the politician who become a billionaire overnight; the car mechanic who quickly exchanges the good battery in your car with one that does not work simply because you were not there or your attention was distracted; the student leader who pockets students' union funds entrusted under his care and covers his mouth with rhetorics; and the market trader who sees it as evidence of smartness that she beats you in the haggling game and sold her item at four times its value because of the way you dress or the car you drive.

Many analysts believe that once corruption in Nigeria is tackled head-on, every other issue would fall in place. For instance, Alli (2013) cited in Adibe (2013) argued that 80% of the socio-economic and political problems of Nigeria are attributable to corrupt leadership. But is corruption really the problem or the trouble with Nigeria? According to Adibe (2013), corruption is the symptom of a more fundamental societal problem, rather than being the problem itself. Achebe (1960) argued that corruption is not a moral issue but something that is

largely systemic and larger than the corrupt individual. For instance, in Achebe's novel, "No longer at ease" Obi Okonkwo, an upright man who deeply resented pervasive bribery and corruption of the time, was forced by surviving imperatives and system dynamics to take his own bribe and was caught. The lesson here is that the systemic causes of corruption far outweigh the question of moral lapse on the part of the corrupt individual.

Another indication that corruption is merely one of the symptoms of a more fundamental problem is that despite the fact that virtually every regime in the country has made fighting corruption one of the cornerstones of its policy, the cankerworm persists and appears to be growing worse by the day. The success of the fight against corruption cannot be judged only by the number of public officials accused of corruption or even by the amount of money seized from corrupt individuals. The success or otherwise of the fight has to be measured through an impact analysis of the anti-corruption activities of such a regime before and after, which must show a decline in corrupt practices and tendencies among the citizens.

Corruption persists because the successive governments in the country have been waging wars against the symptoms of a more fundamental societal problem, not the problem itself. As Adibe (2013) noted: It is akin to a man who is suffering from malaria treating only one of the illness's symptoms such as headache or loss of appetite rather than getting to the root of those symptoms.

Insecurity: Following the Boko Haram insurgency in northern Nigeria; the increasing wave of kidnapping in the south-east; crude oil theft and oil pipeline vandalization in the south-south; violent armed communal conflicts and assassination of political opponents in the south-west; building collapse and flooding across the country; the lingering crisis in Plateau state; and so on, many Nigerians have come to the conclusion that insecurity is the major problem of Nigeria. For people who argued within this framework, insecurity inhibits direct foreign investments, and scares away Diasporas Nigerians from returning home to invest in the country.

However, Adibe (2013) argued that while insecurity might be a problem of Nigeria, it is not the fundamental trouble with the country. Some of the insecurity challenges in the country such as Boko Haram are often responses to other perceived problems. Thus, as deplorable as the current insecurity in the country could be, it cannot be regarded as the trouble with Nigeria. This raises the question as to what then is the trouble with Nigeria?

Section III

The Crisis of Nation-Building in Nigeria

In 1914 Nigeria was born as a colonial state through the instrumentality of amalgamation. As was

the pattern of colonization everywhere in Africa, the amalgamation exercise was carried out with little thought for the interests of the African people affected by the partition. What really mattered was the perceived economic and strategic importance of the areas to the European powers. Thus, diverse ethnic nationalities were forcefully brought together regardless of whether or not they were compatible and willing to be in the association. However, Nigeria has derived strength and unity from its diversity and has continually sought to fashion the Nigerian federalism on the basis of her plural character. This underscores the reason why nation-building in the Nigerian context has been of necessity complex and expensive an enterprise.

The paper in this section addresses the fundamental question, how come we have not developed after 54 years of independence? In other words, how far have we come in the journey of fashioning a nation from the agglomeration of diverse nationalities that made up the Nigerian-state? Nigeria has come a long way since the colonial creation of the country. There had been several constitutional conferences, starting from the Lyttleton constitution of 1922 up to the Justice Idris Kutigi-led 2014 National Conference, which was inaugurated on 17 March, 2014 (Adibe, 2014). In-between, there have been various other efforts to give a sense of belonging to the constituent parts of the federation. This is with a view to fashioning a sense of nation-hood from the different nationalities that made up Nigeria.

The formal adoption of a federal system by the Nigerian state is a cardinal aspect of the efforts at forging unity in diversity among the federating units. The doctrine of the reflection of federal character is also an essential mechanism for creating a feeling of Nigerian's among the diverse ethnic nationalities. The federal character principle borders on ensuring that the predominance of persons from a few states or ethnic groups or other sectional groups is avoided in the composition of government or in the appointment or election of persons to high offices in the country.

Other measures devised to create a sense of oneness among the diverse ethnic nationalities that made up the geographical expression called Nigeria include the setting up of the National Youth Service Corp (NYSC) scheme in 1973 to complement the earlier creation of Unity Colleges otherwise known as Federal Government Colleges, where brilliant pupils were posted to Federal Government Colleges outside of their home states. The creation of more states largely to address fears of domination by the minority ethnic groups as well as bringing development closer to the people was another milestone in the country's effort at nation-building. There was also the creation of Federal Character Commission in 1996 to implement and enforce the Federal character principles of fairness and equity in the distribution of public posts and socio-economic infrastructures among the federating units of the Nigerian state.

These efforts at fashioning a sense of nationhood seemed to have been mired in crisis. The prolonged military rule in the country has impacted negatively on the efforts at nation-building. The various military regimes embarked on policies that resulted in bottled-up feelings. Distrust, not just in the government but among the constituent nationalities, has been very deep in the country. The level of the crisis in the country's nation-building is such that any solution fashioned to address the problem quickly becomes part of the problem. For instance, the declaration of state of emergency in the north-eastern states of Bornu, Yobe and Adamawa to help fight the Boko Haram insurgency; the creation of more polling booths to decongest existing polling centre, had to be filtered through ethnic and religious prisms.

According to Adibe (2014), among the constituent nationalities, there is a heavy burden of institutionalized sectional memories of hurt, injustice, distrust and even a disguised longing for vengeance. In the same vein, Odo (2014) asserted that within the Nigerian federation, politics of ethnicity or regionalism has continued to generate mutual fears and suspicions of domination among ethnic and geo-political groups in terms of power sharing and resource distribution. Virtually, every part of the country feels it is marginalized and their concomitant groups calling for the convocation of Sovereign National Conference to discuss whether Nigerians want to continue to live together as one nation or not. Elaigwu, (1994) cited in Odo (2014) argued that there are a number of critical questions being continually asked and the positions taken by the various ethnic groups depending on which group is in power, which border on power sharing and resource distribution. Odo (2014) stressed that for an effective federal system, issues bordering on power sharing and resource distribution must be constantly canvassed, discussed and necessary adjustments made. They are healthy for a federal system because they challenge it to undertake self-appraisal and adjust accordingly.

The crisis of Nigeria's nation-building interfaces with the crisis of underdevelopment to create an existential crisis for many citizens, many have responded with a consequent sense of alienation by retreating from the Nigerian project and re-constructing meanings in chosen primordial identities often with the Nigerian state as the enemy. This de-Nigerianization process complicates the challenges of finding solutions to the crisis of nation-building. As Adibe (2014) stressed, there is no individual or institution with sufficient legitimacy across the divides to mediate among the various nationalities that made up Nigeria. It is often argued that the crisis of nation-building in Nigeria is rooted in the country's diversity. However, nothing can be farther from the truth than such an assumption. This is because many of the most successful nations of the world today were built from agglomeration of different ethnic nationalities. The United States of America, for example, started with 13 colonies of diverse origins, which came together to form a new nation state. The 50 sub-states in the United States are in effect more than 50 different countries, which have been largely molded into a melting pot of cultures under one destiny. Similarly, the Indian

city-states were able to evolve into a nation as the German city-states, which evolved into the Zollverein customs union and later into a nation, just as China was made up of aggressively warring kingdoms. Moreover, the experiences of Somalia, Rwanda and Burundi have shown that ethnic and cultural homogeneity does not necessarily guarantee the success of nation building.

Section IV

The Way Forward

In whatever direction one may choose to look, the story of Nigeria's 54 years of independence, it is that of unmitigated failure as sectoral optimum is not being achieved. In the opinion of this paper, the fundamental reason for Nigeria's failure to achieve appreciable progress in 54 years of independence is the country's leadership deficit. Matters are made worse by the sheepish followership, which is rendered helplessly gullible by hunger and deprivation, unemployment and income in-equality, general insecurity of lives and property, amongst others. The local farmer still tills his soil the peasant way and life for him is a living on the edge of a precipice because of the unbearable cost of housing, electricity, health needs, and the education of his children.

According to Timawus (2014), at 54 Nigeria has lost its status as the “giant” of Africa, citing the loss of territories to Boko Haram insurgents, who carved out “Caliphates” from Nigeria. This has seriously undermined the country's national pride and security. As Timawus (2014) noted: We do not stand tall instead; we stand dwarfed in arrested development by insecurity, corruption and incompetence.

The acclaimed growth of the economy is a ruse, which has not impacted positively on the life of the common man. The growth needs to be remodeled in a pattern that could address the yearnings of the people. Nigeria needs a more pragmatic agenda that would meet the yearnings of its citizens. This underscores the imperative of a visionary and exemplary leadership, willing to rise to the challenges of the Nigerian project. With so many unattended challenges of nation-building such as unending appeal of regionalism; continuing effects of prolong military rule and a failed federalism; the issues of poverty and widening inequality; the constitutional challenge and the challenge of institution-building; inability to handle worsening ethnic and religious tensions; unabating heinous activities of Boko Haram insurgency; among others, there is a dire need for a leadership more purposeful and more in charge and in control of the nation's affairs. Nigeria's quest for greatness has been hampered by chronic failure of leadership, which has thrown up the larger majority of Nigerians into grinding poverty, unemployment, pervasive corruption and insecurity of lives and property.

Decades of anti-people policies and mismanagement of resources had left Nigeria, a country that ought to be a global economic powerhouse, tied to the apron strings of London and Wall Street

financial institutions. This has effectively limited options open to the country to explore other economic models such as those of the south-east Asian countries, otherwise known as the Asian tigers. There is no country worth its salt that would leave its national currency, its national pride, to the vagaries of market forces as the case in Nigeria, which has left the vast majority of Nigerians wallowing in abject poverty and deprivation.

