

ENTREPRENEURSHIP: A TOOL FOR TACKLING POVERTY; PERSPECTIVE FROM YOUNG PEOPLE AND NYSC-MEMBER COMMUNITY ORGANISATION IN NIGERIA, USING SOCIAL MARKETING TECHNIQUE

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Abstract

Entrepreneurship which is a direct outcome of innovation and creativity is often perceived as an important source of employment and poverty eradication around the world. This paper examines entrepreneurship as a tool for tackling poverty. It seeks to analyze this from the perspective of young people and National Youth Services Corps-members community organization, as the role of youths are vital in the poverty elimination processes. It also analyses how the use social marketing technique is pertinent to this. The paper adopted data from two previous empirical research papers. Drawing heavily also from literature evidence, this paper uses descriptive analysis to isolate entrepreneurial strategies towards job creation aimed at reducing poverty that were identified. The finding reveals more than 40 different and related entrepreneurial strategies that may be pertinent and useful in different contexts of poverty alleviation. It was also noted that their influence and usefulness may be limited to several macro and micro environmental factors that are prevalent. This paper argues that these strategies may be limited to the extent to which they can be impactful.

Keywords: Entrepreneurship and Innovation; Economic Development; Poverty Elimination; Young People; NYSC members-Community Organisations; Nigeria.

1 Introduction

This **conceptual and empirical paper** focuses on tackling extreme poverty through creativity and innovation based entrepreneurship. Creating and innovating new things is not easy. It requires a special aspect of human critical thinking. Moreover, having created and innovated that special thing, it is important to sustain it, making sure it stays as long as possible, provided it plays its vital role and function in society. That is the value of survival. To eradicate extreme poverty, a developing country such as Nigeria, will need the special skills and knowledge of entrepreneurship. Sustained succession itself is a very difficult thing, especially in a developing country as Nigeria, where the employed are arguably far outweighed by the unemployed.

In Nigeria, even the employed is under a very heavy pressure trying to support the numerous unemployed dependants he/she must cater for in keeping with the unwritten socio-cultural laws in Africa

in general and Nigeria in particular. So, Nigeria has got a relatively higher ratio of dependency factor in which those who have will need to take care of those who do not have within the context of the traditional family support network and safety net, as there in the absence of a national social security support systems (Alagoa, 1999,2000; Eguruze, 2016, 2017,2019). This and similar circumstances become the goal that forces people to venture sometimes unconsciously into business, irrespective of whether they have basic skills, knowledge and or flair for it. Entrepreneurship and survival is inextricably linked. Both of these skills and knowledge are needed in the process of eradicating extreme poverty. To this Udu and Udu(2015) has this to say:

Every morning in Africa, a gazelle wakes up knowing it must run faster than the fastest lion or be killed. Every morning a lion awakens knowing it must outrun the fastest gazelle or starve to death. It doesn't matter if you are a lion or a gazelle; when the sun comes up, you'd better be running. It is when a man is in great need for survival that he thinks fast, acts creatively and goes ahead to implement his decisions with whatever resource available to him. After all there is always a flip side of pain: it awakens the animal instinct in man, toughens his resolve to succeed and propels him forward. It is on this premise therefore that this work on entrepreneurship and its succession challenges finds expression

This conceptual and empirical paper investigates entrepreneurship as a tool for tackling poverty. It seeks to analyse this from the perspective of young people and National Youth Services Corps (NYSC)-member community organization, as the role of youths are vital in the poverty elimination processes. It also examines how the use social marketing technique is pertinent to this.

1.2 Research Problem

This conceptual paper argues that poverty elimination processes does need the skills and knowledge of creativity and innovation based entrepreneurship. This is informed by the fact that limited successes recorded by entrepreneurship in Nigeria has most times been frustrated by many palpable challenges which emanate mainly from succession difficulties and lack of financial support for start up and expansion, hence unable to help tackle poverty as desired. Contribution of enterprises to national development continues to dwindle high expectations from these businesses do not come to fruition, due to mainly lack support network and support facilities such as infrastructure, intelligence, financial and conducive and enabling business climate challenges. We see very flourishing entrepreneurial effort of many Nigerians collapse like pack of cards so abruptly and yet there is apparently lack of support both from government and non-governmental sources. Studies abound which identified succession problem as one of major causes (Emeti, 2011, 2018(unpublished); Okeke and Eme, 2014; Udu and Udu,2015), amongst others. This paper tries to holistically identify entrepreneurship contributions, challenges posed by succession, its effects on national economic development and poverty elimination processes.