Government should make conscious efforts to tackle the numerous challenges bedeviling the country in order to reduce the hardship that majority of Nigerians face. The leadership should constantly attend to the yearnings and aspirations of the people; and be sensitive to the genuine grievances of those they lead. Also, the deepening culture of impunity must be halted as it is giving the young generation of Nigerians the wrong idea of what leadership entails. As the 2015 general elections approach, politicians should be circumspect in their utterances, speeches and actions, shunning words and conduct that are capable of precipitating crises.

While the country continues to battle with the challenges of insurgency and general insecurity of lives and property, the government should not take any option off the table in designing strategies to bring an end to the ugly trend so as to restore peace to every part of the country. This is because what concerns one section of Nigeria affects the rest of the country as long as we agree that the Nigerian project should be like a “catholic marriage” then we have to make the marriage work by looking out for each other so that with the advancement of the various parts, the whole country can make progress.

Although the political leadership in the country used to make a sing-song of the indivisibility of the nation, recent events have put a lie to this claim. The quest for self-determination by the minority groups, and the mutual fears and suspicions of domination among the three major tribes have continued to threaten the unity of the country. General Yakubu Gowon (Rtd) cited in Olaoye (2011) put this issue in perspective when he said: I have been an ardent supporter and advocate of the views and differences within the north notwithstanding and the nation as a whole. We are stronger as a whole than as smaller entities. But at the same time, I am of the opinion that the whole, the big unit must give its various parts some sense of belonging and lookout for the interest of the smaller parts as a guarantee for its own security.

The diversity of Nigeria should be harnessed positively and emphasis should be on those things that unite the country rather than those that divide it. The paper submits that though things are not working as expected in Nigeria, the people should not lose hope but unite to rescue the country from calamity and return her to the path of glory and greatness. Doing otherwise is not an option as that would spell doom not only for Nigeria and Nigerians but the entire black race and the global community.

At 54, Nigerians must brace up to the challenges of nation-building and unite to build a virile nation-state that would be the pride of all. We should build a nation where respect for the rule of law, human dignity and the culture of democracy shall reign supreme. The paper argued that given the right leadership, Nigeria can be one of the biggest economies in the world. The electorate must therefore, shun apathy and fully participate in the 2015 general elections by ensuring that they register as voters and vote for competent candidates. Nigeria needs a visionary and purposeful leadership to navigate out of the doldrums.

Government can end the trend of violence in the country by getting the youth engaged in meaningful ventures. Youth mass unemployment is always a disaster waiting to happen. As Obasanjo in Najakku (2014) noted: The most dangerous ticking bomb is youth unemployment, particularly in the face of unbridled corruption and obscene rulers' opulence. Government should develop the political will to deal with the monstrous cancer called corruption. The Jonathan administration lacks the political will to fight corruption. Cases of large-scale corruption involving alleged stealing of dozens of billions of Naira from public coffers against political leaders and senior government officials run on for years in the courts and hardly lead to conclusions, instead, many are granted presidential pardon. A number of former ministers, governors and federal law makers have been facing long-drawn graft trials, being prosecuted by the Economic and Financial Crimes Commission (EFCC). The whole thing about presidential pardon, according to Justice Akanbi in Abdallah, etal (2014), is suspect and it is unfortunate because people are being encouraged to commit crimes and get away scott-free.

Conclusion

In conclusion, the paper opines that it is every Nigerian's duty to resolve and help the national effort to overcome the immense challenges bedeviling the country. Not long ago, the weeping boy for almost all the woes bedeviling Nigeria as in most third world countries was colonialism or neo-colonialism. But after 54 years of political independence, we cannot continue to play the "blame game". If someone helped to push us down, the ultimate responsibility to get up is our own. We should therefore, light the candle not curse the darkness. We tend to be complaining about darkness without lighting the candle. Nigerians should be united by their mutual belief and commitment to the actualization of the country's greatness in the 21st century through the election of a visionary and purposeful leadership, come 2015. The dream of Nigeria's "Greatness" at independence must not be aborted.

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PROMOTING NIGERIAN TEXTILES AND FASHION THROUGH MODELLING FOR SUSTAINABLE DEVELOPMENT



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Abstract

Certain factors influence people in their choice of fabrics and clothes for diverse uses. These include aesthetics, performance and price of the clothes. They are best appreciated when displayed in full or in part, either on live models, mannequins or photographs as the case may be. This paper seeks to establish the fact that modelling will enhance and promote the value and quality of Nigerian textiles and clothing for local and international consumption. Live models are trained professionally to suit designers' requirements, while other forms of models are prepared for the same purpose. Training models otherwise called grooming is a source factor for projecting Nigeria's rich cultural heritage in textiles and fashion thereby leading to tourism, industrialization and creating employment. This has however not been identified in the Nigerian culture. Types of fashion modelling have been discussed with photographs to buttress the need for such models. Nigerian textile fabrics hung up in the market were compared with those sewn and modelled with mannequins and those worn by live models at fashion shows on the runway. The fashion shows held at the University of Port Harcourt and the world fashion Reception held in Yenagoa, Bayelsa State were analysed and compared with show room modelling to draw up the result in this research. Recommendations have been made in conclusion to emphasize the training of models in fashion schools or by apprenticeship to encourage more students in textiles and other areas to earn a living outside just the production of textiles or being idle and jobless. Nigerian textiles are in recent times patronised by foreigners. This research established the fact that textiles being a mobile art, it is best appreciated when modelled, formally or informally, and will promote tourism, industrialisation and lead to selfreliance and job creation.

Keywords: *Textiles, Fashion, Fashion modelling, Tourism, Industrialization, Sustainable development.*

Background to the Study

Textiles is about the earliest form of human artistic expression which was necessitated by his environment, climate and the biblical notion of man becoming conscious of being naked and therefore needed to cover himself. Later on in the history of textiles, body adornment in the form

of clothing became fashionable, to reflect society and conform to the social norms, customs and practices of the time. This apparently led to the idea of naming cloth. Textile heritage in Nigeria is rich and colourful. They are either produced industrially or indigenously. These techniques are making vigorous and dynamic contributions to Nigerian culture in textiles and fashion. There is therefore the need to train models, formally or informally to model Nigerian textiles at fashion shows, in magazines, on television programmes and most of all Nigerians should wear their textiles to special functions, especially outside the country.

The first Textiles as identified by Gillow & Sentence (2009), fabricated by man were the manipulation of fibre with the fingers. They opined that the technique applied by the primitive man was developed in the craft of basketry which he invented. This was used to construct fabrics. The difference was in the choice of materials, as resilient and flexible fibre was used to construct fabric. Anawalt (2009), states that the prehistoric man in the Palaeolithic era discovered the manipulation of plant stems for creating long sturdy strings to create crude aprons and hats which are the earliest recognised forms of fibre based clothing. Textile design is a creative and industrial art that bridges fabric production, clothing, furnishing materials and other cloth-related areas. It is the process of creating designs and structures for knitted, woven, non-woven and surface embellishment of fabrics and accessories. Most finished products of textile design are converted into functional use. Textile design involves producing patterns for clothing, house-hold materials (such as towels) and decorative textiles such as carpets and curtains. Other uses include furnishing, industrial, automobile, hospital and laboratories textiles. Notwithstanding, the most popular uses are in the area of garments, accessories and furnishing. Clothing inform of dress design to adorn the body for diverse purposes and situations, ranging from work, play and leisure, is a major area through which textiles are appreciated better. Textile design encompasses the actual design as well as the production process. In other words, textile design is a process from the raw material to the finished product.

The concept of fashion implies a process of style change, because fashion in dress, as well as in furniture and others have taken very different forms at different times in history. Thus, when English playwright William Shakespeare observed in the sixteenth century that "the fashion wears out more apparel than the man", he meant that clothing becomes unfashionable long before it has worn out.

Clothing according to Chukueggu & Cyril-Egware, (2009), provided considerable information about the wearer, including individual personality, economic standing and even the nature of event attended by the wearer. It is the most mobile art that promote the identity of a people's culture. Green (2009), states that cloth does not speak inside the box. By implication, it is only when it is worn that it speaks both physically and metaphorically. Cyril-Egware (2012), describes dress as a foremost means in the expression of a peoples identity.

Fashion refers to a style of clothing that is accepted by a large number of people at a given time and place. It is a particular style that is popularly accepted. Fashion is a means by which people compete with one another. It is transferred from different cultures through films, magazines, newspapers, television programmes and fashion shows. Okeke (1996) described fashion as an art of shaping, making, styling, or patterning something in accordance with something admired in vogue or of prevailing custom especially in dress. This, he referred to as any method of enhancing the beauty and dignity of the human body. People follow fashion to imitate the style of a person or group with whom they identify. Therefore the use of modelling in fashion to project Nigerian textiles and fashion is a worthwhile venture. It acts as a form of nonverbal communication that provides a way for people to express their identity and values (Ndebilie & Ibeh, 2012). Through modelling of Nigerian textiles, people will appreciate the enormous roles textile design fulfils in our daily lives.

When a textile fabric is produced through weaving, dyeing, printing or other production processes, it is given a functional role, such as garment construction, costume, fashion accessories, interior decoration pieces and jewellery. The designer there after looks into ways of displaying the items for public consumption. This is where modelling comes in to advertise for aesthetics and acceptance by a large audience who takes it up then it can be regarded as fashion.

Nigerian textile fabrics are grouped into two categories: Traditional and Contemporary. The traditional textiles are those indigenous handcrafted fabrics, while the contemporary textiles are local factory made textiles including ready-made garments (Okeke, 1996). Modelling of these Nigerian textiles as fashionable garments express taste, style, status and uniqueness in existence. It also unfolds the culture, customs and order of life of its citizenry by creating a convincing picture of people's mode of dressing for different cultural activities.

Statement of the Problem

With the traditional setting, in Nigeria, there are certain professions that are looked down upon and those involved are tagged with unhealthy names. Modelling was one of such professions. Like theatre art, most parents will not want their children to into the profession of modelling. Currently, however, models are seen as celebrities in their own right and they have taken the front bench among recognized professions, still the culture frowns at modelling as a profession.

- 1 Modelling is not recognized & accepted as a profession in Nigeria because of cultural affiliations.
- 2 Most Nigerians do not value made in Nigeria Textiles.
- 3 Fashion in Nigeria is sometimes misunderstood to mean wrong dress ethics.
- 4 People who were involved in modelling were looked upon as irresponsible.
- 5 Those who are courageous to take modelling as a profession charge very high.

- 6 The question now is: 'How can Nigerian Textiles and Fashion be marketed nationally and internationally?'
- 7 Why is it that Nigerians do not appreciate Nigerian made textiles and modelling as a means of promoting their products?'
- 8 'How can modelling Nigerian textiles and fashion promote cultural identity, tourism, industrialisation and job creation which could lead to sustainable development?'
- 9 'Have modelling increased the demand for Nigerian textiles and fashion?'

Objective of the Study

This paper is therefore aimed at;

- 1 Establishing the fact that modelling is an accepted profession for promoting Nigerian Textile for sustainable cultural identity and for sustainable economic development in Nigeria;
- 2 Enhancing the quality and value of Nigerian textiles and fashion through modelling to enhance tourism, industrialization and job creating for sustainable development; and
- 3 Emphasising on the need to train more models for the Nigerian textiles and fashion market.

Significance of the study

Modelling is an entrepreneurial skill that will enhance the employment section in the Nigeria for sustainable development. An introduction of modelling of some innovative and beautiful Nigerian fabrics and garments will be popularly accepted by a large crowd and add more value to what they have and popularize them nationally and internationally, being a highly mobile art. Textiles and fashion design are the most visible means of revealing the cultural identity and environment of a people, including their political, economic, social, cultural and religious inclination. Although it is important for protection from whether condition, modelling will further boost body adornment, communication, promotion of tourism, industrialisation, job and wealth creation, preserve and promote Nigeria's cultural heritage for sustainable development. It is the most mobile art form the world over. People who wear them move locally from one place to another as well as travel by road, rail, sea and air locally and internationally making unconscious display of their attire. They are also used for cultural and traditional identity during displays at national and international shows and festivals (Cyril-Egware, 2012). To buttress this fact, Okeke (1996) in Chukweggu (1998), collaborated that Textile design have undergone several sophistication both in aesthetics and quality, and enjoy the rare privilege of being highly mobile. This has made Nigerian textiles, clothing and fashion to be highly valued in both within and outside Nigeria. It has been highly used by people of different classes, ages, sexes and races alike, from royalties and nobility to the commoners. The craft meets the society's requirement for modesty and fashion as well as expressing individual and collective tastes.

Textile design fulfils so many purposes in our lives. Collier et al (2009), identifies some of roles and contributions of textiles in our daily lives with the following examples. People use them as under sheets and blankets, slippers and robes. People wash their faces with wash cloths, dry them with towels and put on clothing for the day. They sit on upholstered seats, the vehicles move on tires reinforced with strong textile code. Hence a textile concerns everybody irrespective of age, status, race or religion. Textiles have been used to protect the body, communicate, cultural identity, for modesty (adornment) and status. Cyril-Egware (2012) noted that textiles and clothing are important in the preservation and promotion of a people's cultural heritage. When it is modelled, it communicates to the public the purpose of its production while performing its role as dress.

Literature Review

Fashion modelling is said to have originated in the mid-nineteen century in Paris, by the first ever fashion model believed to be Marie Vernet Worth in 1892, a Parisian shop girl. She was a house model in 1853, to her husband, Charles Frederick Worth who was a fashion designer. Both of them worked in partnership with each other, but the trend towards fashion modelling did not seem to increase immensely. This was mainly because the 20th century fashion models were not seen as responsible individuals; on the other hand, modelling was not an acceptable profession. However, when Jean Patou selected only American white woman to model his clothes in 1924, this view changed. This allowed Patou's clients to identify more with his designs but more importantly allowed the model profession to become more socially acceptable in those less politically correct time. The openings of the first modelling agencies in London and the US shortly after further emphasized the acceptance of modelling as an appropriate job within society. At this time model types were also evolving and it was not just the typical tall and slender models that were being employed. Fashion designers such as Cristobal Balenciaga were using models that were deemed to be short and stocky. Also, during World War II ordinary looking and cheerful models were used because designers wanted their smiles to enlighten the mood that was present at the time.

Therefore, with all these various types of models being used the modeling industry grew in stature once again. Models started to develop into super models where they received incredible amounts of money. For example, Lisa Fossagrives, who some people claim as the first ever supermodel, appeared in numerous high fashion magazines throughout the 1930s, 1940s and 1950s. Janice Dickinson in the 1960s who is more widely respected as the first ever supermodel became the highest paid model, earning \$2,000 per day. She was on the cover of several European magazines including Vogue and Cosmopolitan that were also well established fashion magazines. During the 1960s and the 1970s more and more supermodels became apparent due to their growing popularity with society. Namely – Twiggy (London – born) and Cheryl Tiegs (Minnesota). The prominence of the supermodel era continued to grow well into the 1980s and 1990s with models such as Claudia Schiffer, Elle Macpherson, Cindy Crawford, Kate Moss and Naomi Campbell. All

of these models became the elite in the modelling industry and to some extent still are. However, at the turn of the 21st century there seems to be a slight decline in the number of high fashion models mainly due to the increased number of pop singers, actresses and other celebrities. Thus, becoming far more popular with the general public and appearing in numerous fashion magazines and advertising campaigns.

In moving into the 21st century it has also become apparent that there are greater opportunities in the modelling industry. For example, there has been a notable increase in the number of hip-hop artists throughout the world. This trend has resulted in many artists requiring hip-hop models to appear in their videos and in their merchandise. Female models, as well as male models were also becoming popular, with models such as the Swedish born – Marcus Schenkenberg. Some writers believed that he was the first ever male supermodel in the world and also the highest paid. It is also interesting that to be a model in the 21st century they did not need to have the ultra slim and slender look that is personified. For instance, if a model have an exceptional body part it is possible to only model that one distinguishing feature. Thus, the future of modelling seemed promising for all different types of individuals.

Most Nigerian textile designs are converted into garments and accessories for fashion and clothing purposes as such this paper projects the various ways such textiles can be best advertised. It is an accepted fact that this can be effective through fashion modelling. Modelling is a display of finished clothing and accessories. Other products could also be modelled to enhance their quality. This paper is however concern with promoting Nigerian textiles and fashion for tourism, industrialisation and job creation which will in turn lead to sustainable development through modelling. This paper have discussed an approach to the promotion of Nigerian textiles and fashion which include modelling garments styled in various ways depicting different cultural dress codes for sustainable development.

Fashion Modelling

The modelling of textiles focuses on aesthetics and function but emphasis is placed on the end use. Fashion modelling involves using live models (plate 4&5), mannequins (Plate 6,7&8), magazines (plate 1,2&3), television shows and other popular avenues to show off a particular type of fashion. This allows the public to appreciate a particular fashion thereby arousing public interest. Several different types of fashion items can be displayed using fashion models. Some items that can be modelled include garments, accessories, jewellery and cosmetics. In the fashion industry, fashion modelling is often used for advertising products.

Models are often featured on the runway at fashion shows, in magazines and catalogues as well as on television and the internet. Fashion modelling involves the use of both sexes (male and female)

of different age range depending on the types of fashion to be displayed. These groups of people are known as fashion models. They are involved in wearing different garments to look pretty and attractive in a certain way (poise) as well as maintain different postures and facial expressions to market the products for the artist, fashion house or label.

The design from the textile designer gives a direct influence on the performance, durability and attractiveness of a final product which is then advertised to the public through modelling.

Types of Fashion Modelling

There are different types of fashion modelling which include: These could be formal or informal modelling. Informal modelling is when any person wears a dress to an occasion or function. On the other hand it could be traditional attire of a people used for cultural display within or outside their home environment. Formal modelling is a situation whereby people are trained specifically as a profession to showcase the textiles and fashion of a culture, a designer's products, or for sale, for entertainment, on the fashion runway, on television or in catalogues and magazines. This paper is however concerned with formal modelling, as discussed below.

- 1 Modelling for Print: This is the most commonly recognized type of modelling. Here, models work for print media, like magazines and catalogues. They are photographed wearing different fashion clothing's and accessories. Most times, they required to hold several different poses for long periods of time.
- 2 Live Modelling: This is another popular type of fashion modelling. It often refers to the type of modelling seen during runway shows. Live models are typically required to walk and turn in front of large audiences while displaying fashion wears. Some live models may even be required to interact with certain props in their environment. (plate 5&6)
- 3 Parts Models: This involves the fashion model using certain parts of their bodies for modelling, like their hands or feet or head.

Generally, when trying to market a fashion to a certain audience, fashion designers often use fashion models that are built like or look like the intended audience. For instance plus-sized models usually model plus-sized. clothings. African models can be used to model certain fashion geared toward coloured women. Other modelling type includes:

- 1 Fit Modelling: Models who meet specific measurement requirements can be referred to as fit models.
- 2 Showroom Modelling: Different articles or fashion accessories displayed in the showroom can be referred to as showroom modelling.

- 3 **Glamour Modelling:** This involves the use of female models who are photographed wearing very few or no cloths (nudes) in order to sexually excite the person looking at the photographs. Most fashion related products are advertised by models for promotion of the products. Examples are underwear, swim wears, and lingerie etc. these models are photographed and printed in catalogues.
- 4 **Promotional Modelling:** This usually occurs at night or at weekends. The model answers questions about the service or product which include a time trade show modelling. The models are educated on the product or service and are expected to use presentation aids.