1.3 Research Gap

An entrepreneurship oriented economy is one that is supposed to have a vision of pursuing an economic development goal that is driven by innovation based entrepreneurship. Porter(1990,2008,2011) illustrated this with his diamond theory of national advantage, in which he proposed that country must gain critical competitive advantages through effective utilization of factors and resources available to them (or at its disposal). This implies the quality of home countries support systems for actually determines nation's strategic competitiveness. This is one that promotes creativity, innovation and gaining competitive advantages. By contrast Schumpeter (1934, 1943;1951) used the notion of 'creative destruction' to illustrate similar point in which he explained that developed economies might had utilized creative destruction as a driver for advancing economic development through innovation based entrepreneurship, as opposed to developing countries such as in Nigeria where the evidence of application of creative destruction is clearly lacking or falling behind, and is probably a crucial reason for its underdevelopment. This is another evidence of an emphasis on the benefit of creativity, innovation and entrepreneurship as stimulant of economic growth and development. However, in Nigeria entrepreneurial support network is

lacking, and ultimately several factors inhibiting entrepreneurial start up and expansion, which led some scholars to call for policy for innovation at grass root levels in Nigeria(Daniels, 2016s). As a result Nigeria still amongst the worst three countries that have the largest proportion of her population in extreme poverty (Uddin and Uddin, 2013, Okeke and Eme, 2014; Eguruze, 2016, 2017,2019), yet Nigeria is leading African economy and oil producer(Eguruze, 2017,2019). Despite all the government efforts of government, advancement in the area of entrepreneurship in Nigeria is till limited due to financial, infrastructural and business climate inadequacies (Okeke and Eme, 2014). Recent empirical data survey from the perspective of young people and NYSC-member community organization on the entrepreneurship as driver of economic growth and development and critical source of poverty elimination also emphasized and highlighted the general lack of support for business start up and expansion for prospective young entrepreneurs in Nigeria. Yet contemporary literature on these vital issues from Nigerian taking from the perspective of young people and NYSC-member community organization is similarly weak, as the literature evidence that are available are dominated by perspective of adults and the elites. The few available literature describe how entrepreneurship opportunities are limited and the challenges abound, but do not suggest a way forward that would include entrepreneurial strategies towards job creation aimed at reducing poverty, nor explain or suggest types and means of accessing opportunities for entrepreneurship in Nigeria. Hence, there is scope for this conceptual paper to investigate the applicability of entrepreneurship as a tool for tackling poverty through creativity and innovation based entrepreneurship.

1.4 Limitations

This conceptual and empirical paper does not seek to discuss the broader theory of poverty and social marketing as these have already been previously covered. This paper may be pertinent elsewhere, although they may need to be contextualised in the wider macro factor context. This automatically opens up an opportunity for further research.

1.5 Objectives of the study

This paper investigates entrepreneurship as a tool for tackling poverty. It seeks to analyse this from the perspective of young people and National Youth Services Corps (NYSC)-member community organization, as the role of youth are vital in the poverty elimination processes. It also examines how the use social marketing technique is pertinent to this.

- 5.1 To examine entrepreneurs as a tool of poverty elimination in Nigeria, adopting the perspective of using the people, using social marketing technique
- 5.2 To highlight entrepreneur strategies that may be pertinent to the situation in Nigeria as regards poverty elimination efforts
- 5.3 To help in policy determination by policy-makers and policy-implementers in Nigeria

1.6 Nigeria

Nigeria is a former British colony and had independence on 1st October 1960. Nigeria is also Africa's most populous country and the world's most populous black nation. Nigeria is Africa's leading oil producer and exporter; but it is also by far Africa's largest economy with an estimated Gross Domestic (GDP) of \$397billion(2018 figures) compared to South Africa's \$371 billion"(World bank, 2019; IMF, 2019;Eguruze, 2017:3,2019). Apparently, Nigeria's GDP had dropped from over \$590 billion recently due to economic recession and global oil prices fluctuations and volatility has temporarily impacted on this statistics as regards Nigeria's strategic position. Nevertheless, Nigeria's is still Africa's still No 1 economy with a GDP of \$397 billion(figures) as opposed to that of South Africa's of \$371 billion, which is 2nd in African(World Bank, 2019; IMF,2018).

Nigeria is also the world's 12th producer of petroleum and has the 10th largest petroleum reserves and petroleum accounting for 40% of her GDP and over 80% of Nigeria's Federal Government revenue (World Bank, 2011; Eguruze, 2017:4,2019). Also, Nigeria runs a robust mixed economy emerging with a lower income status"(World Bank, 2011;Eguruze, 2017:4), with a constitutional federal government status, including 36 states and newly Abuja as the Capital federal capital territory. Unfortunately despite