Promotion of Nigerian Textiles and Fashion through Modelling

Nigeria is made up of three major ethnic groups-Hausa, Yoruba and Igbo. These ethnic groups produce handcrafted textile fabrics that influence their fashion and clothing culture which include the Akwete, Asoke, Adire, Akwa ocha and Okene cloths (Eicher, 1976). These handcrafted textiles are fashioned into different kinds of clothing and fashion accessories for different purposes such as occasional, formal and casual wears. Hence the need for modelling them using different fashion modelling techniques. This will advertise, attract and promote the products for good patronage locally and internationally. Through modelling, people will be aware of the existence of such products and purchase them for use, following fashion trend, especially as it concerns Nigerian cultural identity. The local factory produced textile fabrics like Abada (wax print), georges, laces, brocades, satins and damask are either fashioned locally by fashion designers and tailors or factory sewn into different styles of garment and accessories for all ages popularly known as "readymade". This type of textiles is known as fashion and need to be modelled as prints, live on the fashion runway, in the showroom or part modelling to project Nigerian textiles and culture world-wide.

Okeke (2002), observed with dismay the true fact that the average Nigerian prefer imported textiles both sewn as garments and draped textiles to the locally designed and fashioned ones. This implies that Nigerian textiles and fashion are not well patronized may be due to poor modelling or lack of it. Nigerian textiles and fashion designers should engage the services of fashion models for modelling their products to attract greater patronage. Modelling unfolds the beauty of any product and Nigerian textiles are no exception. Once Nigerian textiles are converted to fashion in form of garment, accessories, costumes and interior decoration, in different styles to suit the culture of different ethnic groups existing in the country, modelling comes into play in order to project the existence of such tribal fashion and clothing identity. Promoting Nigerian textile through modelling in this context involves creating new styles of fashion for garments and body accessories by using made in Nigeria designed textile fabrics to produce traditional dress wears,

bags, headgears, foot wears, and jewelleries according to cultural specification. These products are subjected to modelling using either live or artificial models (male/female or children) to advertise the existence and beauty of these items on the wearer thereby attracting patronage.

Adaptation of these made in Nigerian textiles to create styles of fashion which are modelled as traditional Nigerian dress will portray at a glance each particular ethnic group or cultural identity. Modelling of designed Nigerian textile fabrics promotes the figure of the wearer, age, social status and taste. Therefore, when modelling traditional wears or fashion associated with each tribe, there is need to use live model from that tribe in order to project accurately without bias the exact cultural background of the wearer. Igbo textile and fashion should be modelled featuring all characteristics of its culture. The same is applicable to Hausa and Yoruba textiles and fashion. By so doing, people are encouraged to patronize and promote their culture especially, fashion created for ceremonial purposes. Show room modelling can be adopted by fashion industries/houses using mannequins, while live models photographed and printed in catalogues or fashion albums be displayed for sale in the showroom along some of designed fashion styles exhibited in props.

Another means of promoting Nigerian textiles is through organizing fashion shows/exhibitions where different fashion designers meet to showcase different styles created by them for different purposes using our local fabric. The services of live models are engaged to exhibit their modelling skill to the public for them to create awareness of existence of such fabric, appreciate and patronize them; hence promotional modelling also takes place at such forum, for display of Nigerian fashions in vogue.

Findings

Three major fashion shows held at the University of Port Harcourt proved that Nigerian textiles and fashion can be promoted through modelling. The fashion reception held in Yenagoa on the other hand also proved that modelling can create jobs for youths who are willing to be trained as professional models. Modelling will also promote tourism and industrialisation which will create job for sustainable development. Green (2009), states that cloth does not speak inside the box. By implication, it is only when it is worn that it speaks both physically and metaphorically. It is therefore clear that Nigerian textiles and fashion can only be seen appreciated and patronized when modelled in the various styles discussed in this paper.

Prospects for Sustainable Development

The National Policy on Education (2004) in its Technology objectives centres on increasing the chances of producing the productive potentials of the Nigerian youth, thereby increasing the chances of producing better goods and services. If this is to be achieved, it is a good step in the right direction to have introduced fashion design as a course in Universities, Polytechnics, Colleges of

Educations and other fashion schools. Currently, fashion modelling could be learnt by the apprenticeship system, in fashion schools, Universities, Colleges, Polytechnics and through the media.

The National Gallery of Art (NGA) and the National Council for Arts and Culture (NCAC) are currently the art institutions in the Ministry of Culture, Tourism and Orientation that are directly related to the promotion, growth and development of Textiles and Fashion. The Ministry in collaboration with the Bayelsa State Government held an international exhibition of textile and clothing's and the World Fashion Reception, promoting the need for modelling textiles for sustainable development. An Institution of Tourism and Hospitality is currently in place in the state and the World Fashion University which was declared at the occasion is to gradually take off at the institute, With a decent background, equipped with the relevant skills, goods and services the youths will appreciate the need for development and grow to become responsible leaders. They will be self reliant, be employed by other or become employers of labour, which will in turn lead to sustainable development.

Conclusion

Based on the above critical discussions, there is no gain saying that textile and fashion cannot fully exist without modelling. Although fashion changes like weather, modelling style will depend on the type of fashion in vogue. As far as locally produced textile fabrics are used to create traditional fashions that bear ethnical cultural identity, modelling will bring about already markets for patrons.

Contribution to Knowledge

- 1 As an entrepreneurial skill, Textiles & Fashion is part of living and will help alleviate the current privileged, underprivileged and the Nation at large.
- 2 In the current globalized era, Textiles & Fashion have advanced nations and individuals economically, socio-culturally politically and other wise.
- 3 Through modelling people will be aware of the existence and beauty of such products and purchase them for use, following fashion trend, especially as it concerns cultural identity in Nigeria.

Recommendation

This papers advocates that modelling with live models from similar environment, suitable for the created styles of fashion be used to promote Nigerian textile in order to enhance the quality of our products, to meet up with our traditional needs as well as project Nigerian culture to the outside world. This will make our cultural heritage be appreciated and valued by all and sundry, thereby attracting greater patronage by Nigerians at home and in Diaspora.

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Photo Gallery



Plate 1, 2 & 3: Print Modelling Plate 4 & 5: On the run way & fashion show (Live modelling)

Plate 6, 7, 8 & 9: Mannequins' used for modelling (Show room modelling)



PROMOTIONAL STRATEGY, CUSTOMER RELATIONSHIP MANAGEMENT, MARKETING PLANNING EFFECTIVENESS AND MEDIUM FIRM PERFORMANCE IN LAGOS MAINLAND



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Abstract

Promotional strategy (PS), Customer relationship management (CRM), and Marketing planning effectiveness (MPE) are some of the marketing strategies that a firm uses to enhance its performance and stand tall among rivals especially in the midst of stringent competition. However, it seems that most organizations shy away from adopting the strategic marketing tools in promoting their goods/services which consequently impact on their performances especially the small and medium firms. This paper examined the impact of promotional strategy, customer relationship management and marketing planning effectiveness on medium firm performance in Lagos state. Theoretical and conceptual reviews were done on marketing strategies, performance, and small and medium scale firms. This was necessitated because, apart from time constraints and resources limitation, most small businesses may not want to expose their decision making criteria to open discussions because they are owner managed hence, the few available past works, like journals, magazines, textbooks appropriate websites, as well as informed personal were used as guide lines. Findings show that most SMEs disregard marketing strategies for the reason of costs, fear of failure among others. However, effective marketing strategies enhance the performance of medium scale firms. The implementation of PS, CRM, MPE, training and staff development among others served as better options for recommendation.

Keywords: *Promotional strategy, Customer relationship management, Marketing planning, Effectiveness, Performance, Medium firm*

Background to the Study

Small & Medium marketing enterprises (SMMEs) from studies play an important role in the growth, employment and development processes of the developing economies of which Nigeria

is one. Therefore, there is need for effective marketing strategy for enhanced performance and sustainability among this group. Strategies, planning and critical thinking are human tools that most organizations need to face today's challenging and competing business environment. The importance of strategic planning in the recent time all over the world is being emphasized for the purpose of business enhancement (Kabuoh, 2013). Employers go as far as exporting experts who formulate strategies that aid the success of their organizations, they also go as far as sending employees to different parts of the world for training in order to acquire more knowledge on effective planning and customer relationship management skills which can help them think of new ideas and ways that will take the organization to the next level.

For an organization to successfully pursue its course of action, it is necessary to understand its current position and the possible avenues through which it can pursue a particular cause of action. Strategic planning is a management's game plan for strengthening the performance of the enterprise and it is considered as the formal process of determining long run objectives and how to achieve them (Kramer 1988). Most organizations irrespective of their offerings engage in marketing strategy which is inclusive of PS, CRM and MPE. The essence is to match competition especially in the medium firms still struggling to catch up with large firms.

Statement of problem

One of the most pressing challenges faced by any organization is the development of appropriate promotional strategy of getting its product or service across and making it known and available to customers through effective communication and customer relationship management. Contemporary marketing calls for the use of promotional strategies, customer relationship management and marketing planning effectiveness for the promotion (PRM) of products geared towards customer satisfaction.

Most organizations despite the benefit of marketing strategies, still pose a serious threat in promoting their products/services. This is as a result of their inability to recognize and exploit the strategic competitive advantage associated with the application of the concept of strategic marketing. High communication budget is a great challenge faced by marketers in promoting their products. According to Low & Mohr (2000) manufacturers continue to spend a large amount from their communication budget on sales promotion. They allocate 75% of their marketing communication (MC) budgets to sales promotion (Hellman, 2005). The survival of any organization depends largely on her customers hence organizations must thrive to satisfy and keep their customers. Satisfied customers as stated by Gumesson (2002) mean a long-term profitable business since they stay loyal to the firm. It is therefore, paramount for medium scale businesses as Adide and Yemyem consumer shops to strive to adopt effective marketing strategy for customer patronage and sustainability.

It has also been observed that some medium firms do not embark on strategic marketing planning because of fear of failure. Taking the risk of implementing a strategy which has a possibility of succeeding as well as failing can discourage an organization from embarking on strategies that can aid the success of that organization. Furthermore, some organizations are reluctant to adopt strategic marketing planning, because of the possible danger of losing money or resources to pursue a strategy that could eventually help the business develop, giving their competitors advantage over them. It has been noticed that lack of key personnel who are competent to detect what a good strategy ought to be and what strategies are needed for an organization to move to the next level may not be existing in that organization. This can lead to the failure of any business. This study based on the aforementioned challenges, is set to investigate the impact of effective marketing strategy on the performance of medium firm scale.

Objective of the study

The main objective of this study is to assess the impact of marketing strategy on medium firm performance.

Specifically, the following objectives are to be dealt with; To investigate the relationship between promotional strategy and medium firm performance Toexamine the effect of customer relationship management and medium firm performance in Lagos mainland. This study is to evaluate if medium firm's performance could be enhanced through marketing planning effectiveness. To make necessary inputs based on the findings from the study.

Research questions

- 1 What is the relationship between promotional strategy and medium firm performance?
- 2 What effect does customer relationship management have on medium firm performance?
- 3 How can effective marketing planning enhance the performance of medium firm?

Scope of the study

This study is focused on three independent variables of marketing strategy; PS, CRM, and MPE and their impacts on medium firm performance (dependent variable). The research study is limited to Yaba area of Lagos mainland. Adide and Yenyen shops serve as better options from where we elicited secondary data with some informed observations as well as textbooks, journals and the net for this study. The two marketing shops are suitable as medium firms. The choice of the two shops is determined due to their strong positioning and high customer base in the study area. Adide shop and Yenyen are popular super markets with strong disposition and both have close management relationship with the researchers who also stay in Lagos mainland. Information availability and personal access is quite guaranteed.

Methodology

Secondary data aided this study as the medium firms are not always disposed to exposing the secret of their businesses and most of them are owner managed. Though some observed information by the researcher were elicited along with other documentary information from texts, journals, internet, as well as magazines. Adide and Yemyem marketing consumer shops from Lagos mainland were chosen for this study. The choice of the study case was because of their marketing disposition, suitability as medium firms even though there is no clear accepted definition between small and medium scale enterprises (However, the researchers intuitively and conveniently selected the two as they live in the Lagos Mainland and have data access to them.

Literature review

Conceptual, theoretical and empirical reviews on study variables were done for the purpose of this study.

Strategic planning and strategic thinking

Marketing decision makers are increasingly aware of the importance of shareholders' wealth maximization which calls for long term effects and constant review of organization performance in relation with product- market and investors' responses. The outcome of strategic thinking is an integrated perspective of the enterprise, a not-too-precisely articulated vision of direction Mintzberg (1994). When strategic planning arrived on the scene in the mid-1960s, corporate leaders embraced it as "the one best way" to devise and implement strategies that would enhance the competitiveness of each business unit. True to the scientific management pioneered by Frederick Taylor, this one best way involved separating thinking from doing. In fact strategic planning is not strategic thinking. Planning has always been about analysis—about breaking down a goal or set of intentions into steps, formalizing those steps so that they can be implemented almost automatically, and articulating the anticipated consequences or results of each step. While Strategic thinking, in contrast, is about synthesis. It involves intuition and creativity. One of the useful ways for selecting the appropriate strategies is "SWOT" technique which was presented by Anderson in 1980. This technique is used as one of the strategic planning tools Rezaian (2008). SWOT is the acronym for internal strengths and weaknesses of an organization or business and opportunities and threats existing in the external environment. SWOT analysis is the organized set of identifying these factors and strategies that reflects the best combination among them. This analysis is based on this logic that effective strategies maximize the strengths and opportunities, while minimize its weaknesses and threats Pearce & Robinson (2009). Medium firms are to leverage on the weaknesses of both small and large firms to create attractive opportunities of capturing large share of the market.

SWOT (Strengths, Weaknesses, Opportunities, Threats) :

Strength:

It is a resource, skill or other advantage compared to competitors and the needs of markets that the institution or organization operates or will operate in them. Strength is a distinctive competence which becomes the comparative advantage of the institution or organization in the market.

Weakness:

It is a limitation or shortage in resources, skills and capabilities that prevents effective functions seriously.

Opportunity:

It is a major desirable situation in organization's environment. For example improving and strengthening relationships with customers or suppliers.

Threat: This according to Pearce & Robinson (2009) is a major undesirable situation in organization's environment. Such as change in regulations and laws, low growth of the market. According to Robbins (2008), there are two common theories about strategy:

Theory I: Strategy has planning and scheming state. It is clear guidelines developed and formulated previously and managers determine where they want to go and then for reaching to that destination, they formulate a principled and organized plan and after that provide the necessary resources to achieve their goals.

Theory II: Strategy has "evolutional" state. It means that strategy is not basically deliberate and systematic plan, and as time passes, it emerges as a pattern during the important decisions. To formulate the strategy for an organization, various models and methods are provided by management experts. It should be noted that the use of any model depends on the correct understanding of that organization and its requirements.

Marketing practices are a set of all marketing activities of products, price, promotion, place, person, processes and physical evidence (7Ps) that marketers use to effectively and efficiently promote their ideas, products or services while enhancing social life of the people Kabuoh (2013). Achumba (2002) defined sales promotion as those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and expositions, demonstrations etc. Sales promotion is a proactive technique aimed at stimulating sales (Hingston2001).

Marketing promotional tools

These are tools designed to support the same overall objectives for a company. This is to avoid the creation of separate messages for each medium without regard for what is expressed through other channels. The most important marketing tools are; advertising, direct marketing, personal selling, public relations, sales promotions and trade show (Smith, 1998). In addition, several other marketing communication tools exist, such as; the Internet, events and sponsorships, packaging, point of purchase, word of mouth and corporate identity.

Advertising

Kotler and Armstrong (2010) defined Advertising as any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. In his opinion, Osuagwu (2002) Advertising consist of all activities involved in presenting to a group a non-personal , oral or visual, openly sponsored message regarding a product, service or idea. In Nigeria today, Advertising has become very popular for various reasons; it arouses interest, it creates desire to meet an identified needs, it creates awareness of products and services amongst others. According to Dwyer and Tanner (2002), advertising is related and begins with a base of creating awareness and strengthening a company's position' or image. It is advertising that makes the companies known. The second role is to create favorable climate for sales people.

Direct marketing

According to Shimp (1997); direct mail/direct marketing includes letters, catalogues, price lists, booklets, circulars, newsletters, cards and samples. The advantages of using direct mail/direct marketing is that the audience is highly selective, the message can be personalized, circulation can be limited to what is affordable and it can be used to encourage action/direct response and sales. The disadvantage is that it can be associated with junk mail and that each exposure is expensive.

Personal selling

According to Czinkota and Ronkainen (2001), personal selling is the most effective of the communication tools available to the marketer; however, its costs per contact are high. Personal selling is intimidating, immediacy, relationship building among others. Kotler and Armstrong (2009) defined personal selling as personal presentation by the firm's sales force for the purpose of making sales and building relationship. Personal selling can be used for many purposes such as creating product awareness, generating interest in product, developing product preferences, closing sales and providing post transactional reinforcement Enikanselu (2008).

Public relation/corporate identity

Duncan (2002) defines public relations as "programs that focus on opinions of significant publics, and manage corporate communication and reputation. In addition, public relations are used to

handle relationships with company's diverse publics to create and maintain goodwill, and to observe public opinion and advise top management". All of this leads to good corporate identification.

Sales promotion

Duncan (2002), states that sales promotion is tangible incentives such as coupons or discounted prices which give a sense of closeness and hence encourage consumer buying behaviour. In addition, sales promotion is techniques primarily designed to stimulate consumer purchasing, dealer and sales-force effectiveness in the short-term, through temporary incentives and displays.

Packaging

The main use of packaging may be seen as the protector of goods inside and it aids products recognition which consequently enhances consumer's sources of information and patronage. Packaging is the container for a product encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used (Arens, 1996). As packaging is the container for a product, physical evidence is an extraordinary incentive packaged in form of services to attract and promote sales. Packaging can be seen as beautification of a product designed to attract customers.

Trade shows/exhibitions

According to Dwyer and Tanner (2002), trade shows are very cost effective, bringing many buyers together with a sales staff, buyers who often have not had any prior contact with the selling firm. Trade shows or exhibitions/shows and workshops play an important role and an alternative form of distribution and display for reaching retail, wholesale and consumer target groups of consumers. Trade shows/ exhibitions do not only provide alternative way of product distribution, but they server as recreation centers where people come to view various products and interact with one another and become informed of one or two products of interest.

Internet marketing

The web page can further act 'as web forum, for customers to exchange news and views on the product, as it will build loyalty among customers. Internet is playing around the world turning activities inside out upside down overshadowing manual approaches of doing things. It is fundamentally changing the way that companies operate and the most profound development in telecomm in the last decade has been the impact of change in the capabilities and potential of the internet. If it is too soon to be certain to what extent the internet will dominate telecoms marketing, it is at least clear that its impact will be a major influence on nearly every aspect of services marketing.

Events and sponsorship

According to Dwyer and Tanner (2002), events and sponsorships are highly targeted brand association that personally involves prospects, to help position a brand by associating it with certain causes of activities. Furthermore, Smith (1998) defines sponsorship as "a kind of promotion where a product or a company is associates with an entity, event or activity. In exchange for its contribution the sponsor is hoping to be exposed in the media coverage". Sponsorship is an avenue employed to attract potential sponsors by showcasing matching packages, achieving enhanced business with appropriate promotional strategy. The aim is to gather large potential customers.

Point of purchase

Duncan (2002) defines point of purchase as "displays in the interior of stores where a product is sold, to serve as a brand reminder and motivate trial and extra purchases". Point of purchase materials can be said to be point of sale displays and merchandising placed within any industry to attract attention and sales. In addition, posters, window dressing, displays of brochures and other materials both of a regular and temporary incentive kind are included as well.

Word of mouth

According to Smith (1998), people talk about organizations, their products, services, and staff. Companies and their offerings are often sources of conversation, whether it is a complaint or praise, and today it is not only the products or services that are discussed but also their promotional efforts, such as television advertisements, special offers, and publicity stunts. Word of mouth is seen as the most potential one-to-one communication in the communication mix. A company can help the creation and spread of word of mouth. When a company is facing bad publicity and maybe also decreasing sales, publicity stunts, clever mailings, creative promotions, and challenging advertising can efficiently help turn this trend around.

Concept of customer relationship management

Customer relationship management is the ability of any individual, small, medium or large firm to be able to display exceptional good customer quality services needed to lure, satisfy and sustain customer's loyalty towards product or service. Obarski (2013) identified four cornerstones to excellent customer service; trust, knowledge, efficiency and friendliness.