all of these positive indicators, “the country may be a giant, but it is still considered poor, a country with one of the largest number of people experiencing cumulative poverty(extreme poverty): Nigeria has per capita income of \$2,049 compared to South Africa’s per capita at \$6,331(World Bank, 2019;IMF, 2019). Regrettably, this is a negative consequence of corruption. As result, Nigeria failed to utilize these oil-rich wealth for the benefit of her people and communities (Eguruze, 2011, 2014, 2015, 2016, 2017:4,2019; Uddin and Uddin, 2013). Moreover, according to recent extensive empirical study (Alagoa, 1999, Allison-Oguru,1999; Cunguara,2011;Eguruze, 2011,2014,2015,2016,2017,2019; Uddin & Uddin, 2013), the impact rural poverty in Nigeria is widespread. This is reflected in the massive rural-urban migration (ibid). Thus, a constructive policy change with a foresighted leadership will be useful(Jonathan, 2005;ensuring an outcome of successful and sustained development to change from a ‘low-productivity and low-income’ generating jobs to ‘high-productivity and high-income’ generating jobs(Broadbery et al., 2014; Eguruze, 2016, 2017:4,2019)

1.7 NYSC Members-Community National Organisation

The phrase National Youth Service Corps (NYSC) is a national service experience (opportunity) for all Nigerian young people after their higher and further education. NYSC was established in 1973 under the Head of State General Gowon’s military regime. The aim was to inculcate in the Nigerian youth the spirit of selfless service, ones. Self reliance and dignity in labour, as well as to bring about togetherness of all Nigerians irrespective of cultural or social differences (NYSC Orientation Programme & Service Guide, 2016:5; Ekeocha, 2016:5). In this paper the broader term NYSC members-community organisation has been used towards groups whose activities are aimed at achieving public good or for public benefit(Annan, 2004; Wandsworth Voluntary Sector Fact File, 2006; Elson, 2010; Charity Commission, 2011; 2014;Reach Skills, 2015). Alternative view is that “organisation is a coordinated unit or group consisting of two or more persons who function to achieve a common goal or set of goals” or “entities that enable society to pursue accomplishments that can’t be achieved by individual acting alone”(Gidson et al., 2010;4; Pugh, 1990). Other scholars described the voluntary organizations as consisting the Third Sector, on the non-profit making or nt-for profit organizations(Kotler and Zaltman, 1971;3-12). On the other hand, “young people” or “youth” refers to persons aged up to and include, 26-35 years(Nigerian Constitution, 1999;UNCRC, 2014:) compared others for example, in India “youth” is 18-35 (Joshi, 2013, Goi, 2008).

2 Literature

Entrepreneurship has been defined variously by different authors but as this work is not a text on entrepreneurship, few leading definitions will do. Ottih (2011) sees it as “activities and processes of new venture creation and the management of the new venture to a stable state”. The venture according to him, can be a profit or non-profit venture, although the emphasis of entrepreneurship is on business venture creation. Harvard Business School (1984) defined the concept as “an effort to create value through the recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skill to mobilize human, financial and material resources necessary to bring a project to fruition”. For Udu and Udu (2015) it is “a process by which economic and commercial activities necessary for the improvement of the standard of living of the society are created by entrepreneur – individuals, institutions, corporations and governments”.

An entrepreneur is the person who has the ability to see and evaluate business opportunities, gather the necessary resources to take advantage of them and initiate appropriate action to ensure success (Nwachukwu, 2009). A good idea that has not been translated into economic resource, product or service is meaningless. Through hard work an enterprise is built offering products or services to the society while the owner earns a living (profit) from his efforts. As the business grows so also the owner or manger grows older and older; that a time must come when the owner must leave the business for his/her child or any other person. This can be through old age, retirement, incapacitation, death, etc. Finding a worthy or capable successor to the business to guarantee continuity of the enterprise poses a great challenge, and this is also the main trust of this paper.

2.1 Constructions of Entrepreneurship

Hoque et al(2013) summarized some of the Constructions and traits of entrepreneurship development from Islamic perspective. To these he includes:

Table 1: Comparing the Traits and of Entrepreneurship from Islamic perspective against Traits of Entrepreneurship from Mainstream Scholars.