Trust

Trust is developed through direct contact as well as lead from others resulting from past positive experiences. Everybody likes to deal with a trusted person. Firms can build and sustain their customers via trust. With trust, both customers and employees can have sustainable business relationship.

Knowledge

People like to do business with people who are already familiar with the business, environment, and product/service. Knowledge gives confidence that is having actual fact, information, or acquisition of skills of a particular thing. Customers prefer dealing with workers who have good experience of the business.

Efficiency

Efficiency is the ability to produce maximum output with minimum input. Efficiency in this context includes material, labour, financial, information and time resources. Nobody wants to do business where time is wasted. Effectiveness and efficiency are key terms in management definition. Getting things done at the right time with minimum resources.

Friendliness

Smiling at customers, greetings, mentioning their names, caring for their needs among others have a lot to say of your business. Interpersonal and customer communication techniques put customers as kings and queens they are known for. Anderson (2012) suggests good customer communication skills can help an organization to satisfy and retain customers. How a customer is addressed and treated often determines the success of a transaction (Malysa, 2012).

Conceptual frame work on Small & medium firms

Variouly, much has been conceptualized on Small and Medium scale enterprises depending from which perspective each author is looking at. Japan for instance, sees small enterprises as those operating with less than 300 employees and paid up capital of 100 million yen in the wholesale business and 50 employees in the retail business. (Ekpeyong & Nyang, 1992). In the USA, Britain and Canada, small scale is defined in terms of annual turnover and the number of paid employees. Britain conceives small scale with annual turnover of 2 million pounds less, with fewer than 200 paid employees.

SMEs conception and definition is dynamic in character and changes with time (Olumide, 2004). It also varies among institutions and countries. The European Union (EU) as cited in (UNIDO/OECD, 2004) made a general distinction between self employment, micro, small and medium-sized businesses by defining them as; a firm with no employee is self-employed; 2-9 employee is micro business; small business is 10-49 employees; and 50-249 employees is medium-sized business. Balunywa (2010) however argues that number of employee may not be a good indicator, especially when the company is labour intensive.

The enterprise sector in Nigeria may be described as a dichotomy of dual structure. At one end are a few large modern capital-intensive, resource-based, import-dependent and assembly oriented

enterprises, while at the other end, are multitudes of small and informal enterprise sector that use very simple and traditional technologies and serve a limited market. Most marketing organizations in Nigeria such as Addide shops, Yemyem in University of Lagos among others fall within one or two of the above SMEs' description. Hence this study conceptualizes on SMEs performance as aided by effective marketing strategy.

Theoretical framework

Related theories on business and enterprise performance are reviewed in this section for theoretical discourse.

Theory of the business

Druker developed this theory in 1994. This theory postulates that many businesses decline and fail because they make assumptions about the society, markets, products, customers, technology, their mission, vision, and goals among others that form the basis of fundamental business decisions which eventually become obsolete or fadeout. This theory therefore is suggestive of reengineering, benchmarking, downsizing and outsourcing, total quality management, economic value analysis in other to survive today's business challenges.

Firm performance evaluation approach

There exist quite a number of theoretical frameworks for evaluating firm's performance and effectiveness in relation to resource usage. The frameworks explore different approaches which include the goal approach, system resource among others.

The Goal and Systematic Resource Approaches

The goal approach emphasizes measuring firm performance in terms of financial measures, and directs owner-managers to focus attention on financial performance such as profits, revenues, returns on investment, returns on sales and returns on equity. While the systems approach assesses the ability of an organization obtaining its resources, the goal approach measures the extent an organization attains its financial goals. The most common system resource measures used by the SMEs include number of employees, annual turnover, market share and revenue per employee (Mohr and Spokeman, 1994).

Firm Growth Theory: Other relevant theory here is the conventional neoclassic growth theory of Robert Solow (1956) believed that growth is as a result of the accumulation of physical capital and expansion of the labour force in conjunction with the exogenous factors, technological progress, that make physical capital and labour more productive. The new growth theory has however challenged Solow by submitting that erogeneity factors do not increase productivity rather endogenous ones which are connected to the knowledge market performance (measured by sales,

market share, etc.); and Shareholders return (total shareholders return, economic value added, etc) Richard (2009). From the foregoing, it is obvious that studies are yet to reach a consensus on the adoption of marketing strategies; promotional strategies, customer relationship management and marketing planning effectiveness as drivers to SMEs performance in Nigeria especially from a macroeconomic perspective. This justifies the current research effort to contribute to the discus, existing literature and growing body of knowledge.

Conclusion

Most organizations especially medium scale firms, despite the benefit of marketing strategies, still pose a serious threat in promoting their products/services. This is as a result of their inability to recognize and exploit the strategic competitive advantage associated with the application of the concept of strategic marketing. High communication budget is a great challenge faced by marketers in promoting their products (Low & Mohr, 2000; Hellman, 2005).

The survival of any organization depends largely on her customers hence medium firms must thrive to satisfy and keep their customers. Satisfied customers as stated by Gumesson (2002) means a long-term profitable business since they stay loyal to the firm. Product promotion, customer relationship management and effective marketing planning strategies enhance medium firm performance. SMEs conception and definition is dynamic in character and changes with time (Olumide, 2004). It also varies among institutions and countries depending on which variable being looked at though the parameters are same. (Kabuoh (2013).

Recommendations

The benefits of marketing strategies should be of great attraction to operators of medium scale industries and which consequently form the bases for imbibing on such strategies of PM, CRM, and MPE. This will then enable them exploit the competitive advantage associated with the application of strategic marketing (enhancement of medium firm performance). Medium scale enterprises are to make budget provisions for promotional activities and disregard the cost at the short run while appreciating its ong run yield. Customers are the queens and kings of the organization, they are reason why people are in the business, and should be accorded all attention due to keep them; interpersonal relationship should be displayed with utmost delight.

Medium scale firms are advised to do environmental scanning of SWOT analysis and leverage over the weaknesses and threats of the small and large firms to exploit all opportunities and strength within their capacity are expanding towards large scales. Operators of medium firms are encouraged to develop themselves professionally by attending to relevant training that will enhance their productivity level.

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RELATED LEGISLATIONS IN OIL INDUSTRY AND SUSTAINABLE DEVELOPMENT IN NIGER DELTA



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Abstract

This paper explores the extant laws promulgated by the Nigerian State to regulate the activities of the oil industry in Nigeria. These legislations are primarily designed to protect the environment and regulate the activities of oil transnational corporations (TNCs) with a view to bringing them in line with international best practices in order to engender sustainable socio-economic development of the region. This is against the backdrop of the outcries by host communities, international organizations, NGOs, etc. on the continued massive decimation of flora and fauna in the region. This indeed is at variance with the ethos of sustainable development which places high premium on the protection of the eco-system. These legislations rather than engendering sustainable development have further undermined its efforts in the region. This can be attributed largely to ineffective legislations, outdated legislations, inadequate penalties for violations, weak provisions, poor implementation of legislations, lacuna deliberately inserted into the legislations by the state, etc. Consequently, the key question explored in this study is: “why have the various legislations been unable to bring about sustainable development in the Niger Delta?” Therefore, the paper recommends repeal and review of all legislations governing the oil industry, enactment of other legislations to strengthen the task of promoting sustainable development. Besides, the implementations of extant legislations are paramount in engendering sustainable development in the Niger delta region, which has witnessed reckless degradation of its environment by oil TNC. Therefore, the paper is of the view that legislations such as the Petroleum Drilling and Production Regulation Act (1969), the Associated Gas Re-injection Decree (1977), The Environment Impact Assessment (EIA) Decree No. 36 7 1092, are outdated and should have no place in our oil industry, if we must bring the industry to tow developments in other parts of the world, in order to spur sustainable development in the Niger Delta. Thus, this paper attempts a holistic and integrated approach to the entrenchment of sustainable development with appropriate and enforceable legislations.

Keywords: *The State, Environment, Legislations, Degradation and Oil*

Background to the Study

Legislations enacted to protect the environment and ultimately engender sustainable development have become essence variable in discourse on development engineering in the Niger Delta. It has become a topical issue attracting both local and international attention to the efficacy or otherwise of these legislations in stemming wanton abuse of the environment and thus stimulating sustainable development of the region. It is obvious that the protection of the environment, sustainable and socio-economic development fall within the ambit of these legislations. Because without environmental protection, development is hampered and therefore there won't be any sustainable development. Thus declining quality of the environment and its resources base tends to create a crisis of development in the Niger Delta.

Sustainable development was espoused with its attendant strategies to ensure that human and physical development should be in conformity with the demand for the protection of the environment. In retrospect, the term was first brought to common use by the World Commission on Environment and Development otherwise known as the Brundtland Commission in its 1987 landmark proclamation titled "Our Common Future" (Uchegbe, 1998). A definition of the commission explains sustainable development as: A process of change in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional changes are in harmony and enhance both current and future potential to meet human need and aspirations.

The above postulation confirms the existence of a harmonious requirement for sustainable development. In its report WCED defined sustainable development as the "development that meets the need of the presents without compromising the ability of the future generation to meet their own needs" (Wikipedia, 2007). Similarly, Amodu (2008) defined sustainable development "as the development that is channeled towards the enhancement of the human environment, which meets the need of the present, but yet makes allowances for the future generations to meet their too." Corroborating further on this path of thought, WCED stressed that if human needs are to be met on a sustainable basis, the earth's natural resources base must be conserved and enhanced. Thus Ropetto (Pearce, 1990) stated that: Sustainable development rejects policies and practices that support current living standards by depleting the productive base including natural resources that leaves future generations with poorer prospects and greater risk.

Therefore, we can assert that sustainable development is multidimensional: economic, political, social and cultural and seeks to maximize the benefits and contributions of the environment to development through the promotion of an enduring exploitation of natural resources. Consequently, if sustainable development is to be achieved, it requires the attainment of three basic objectives: the creation of wealth, environmental protection and enhancement of

productivity capability. However, in the Niger delta region, scant attention has been paid by Oil TNCs to promote sustainable development.