1	Constructions & Traits of entrepreneurship from Islamic perspective Hoque et al(2013; Astebro et al., 2014; Kerr et. al(2017)	Analysis	Constructions & Traits of entrepreneurship from mainstream Scholars (Hoque, et al, 2013;Astebro et al., 2014; Kerr et. al(2017);Levine and Rubenstein, 2017)	Comments
2	Knowledge	Having the ideas/know how, etc	Creation of new enterprise(Low and MacMillan, 1980)	A country is poor, not necessarily due to lack of resources(Gupta and Srinivasan.1992)
3	Initiative	Taking the lead to make things happen	Innovative opportunity(Drucker, 1985); Creation and management of new organization(Drucker, 1985)	Instead, a country may be deemed to be poor because of lack of adequate number of good entrepreneurs (Gupta and Srinivasan.1992).
4	Risk taking	Venturous, taking the 1st step; fearlessness	Creating value by taking risk (Ronstadt, 1984); Risk taking (Harvard Business School(1984).	Entrepreneurship is the forth factor of production(Glancey & McQuid,2000)
5	Customer orientation	Minding the needs of customers/consumer	Innovative activities; that are focused on exploiting business opportunities (Schumpeter, 1934).	Entrepreneurship is the greatest employers of labour (Udu & Udu, 2015)
6	Employee involvement	Making sure of the voice for staff Making sure of the voice for staff	Skills & innovativeness; Productive pursuits for achieving their objectives (Chowdhury, 2008).	Succession planning is a key part of Entrepreneurship, (Emeti, 2018 unpublished; Okafor and Udu,2010)
7	Strategic thinking	Forward looking, planning ahead, taking a course of actions amongst choices; analyse challenges & opportunities	Both a cause and consequence of economic-growth(Sadri, 2010); Ability and mentality to start an enterprise	Entrepreneurship in Nigeria tends to be small-scale operations - small-and-medium enterprises (SMEs). This is mainly due to lack of funding for startup and expansion (Emeti, 2018) unpublished
8	Fear of Allah	God fearing Humility	The process of starting a business / Display of Strong internal Loc, which is described as Locus of control(Astebro et al., 2014; Kerr et. al(2017);Levine and	Entrepreneurs in Nigeria do not usually make arrangements for the succession until they actually retire(Akeredolu-

			Rubenstein, 2017)	Ale,1975)
9	Hard working	Tirelessness	The fourth factors of production(Glancey and McQuaid, 2000). Other traits:big-5 model, self efficacy, innovativeness, locus of control, & the need for achievement, personality, human capital development, national culture, active performing environment,will all aid success(Kerr et al., 2017;Levine&Rubenstein(2017)	With respect to Nigeria, the main reason for the small-size character, is due to lack of start-up and expansion (limited capital, mainly resorting to small personal savings), difficulty in accessing bank loans, resorting, etc(Ile, 2003).
10	Innovativeness	Creativity; taking the lead in new ideas	Engines of economic growth and national development(Schumpeter, 1934; Azim, 2011; Gupta and Srinivasan, 1992)	The factor affecting entrepreneurship in Nigeria is the lack of start up and expansion capital(Busler, 2013:94)
11	Excellence	Doing the best; leading	Gap fillers(Leibenstein, 1978)	Entrepreneurship is synonymous with creativity
12	Honesty and truthfulness	Straight forward, openness	Catalyst agent for change (Young, 1987)	Entrepreneurship is about innovation and competitive advantages
13	Morality	Ethical values, rights and wrongs Ethical values, rights and wrongs	Agents of change re economic development (Schumpeter, 1934)	Entrepreneurship is the driver to economic growth and employment generation, the gig economy, etc
14	Optimism	Hopefulness, positivity	Organizers (Say, 1924)	Entrepreneurship is another is vital resource and core competence, providing competitive edge(Porter, 2008)
16	Patience	Long-term orientation	Decision-makers(Kight, 1921)	Entrepreneurship is an engine of industrialization
17	Social Welfare	Helping the poor; giving alms to the needy; wellbeing and wellness of employees; communities & environment; philanthropism	A source of industrialization(Hoque et al, 2013:129) Innovation at grass roots (Daniels,2016)	Entrepreneurship is value creating and value adding (Harvard Business School, 1984); Innovativeness(Kerr et al.(2017)
18	Hallal earnings & economic	Correct income, just income no profiting no interest	The crying needs of a nation (Chowdhury, 2008).	Entrepreneurship is sina quanon to productivity
19	Vision	Looking forward to something ahead; clear	Creators of Job Opportunities. Udu Udu and Udu (2015)	Entrepreneurship invariably is talking

		picture of where you're coming from, you're now and want to be;	about economic-development and productivity
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The authors' construction, 2019; adapted from various scholars.

As noted above, Table 1 highlights of some of the constructions and traits of entrepreneurships compared to the traits of entrepreneurship from mainstream western literature. The authors the model would be used developing entrepreneurship from Islamic perspectives by performing various types of activities relating to the phases of preparatory and awareness development, support and motivation and feedback. This provide useful guide to policy-makers, as well as insight for scholars in their case analysis.

In table 1 above, Hoque et al(2013); Astebro et al., 2014; Kerr et. al,(2017) and Levine and Rubenstein, 2017) actually summarized the understanding of entrepreneurship and entrepreneur based on literature evidence as follows. Entrepreneurship is the creation of new enterprise (Low and Maccmillan, 1980). It is the creation and management of new organization designed to pursue a unique, innovative opportunity and achieve rapid, profitable growth (Drucker, 1985). It is the dynamic process of creating value by taking risk(Ronstadt, 1984). Entrepreneurship is the innovative activities to exploit the business opportunities(Schumpeter, 1934). Which is why entrepreneurs are considered as innovators(Schumpeter, 1934).

Entrepreneurship is the skills and innovativeness by which people take initiative to become involved in productive pursuits for achieving their objectives(Chowdhury, 2008). According to Richard Cantillon, entrepreneurship is the process of starting a business enterprise for producing products and selling at his/her own business. Entrepreneur is that person who has the ability and mentality to start an enterprise either for producing goods or rendering services and thereby making profit. Others scholars categorize entrepreneurship as the forth factors of production(Glancey and McQuaid, 2000), as well as engines of economic growth and national development(Schumpeter, 1934; Azim, 2011; Grupta and Srinivasan, 1992)., or gap fillers(Leibenstein, 1978); or catalyst agent for change (Young, 1987). They are agents of change because economic development of a country is accelerated by the activities of qualified entrepreneurs (Schumpeter, 1934). Entrepreneurs are also seen as organizers(Say, 1924), or decision-makers(Kight, 1921) in the course of industrialization(Hoque et al, 2013:129). Entrepreneurs are the only active agents who harness the technology, organize resources and initiatives ventures in order to exploit business opportunities (Azim, 2011). Effective, welfare-minded ad selfless entrepreneurs are the crying needs of a nation (Chowdhury, 2008). Entrepreneurship is both cause and consequence of economic growth, technological advancement and conceptual innovation and they are interlinked (Sadri, 2010), etc cited in Hoque et al, 2013: 128-129) and also in Astebro et al., 2014; Kerr et. al(2017);Levine and Rubenstein, 2017).

By contrast, also as in table1, according to Hoque et al(2013:131) “Islamic entrepreneurship as the process of starting an enterprise for producing goods or rendering services which are Halal for making reasonable profits”. Islamic entrepreneurship does not involve in those activities which fail to ensure consumer rights, social responsibilities, ethical values and healthy business practices Chowdhury, 2008). Islamic entrepreneur is a person who starts and manages business enterprise following the guidelines of Islam. He carefully avoids undesirable hoarding, unkind treatment to employee and unfair dealing with customers. Profit making is not the only goal of Islamic entrepreneurship. Rather, earning of divide satisfaction, social welfare and protection of national interest are the motivating forces of such entrepreneurship (Chowdhury, 2008)

2.2 Poverty Eradication and Entrepreneurship?

As noted above through various entrepreneurial skills and knowledge, there is a good prospect that poverty can be tackled through entrepreneurship. If so, it is important to adequately comprehend what poverty constitutes?

Poverty has different dimensions: Classical approach (Eguruze, 2016, 2017:13-25,2019) suggested tackling poverty comprised (trade will create wealth/profit and enhance quality of living (Smith, 1776), Needs are plenty but resources/means are limited and so choices are *sine qua non*, as well as comparative advantages (Ricardo, 1817); The strong survive/win, while the weak should be left to pass (Darwinism, 1859); Corporations should maximise profit but also look after the welfare and wellbeing of employees (Keynes, 1936); The five evils of want, including poverty (Beveridge Report, 1942).

Absolute poverty (disposable income or earning below \$1-2 per day, Sen, 1978; UNDP, 1979; UNMDGs, 2005; World Bank, 2008; OPHDI, 2010; Eguruze, 2016; 2017, 2019); Relative poverty (small proportions earning below national averages, Khan, 2001; Saack, 2006; Dean, 2006; Triegaardt, 2006; Eguruze, 2016; 2017, 2019); Urban poverty, overcrowding living due to movement from rural areas to urban for better life (World bank, 1995; Anyanwu, 1997; Alagoa, 1999; Khan, 2001; Eguruze, 2016, 2017, 2019); Rural poverty, landless, and low earning, mainly tenants, but more resourceful (Khan, 2001; World Youth Report, 2005; Walsh, 2006; Eguruze, 2016, 2017);

Acute poverty is when poverty is transient, and develop to generations (Khan, 2001; Yeo, 2001, 2005; Eguruze, 2016; Eguruze, 2017, 2019); Chronic poverty is when poverty develops to constant levels as experienced in underdeveloped nations (Khan, 2001; DFID, 20001; Khan, 2001; Eguruze, 2016; 2017; 2019); Persistence poverty is sustains and difficult to eliminate (Khan, 2001; Eguruze, 2011, 2014, 2015, 2016, 2017, 2019); Food poverty is where the victims cannot feed themselves without support (Dowler, 1997, Dowler et al., 2001, 2011; Fabian Society Report, 2015; Eguruze, 2016, 2017; 2019); In-work poverty is when people who are working are still cannot afford but items due to their low wages/salaries (Hudson and Nalto, 2013