In response to this state of affairs, the Nigerian State has promulgated several legislations and initiated policies to check the excesses of Oil TNCs which in the view of policy makers would compel Oil TNCs to comply with international best practices in order to stimulate sustainable development in the region. From available evidence, it is clear that in spite of these legislations and policies meant to protect and conserve the environment, environmental degradation has continued unabated in the Niger Delta. A host of factors have been identified as responsible for the inability of these legislations to effectively protect the environment and thereby bring about sustainable development in the region. These can be traced to ineffective execution, poor enforcement, weak provisions, inadequate provision, outdated legislations, and impunity by Oil TNCs etc. Therefore, in this study, our goal is to investigate the potency and effectiveness of these legislations in promoting sustainable development in the Niger Delta region. A pertinent point to stress however is that the wanton degradation of the region's environment and the various laws meant to arrest the pollution of the oil producing communities are ridden with contradictions and our focus is to direct our enquiry and analysis to the discovery and understanding of these contradictions in order to solve them holistically. The next section takes a critical examination of the provisions of these legislations and their impact on sustainable development in the Niger Delta. The final section is conclusion and recommendation.

Objective of the Study

The objective of the study is to investigate the potency and effectiveness of these legislations in promoting sustainable development in the Niger Delta region.

Literature Review

Analysis of Legislations on Oil Industry and Sustainable Development in the Niger Delta

The continued degradation of the Niger Delta environment has become a topical issue and has attracted both local and international attention to the plight of the host communities, whose environment has been severely devastated by the activities of the oil industry. This has in effect impinged sustainable development in the region. However, in view of its obvious negative impact on the environment and in response to upsurge in agitation by host communities, the Federal Government has enacted some legislation in its attempt to halt and regulate the tide of unrestrained degradation by the Oil industry and protect the environment for sustainable development in the region. These legislations can be identified as: the Petroleum Drilling and Production Regulation Act (1969), the Mineral Act (1969), the Associated Gas Re-injection Decree (1977), The Federal Environmental Protection Agency (FEPA) Act (1988), the Environmental Impact Assessment (EIA) Decree No. 36 of 1992 and the National Policy on the Environment launched by the Federal Government in 1989 (Ibaba, 2005).

However, the study notes that despite these legislations and policies, the devastation of the region's environment has continued unabated and is deteriorating. This has been largely blamed on ineffective execution of the extant environmental protection laws in the country. Corroborating on this line of thought, the Human Rights watch (1997) noted that the Nigerian environment laws in most respect when compared to their international counterparts are poorly enforced by the appropriate enforcing authorities. The above view is also shared by a World Bank Report (1995, 11) which identified the lack of enforcement of environmental laws as one of the bane confronting sustainable development in the Niger Delta region.

A corollary of the above assertion is that the Oil TNCS have in collusion with the Federal Government through sub-standard environmental protection laws, debilitated the local economies, thereby undermining sustainable development in the area (Naanen, 2001). In the same vein, Enyia (1991) pointed out in a study that the degradation of the eco-system of the region by the Oil TNCS is ironically enhanced by the various legislations meant to engender sustainable development. Also, Nna (2001) noted in a study that the environmental protection laws "more than anything else form the legal basis and fundamental for the devastation of the Niger Delta environment". However, the Oil TNCS are equally considered as part of the problem which MOSOP alleged in a protest that the Ogoni environment has been systematically destroyed by the Oil TNCS without the people getting commensurate compensation for the loss of productive farmland, polluted waters and general environmental degradation (Okoko and Ibaba, 1997) Ibaba (2005) further stressed that the isolation of the environmental laws from development programme and policies of the State, faulty implementation strategy or techniques, inadequate penalties for violation, the non-involvement of the citizenry in the formulation and execution of the laws and lack of a clear focus are recognized as veritable factors which are obstacles to the proper enforcement of these legislations to have positive impacts on the sustainable development of the area.

We note that the lack of enforcement of environmental laws is identified as the most fundamental cause of the inability of these legislations to promote sustainable exploitation of the Niger delta ecosystem. In addition, Ibaba (2005) contended that this is due to the character of the Nigerian State, because according to him, the State is weak and dependent, thus it lacks the courage to compel the Oil TNCS to comply with the laws. It is imperative to note that the Oil TNCS are multinational corporations and thus operate within the purview of international imperialism. Therefore, they use their enormous capital, expertise, technology and support of their home governments to emasculate policies and laws of the Nigerian State. In addition, since oil controls the commanding heights of the Nigerian economy, the state deals with them cautiously in order not to rock the boat. Therefore, the provisions of environmental laws created loopholes which undermine enforcement, nebulous standards and regulations that could be contravened as they are loosely specified and vaguely defined (Adiba and Essashah, 1999).

In our subsequent discussion, we shall critically examine the provisions of some of the legislations enacted to address the reckless abuse of the environment in order to stimulate sustainable development in the Niger Delta region. The Petroleum Drilling and Production Regulation Act (1969); one of the greatest challenges confronting the eco-system of the oil producing areas as a result of oil and gas exploitation is spillage. It is in recognition of the problems posed by oil spillage that the Federal Government enacted Act no. 51 of 1969. (Ikporukpo, 1983)

The license of loss shall adopt all practicable precautions, including the provisions of up to date equipment approved by the Road Petroleum Inspectorate to prevent the pollution of inland water ways, rivers, and water courses, the territorial waters of Nigeria or high seas of oil . . . which might cause harm or destruction to fresh water or marine life. And where such pollution occurs or has occurred, shall take prompt steps to control it and possibly end it. However, the pertinent question that comes to mind is “have the Oil TNCS been upholding this Act?” What has the Federal Government done with regards to the violation of the Act? This is because there have been numerous obvious cases of blatant violation of this Act by Oil TNCs in the Niger Delta region without any sanction being imposed on them.

The Associated Gas Re-injection Decree (1977)

This legislation is sequel to the adverse effect of gas flaring on the eco-system of the Niger delta region, which has continued to undermine sustainable development efforts of the area. According to records, over 16.8m³ billion cubic metres of natural gas is flared annually by Oil TNCS in Nigeria. This result in an annual emission of 2,700 tonnes of particulate matter, 160 tonnes of oxides sulphur, 5,400 tonnes of carbon monoxide and 27,106 tonnes of oxides to the atmosphere (Daily Sunray, 1993). It is against this backdrop that the Federal Government enacted the Associated Gas Re-injection Decree (1977) which is meant to compel Oil TNCS to re-inject the excess gas being flared into the earth. However, 37 years after the decree was promulgated, the Oil TNCS have continued to flare gas. With erring Oil TNCS paying paltry fine to the Federal Government not to the host communities who are at the receiving end of gas flaring.

The Federal Environmental Protection Agency Act – (CAP 131) 1988

The Federal Environment Protection Agency (FEPA) was created by decree No. 58 of 1988 as an attempt by the Federal Government to implement appropriate projects designed to ameliorate ecological challenges in Niger delta (FEPA, 1999) section 4 of the decree surmises the functions of the Agency as “the protection and development of environment in general and environmental technology, including initiation of policy in relation to environmental research and technology”.

In view of its encompassing mandate the FEPA Act has been aptly described as the most serious attempt and embracing law by the Federal Government to protect the Niger delta environment in order to promote sustainable development. Thus, Adibe and Essagha (1986) contended that the Federal Environment Protection Agency (FEPA) represents a watershed in effective and efficient environmental management and protection in the Niger delta and Nigeria as a whole.

In a similar vein, Alapiki (1996) posited that “the most comprehensive legislation on the environment in Nigeria is the Federal Environment Protection Agency (FEPA) Act”. It was hoped that the law would adequately and comprehensively address environmental challenges confronting the Niger Delta region. However, the expectations were misplaced. Curiously, only scant attention was given to the petroleum industry; as it was not far-reaching enough to make any meaningful impact in addressing the devastating impact of the oil industry in the area. Thus, the only mention of the petroleum industry in section 23 of the Act states that: The Agency shall cooperate with the Ministry of Petroleum Resources (Petroleum Resource Department) for the removal of oil related pollutants discharged into the Nigerian environment and play such supportive role as the Ministry of Petroleum Resources (Petroleum Resource Department) may from time to time require from the Agency.

We can infer that given the negative impact of the Oil industry on the Niger Delta ecosystem, this provision is grossly inadequate and therefore cannot address the monumental environmental challenges of the region in order to stimulate sustainable development in the Niger Delta. It would be pertinent to give hindsight into the nebulous and vague provision of section 36 of the Act which states: When an offence against this Act or any member of a partnership or one firm or business, every director or offices of the corporate body or any member of the partnership or other person concerned with the management of such firm or business shall on conviction be liable to a fine not exceeding N500,000 for such offence and in addition shall be directed to pay compensation for any damage resulting from such breach thereof or to repair and restore the polluted environmental areas to an acceptable level as approved by the Agency.

Besides, a remarkable feature of the FEPA Act is the attention placed on pollution control and prohibition, which is a major environmental problem in the region. Thus, section 20 prescribes penalties for the discharge of hazardous substances into the environment. Sub-section 2 of section 20 prescribes N100, 000 fine or 10 years imprisonment for an individual offender. While sub-section 3 stipulates a fine not exceeding N500, 000 and “an additional fine of N10,000 for every day the offence subsists” for corporate offenders. Looking critically at the provisions of the Act, we can deduce from that the penalty is not stringent enough, because the amount prescribed is too meager, thus Oil TNCS have continued to violate the law with impunity as evidenced by

worsening environmental pollution witnessed in the Niger delta area. It is also true of the “general penalties” as provided in section 35 which prescribes a maximum fine of N20,000 or a maximum 2 years imprisonment for individual.

Another obvious defect that can be discerned from the provisions of the Act is that the penalty prescribed does not graduate according to the quantum of oil spilled or the size of the area polluted. Therefore, even if Oil TNCS spill one million barrels of crude oil, the same penalty applies. Also, the Act does not prescribe amount of compensation to be paid to victims of spillage, as a result their fate is left at the mercy of the Oil TNCS. Furthermore, there is no provision for periodic upward review of the fine to accommodate inflationary trends, thus the fine is static while in reality nothing is static. To show how ineffective the law has been since it was enacted in 1988; no Oil TNCS or individual has been successfully prosecuted and fined in accordance with the provisions of the Act, in spite of overwhelming record of pollution of the Niger delta ecosystem by the Oil TNCS.