; Barnard, 2013; Matcalf, 2014; Eguruze, 2016, 2017, 2019); Electricity poverty is when people are unable to afford electricity or in the absence of electricity supply, could not afford to buy a generator to provide private electricity and common in developing countries such as Nigeria (Eguruze, 2016; 2017:19, 2019); Homelessness (kpako) poverty is where there are insufficient affordable decent houses and so the people ended up using plank and zinc sheets to construct their temporary living places, often without sanitation, again is common in developing country such as in Nigeria (Eguruze, 2016, 2017:20, 2019), Cumulative poverty (or In-Support Need) is where the people suffer from extreme poverty in the worst possible sense, which has occurred over long period of time, lacking many items and also passed on from generations to generations and in on multi-dimensional basis (Eguruze, 2014, 2015, 2016, 2017:20, 2019).

These are categorised under two main areas; single dimensional and multidimensional perspectives. This suggests the wealth and diversity of scholarship, as they contrast agree and disagree with one another in their dissemination of knowledge for the benefit of development of mankind. These approaches each have different interpretations all geared towards resolving the menace of poverty in society. Such there is actually no more or less value to the effort different contributors are mankind. The most important to value to mankind is that each approach is gearing towards improvement in the quality of life and wellbeing of people. This diversity of knowledge on the theory of poverty is summarised on the table below. Now that a brief review of the literature evidence has been undertaken the author now proceeds to link this to the methodology adopted with respect to this paper.

2.3 Social Marketing and Entrepreneurship

There is also an impetus to comprehend the meaning of social marketing, since this paper is being analyzed adopting a social marketing technique as an approach tackling poverty through advancement in entrepreneurship. Social marketing has a strong linkage with entrepreneurship. Entrepreneurship is a major driver to unemployment in general and youth unemployment in particular, and ultimately a vital means to eliminate cumulative poverty and extreme poverty. Hence, social marketing is pertinent and critical. All of these are noble causes, as it helps add value to life. By contrast, social marketing is about creating value, and value creation adds value towards social benefits, welfare and wellbeing of society.

This is often achieved through behavioural and attitude changes (Andreassen, 2004, 2006 Eguruze, 2014, 2015, 2016, 2017, 2019; Lefebvre, 2012; Cugelman, 2010). So, social marketing is a behavioural and attitudinal change agent. This paper argues that promoting entrepreneurship and putting entrepreneurial

economic growth and development vision at the heart of a developing country such as Nigeria, is a valuable cause and value adding opportunity. Engaging social marketing techniques goes beyond traditional marketing principles, as social marketing will particularly focus on the niche aspects of changing values, behaviours and attitudes, which is a critical and fundamental responsibility in the process of transformation of quality of lives. In engaging social marketing, the needs of Nigerian young people and NYSC member-community organizations in Nigeria, as well as those other vulnerable peoples in society and beyond, should remain paramount.

2.4 Entrepreneurship Development in Nigeria and Government's Effort

Entrepreneurship in Nigeria, has the character of small-scale operation. This is so because Nigerian-owned businesses are almost small-scale enterprises. These enterprises abound in every sector of the economy. They are, however, mostly concentrated in activities which require limited amount of capital outlay. Although the number of entrepreneurs is large, their establishments are, on the average, small both in terms of capital investment and the number of people employed. Ile (2003) opined that the reason for the small-size is due to some factors like small capital, difficulty in accessing bank loans, resorting to personal savings, etc. Also a vast majority of the enterprises are operated as sole proprietorship. Even those registered as limited liability companies are operated as sole proprietorships since the other shareholders are the wives and children of the promoters of the business. It is also noticed that Nigerian entrepreneurs have the tendency to reserve succession to their children. According to Akeredolu-Ale (1975) "they do not make arrangements for the succession until they actually retire"

Entrepreneurship actually started in antiquity. According to the Bible the first man (Adam) needed to gather what to eat in the Garden of Eden. When God gave him a helper and wife (Eve) he then needed to gather more food for himself and his wife. But when they sinned and were driven out of the garden, entrepreneurship fully started as Adam must provide not only his needs but those of Eve and the entire family. The foods were no longer there and God had cursed Adam to labour for the food he and his wife would eat. Survival became difficult and this is what propels man to act entrepreneurially. For the early man to have survived, according to Anyanwu (1999) and Emeti(2019) unpublished, could only be ascribed to entrepreneurship. However, we are reminded also of the important process of starting a business, as well as the need to display a strong internal control 'loc', which is described as Locus of control by scholars as (Kerr et. al,2017; Astebro et al., 2014;Levine and Rubenstein, 2017), which is crucial.

Entrepreneurship growth in Nigeria thus witnessed chequered history from pre-independence era through post independence, oil boom era to the present. In the 1950's efforts were made by government to encourage economic growth and development. In 1952 according to Nwachukwu (2009) the aid to Pioneer Industries Ordinance was introduced. The ordinance gave certificates of recognition to specified industries and exempted them from profit taxation for two years. In the same year, the Income Tax Ordinance was passed which allowed companies accelerated amortization.