Furthermore, the law made it mandatory for Oil TNCS to restore or rehabilitate the degraded environment but no Oil TNCS in the Niger delta has taken a proactive measure to restore the environment. The Ogoni -land is a classic case in point, where vast swathe of the land has been destroyed by Shell Petroleum Development Company Ltd. Despite the outcry by the host communities on this issue, SPDC has rebuffed all attempts by international organizations such as United Nations, NGOs and the Federal Government to clean up and rehabilitate the environment. The case is presently before the UN Assembly. But SPDC has not been sanctioned. Therefore it is a common sight to witness polluted sites left uncleansed for decades by Oil TNCS in the area. Therefore, the FEPA Act is ineffective and can be aptly described as a toothless bulldog, which cannot galvanize sustainable development as earlier envisaged by stakeholders in the region.

The Environment Impact Assessment (EIA) Decree No. 36 7 1992

The EIA Decree is an important legislation in an attempt by the State to stimulate sustainable development in the country. It sets out the procedure and methods, compelling organizations to carry out environmental impact assessment on certain public or private projects. To achieve the aims of the Decree, it gives specific powers to the Federal Environment Protection Agency (FEPA) to facilitate environmental assessment of projects. The EIA law stipulates that before the commencement of any new project, its environmental impact must be assessed or evaluated with a view to mitigating its effects on the environment. Accordingly, section 2, sub-section 1 of the decree states that:

The public or private sector of the economy shall not undertake, embark or authorize projects or activities without prior consideration, at an early stage, of their environmental effect.

Also, sub-section 27, section 1 provides that: Where the extent, nature or location of a proposed project or activity is such that is likely to significantly affect the environment, its environmental impact assessment shall be undertaken in accordance with the provision of this Decree. Therefore, according to the provisions of the decree, the FEPA vested with the power to evaluate the submissions, holds consultations with all stakeholders and then take a decision; it is the final arbiter on such issues. However, in the Niger Delta the law is not strictly adhered to, and therefore flagrantly abused by Oil TNCS and Oil Servicing Companies.

Consequently, Oil TNCS that embark on EIA studies violate the provisions of the Decree. Cases are abound in the Niger Delta, where they commenced work on the projects before the EIA study was carried out. For instance, the Shell Petroleum Development Company Ltd (SPDC) began its multi-billion dollar Estuary AMATU (E.A) project in 2002, which crisscross several communities in Bayelsa and Delta States before EIA was done. (Environment watch, 2002)

In some extreme cases, EIA studies are totally ignored. For instance in 1993, Agip constructed Obiginbiri-Olugboboro-Tebitaba trunk oil pipe line in Southern Ijaw local government area of Bayelsa State. But no EIA study was carried out either before or after the project commenced. But the erring company was not sanctioned. And in some cases, EIA studies are not properly done, just to fulfill the law, thereby creating ecological and socio-economic problems for the communities. For instance, the construction of oil and gas pipeline in Gbarain clan in Yenagoa Local government area of Bayelsa State by SPDC, without a proper EIA study in 2001 created environmental problems and socio-economic difficulties for the host communities (Opolo, Obunugha, Onopa, Gbarantoru, etc.) This is in flagrant violation of the EIA Decree, but the company was not sanctioned. It is worth noting that the EIA Decree has some inherent defects and loopholes, which largely account for its ineffectiveness. In the first place, some projects are excluded from the mandatory EIA. Section 16, sub-section 2 of the Decree stress that: For greater certainty, where the Federal, State, or local government exercises power or perform a duty or function to be carried out, an environmental assessment may not be required if the project has been identified at the time the power is exercised or the duty or function is performed.

Furthermore, with regards to the mandatory study activities, the provisions are limited. For example while land reclamation is a mandatory study activity, EIA is only required if the area is 50 hectare or more, the implication therefore is that if the area is less than 50 hectares, EIA study is not required. Another obvious defect observed was that the penalty prescribed for violating the provisions of the Decree is rather too meagre to deter offenders, particularly Oil TNCS. Section

62 of the Decree which deals with offence and penalty provides N100,000 fine or five year imprisonment for and individual offender and a minimum of N1,000,000 as a paltry amount to compel Oil TNCS to comply with the provisions.

In spite of the obvious several cases of violation of the Decree by Oil TNCS, no record exists to confirm that any Oil TNCS has been fined this amount till date. Also in addition, an obvious lacuna observed in the Decree is that there is no provision compelling Oil TNCS to consult the host communities when EIA study is being undertaken. As a result, they are neither consulted nor involved in any aspect of the studies. Thus, according to Ibaba (2009), the benefits derived from involving the local people are lost. We are aware of the fact that they have immense knowledge of the local ecological process, which can be integrated to enrich the project design, as well as develop a team spirit that would elicit the commitment of the host communities (Adibe and Essagha, 1999). The non-involvement of the people sometimes renders the EIA studies useless. Again, there is no provision making it mandatory for Oil TNCS to disclose impact assessment studies to the communities concerned.

Conclusion

Based on the critical examination of the provisions of the various legislations meant to promote sustainable development in the Niger Delta, we can safely infer that the legislations have failed to protect the environment and thereby cannot stimulate sustainable development as earlier envisaged. The study discovered that the inability of the legislations to deliver on their mandate are as a result of weak legislations, ineffective, defective, outdated, inadequate and , weak provisions among others.

Recommendations

Based on the study, we recommend the following:

1. Repeal of the Associated Gas Re-injection Decree (1977) and the Petroleum Drilling and Production Regulation Act (1969). In their place enact new legislations with wide ranging mandate to tackle environmental degradation in the Niger Delta region.
2. Total review of the Federal Environment Protection Agency Act (Cap 131) 1988 and the Environment Impact Assessment (EIA) Decree No. 36 of 1992 to bring it in line with what is obtainable elsewhere, with stringent and enforcement provisions.
3. Also, the only way these legislations can make impact on sustainable development in the region is the enforcement of the provision and prosecution of erring Oil TNCS.

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APPLICATION OF HISTORICAL COST ACCOUNTING AND FAIR VALUE MEASUREMENT, VERSUS INFLATION ACCOUNTING: EVIDENCE OF LISTED MANUFACTURING FIRMS IN NIGERIA



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Abstract

This mixed research is an application of historical cost, fair value measurement and inflation accounting on the listed manufacturing firms in Nigeria. The study collected data from both primary and secondary sources. The data obtained was analysed using inflation accounting adjustments and chi-square. The chi-square was used for questionnaire response and to test the hypotheses formulated. The findings suggest that if historical cost accounting, fair value measurement and inflation adjusted accounting are adopted together, they are effective for quality reporting and best practice. The paper strongly recommends that both the historical cost accounting and inflation adjusted accounting should be adopted together for effective quality reporting. More so, ignoring general price level changes in financial reporting creates distortion in financial statements. The paper strongly suggests for a speedy implementation of all the recommendations made to ensure multidisciplinary assessment, compliance to global best practices and sustainable development.

Keywords: *Application of Historical Cost, Fair and Value Measurement Accounting*

Background to the Study

The concept of historical cost accounting and inflation accounting has been a source of concern in financial reporting. Globally, china has more prominent trend of domestic price rise where as china corporate accounting is mainly based on historical cost Ahmad (2003). In the United States, the financial accounting standard board in 1979, issued statement of financial accounting standard board in 1979, issued statement of financial accounting standard No.33 (SFAS33) term 'financial reporting and changing prices' Zaid (2011.) According to him, this was later replaced by statement of financial accounting standard No.86 (SFAS89) in 1986, titled "financial reporting and changing prices". In United Kingdom also, there was the accounting for stewardship in a period of inflation, published in 1968 by the research foundation of the Institute of Chartered

Accountants of England and Wales (ICAEW). In Nigeria, he also reported that the Financial Reporting Council of Nigeria (FRCN) which replaces the Nigerian Accounting Standard Board (NASB) has not issued any standard in relation to this concern. Also, they have neither called for compliance with IAS29 on hyper inflation and the measurement despite the persistent hyper inflationary environments, in which entities operate in the country. Also, the conflicting financial result on the relevance of inflation accounting is in contrast with historical cost. The harsh operating environment hampered the performance of most companies as shown in the quarterly results of quoted companies in Nigeria. NSE (2011)

Traditionally, there have been two main reasons for the preparation of accounts. The first is to fulfill the needs of the owners of a business. Today it is normal that the control of a business is divorced from its ownership. The directors of a company who manage its day-to-day affairs are required by law to provide the shareholders with stewardship accounts. These are intended to help the shareholders assess the effectiveness with which their investment is being managed. The main objective of financial reporting is to provide information of an organisation to its varied users. However, the issue in question is to determine what type of reporting method that should be adopted. It is a well known fact that a financial statement should reflect a true and fair view of the business affairs of an organisation. Research on inflation accounting has made great strides in past years. The bone of contention is that the historical cost principle does not make provisions for adjustments that have to do with price changes. In this method, selling price is stated at current price while the costly assets are stated at actual or historical cost. This normally gives rise to over-statement of profit as well as over payment of tax and dividend.

(Ezejelue, 1990) puts it that for many years, the conventional historic cost basis of financial reporting has been under sharp attack for its failure to recognize the impact of changes in the business environment, especially the effect of price level changes due to inflation and deflation. He stressed that in a period of inflation the value of money falls as such, money buys less in terms of goods and services. He also emphasized that in period of deflation the value of money rises and purchases more in terms of goods and services. Therefore, it is assumed that accounting systems are supposed to measure and report accurately financial activities that leads to rational decisions during periods of rising or falling prices.

Hence, historic accounting may make it difficult to realize this aims during periods of inflation. It is generally accepted that the historic accounting has not helped Nigeria as a nation since the Nigerian economy has over the years, especially from 1992 to 1996, experienced hyper inflationary trend; Fodio and Salaudeen (2012). Although, the information needs of internal and external users may differ considerably, it has become increasingly clear that they both rely on the same accounts which are usually prepared on a conventional historic cost basis which in other