Also in 1957 and 1958, the government gave import relief taxation to foreign companies, and liberalized the granting of the pioneer certificate making the offers more attractive. To crown it all, Nwachukwu (2009) observed that in 1959 the Nigerian industrial development bank Ltd was founded to assist entrepreneurs engaged in industrial production, commerce, agriculture, and the exploration of natural resources. These incentives, according to him, coupled with the fact that political independence was to be granted to Nigeria in the next year (1960) brought many foreign firms to Nigeria and encouraged already established ones to expand. The Nigerian import market therefore grew eight fold between 1950-1960. We then identified large foreign firms -

- United African Company (UAC)
- John Holt

- Patuso Zochoris
- Compainie Francaise du Afrique Occidentale (CFAO)
- Union Trading Company (UTC)

At the wake of independence in 1960, even the new ordinances and proclamations could not attract many Nigerians into entrepreneurial practice because expatriate staff were leaving the civil service in large numbers, thereby creating employment opportunities in the civil service. The Ministries and Parastatals thus became a dumping ground for the relatives and friends of politicians. This situation got to the pick in the late 1970's and early 1980's resulting to high wage bills without corresponding commensurate services.

When government realized the danger of low entrepreneurship growth, they in 1977 promulgated the Indigenization Decree which classified Nigerian enterprises into the following:

1. Enterprises, which are exclusively reserved for Nigerians.
2. Enterprises which Nigerians must have an interest of 60% and above.
3. Enterprises in which Nigerians are to have a maximum of 40% interest.

By this Decree, most enterprises formally owned and managed entirely by expatriates had their ownership and management bases diluted in favour of Nigerians. This Decree, according to Anyanwu (1999) marked a major impetus to the growth of entrepreneurship in Nigeria.

The Structural Adjustment Programme (SAP) initiated in 1986 by the then president of Nigeria (1985 – 1993) was a bold policy aimed at restructuring and diversifying the productive bases of the economy in order to reduce dependence on the oil sector and imports. Despite its eventual failure, SAP period afforded more Nigerians the opportunity, to try their hands on so many economic activities. Despite all the government efforts of government, progress of entrepreneurship in Nigeria is till limited due to financial, infrastructural and business climate challenges, the economic reforms have not been sufficient to reverse years of economic decline, deteriorating capacity, weakened institutions and inadequate infrastructure investment, while recent decline dramatic stock exchange decline and banking crisis and the global economic crisis have accentuated the situation (Okeke and Keme,2014).

The government through the establishment of National Directorate of Employment (NDE) in 1986 seriously encouraged entrepreneurship development in Nigeria through the Directorate's laudable programmes; some of which as indicated list Table 2 below.

**Table 2 The Establishment of National Directorate of Employment (NDE) in 1986
(Entrepreneurship Development Programmes)**

Entrepreneur Support Programmes	Comments
1. Youth Employment and Vocational Skill Development Programme (YEVEDP)	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers. But still up and running.
2. National Open Apprenticeship Scheme (NOAS).	Although this is restricted, it is still up and running?
3. Waste to Wealth Scheme (WWS)	This is a private venture. In Nigeria there are no sewers or underground drainage system. As a result all liquid wastes are exposed to pollute the environment and runs into water courses such as canals, rivers, lakes, ocean, etc. There are no toilets or urinals facilities in most public areas, including schools, churches, offices, The few that may be there are not functional toilets. So, people litter the roads with excreta without regard and/or with no ethics or civic concern. So, solid wastes are found everywhere and anywhere. Since Nigeria has no sewage treatment plants hence liquid wastes are managed in an indiscriminate manner (Sridhar and Hammed, 2014) and Sridhar 2006; Ogwueleka 2009). This makes the perfect case for entrepreneurship opportunity - i.e., the process of making things happens or transforming ideas into actions and turn these to real jobs and employment opportunities (Eguruze, 2019). Whereas, waste was defined as any unavoidable material resulting from domestic activity or industrial operation for which there is no economic demand and which must be disposed of (Sridhar 1996).
4 Mature People's Loan Scheme.	This is restricted.
5. School on Wheels Scheme	Although it may have been intended as a universal programme across the nation, it appears it is not operated. This is only operated in limited schools. Thus, only functional in certain selected schools.
6. Graduate Agricultural Loan Scheme	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers. The youth Agriculture Entrepreneurship Development Initiative (YAEDI) aims at facilitating the development of programmes that will stimulate/encourage with incentives - Nigerian youths to go into agricultural sector as a tool for diversifying the economy (Amadi, 2012), through following strategies that help identify: (i) entrepreneurial qualities or skills which youths should acquire to be successful in agricultural businesses, (ii) the processes of imparting such qualities, (iii) agricultural enterprise opportunities in which youth can participate, (iv) target-group of potentially eligible individual youths or youth-groups who may profit from the initiatives, (v) designing assistance packages that would benefit "special

	youth” and, (vi) Creating Financial Assistance Programme (FAP) for youth studying agriculture or related courses at the post-secondary level (Didiza, 1998).
7. School Leavers Loan Scheme	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers.
8. Small and Medium Scale Enterprises Loan Scheme	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers. SMEs do offer greater adaptability and flexibility, and tend to be good innovators and politically more patronized (Sanusi, 2003:1;Palemer, 2004).
11. Disabled Scheme	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers.
12. Small Scale Industries and Graduate Employment Programme	Open to all eligible candidates, but not necessarily accessible to all eligible candidates due to structural barriers.
13 In 1986, the Directorate of Food,Road, Rural Infrastructure (DFPRI) , along with “the peoples bank of Nigeria and the Community Banks programme, as well as the Better Life Programme(BLP)	These were aimed specially at enhancing the rural capacity building. But was short lived to the June 12 election crisis. Therefore the objectives were not achieved as planned (Eguruze, 2017:8).
14. In 1993, Family Support Programme (FSP) , along with the Family Economic Advancement Programme (FEAP)/Agriculture Development Bank	As above the motivation was to provide support to prospective entrepreneurs and entrepreneurship development. Again, as with most Nigerian programmes, it remains to be concluded whether its goals and objectives were attained at the end of the day(2017:8).
15. In 2001, The National Poverty Eradication Programme (NAPEP) and the National Poverty Eradication Education Council(NAPEC) in line with the UN’s Millennium Development Goals(MDGs) were established	Similarly, it was designed to enhance entrepreneurship programmes through poverty alleviation efforts such as skills acquisition and self employment assistance programmes, etc. However, as with other, it remains to be accessed whether the ultimate aims was realised(Eguruze, 2017:8)
Transformation Agenda to facilitate social infrastructural development – steady electricity, employment, diversification from oil to agriculture, including the “Sure Programme”	As noted above, these were all meaningful programme also aimed at promoting entrepreneurship advancement (Eguruze, 2017:8)

Adapted from Eguruze, 2016, 2017, 2019

As shown in Table 2 above, it contained 12 key entrepreneurial boosting programs that was established by the National Directorate of Employment (NDE) in 1986 (Entrepreneurship Development Programmes). It is important to note that amongst other instruments, these have directly and indirectly helped entrepreneurship growth and development in Nigeria’s national economy. The point to note is that, these were all seem meaningful programmes However, as with most initiatives in Nigeria, in coming governments do not tend to sustain existing programmes and so the future of these supposedly entrepreneurial promoting efforts are uncertain. As a result young peoples’ aspirations are always kept in suspense, as the outcome of the empirical data analysis and discussions suggest (see discussions below).

2.5 Entrepreneurship Contributions to the Nigerian Economy

Entrepreneurs in Nigeria have done so much to contribute to the social and economic development of the nation, although much still needs to be done considering the size or number of entrepreneurs we see

everywhere. Whereas it is widely acknowledged entrepreneurship makes positive contributions towards economic growth, national development and productivity, it is important to highlight those specific contributions. The public may be curious to know what are those specific contributions that entrepreneurship does impact on society? In fairness to them much has been done, even though entrepreneurs are often accused of not paying commensurate taxes to government in Nigeria as in other countries. Some of the specific contributions that entrepreneurship impact on Nigeria economy include the followings:

- 12.1 **Creation of new Enterprises and new revenues for government.** New enterprises are created each day men existing on earth. These new enterprises engender economic activities in the country for the good of all. Additional revenues are being raised by government through business registration and operational requirements they generate huge revenue to government via taxes, rates, fines and fees(Emeti, 2018) unpublished.
- 12.2 **As instruments for economic growth and development.** As noted above, Emeti's (2018) view has been supported by other scholars, Osotimehin et al(2012:174) that "micro and small enterprises are widely accepted as instruments of economic growth and development, " and
- 12.3 **SMEs are catalysts for economic growth and development.** Similarly, this findings was also noted SMEs are seen as catalysts to economic development and development (Sanusi, 2003:1;Onugu, 2005). In fact, it has been noted quantitatively speaking that "more than 98% of the all industrial enterprises belong to t the SMEs sector and SMEs account for the bulk for the labour force"(Sanusi, 2003:1). This point to the fact SMES are a huge source of employment, which is good for the economic growth, national development and productivity.
- 12.4 **SMEs leverage competitive advantages.** Additionally, SMEs do enjoy a good amount of competitive advantages leverage over large firms that are spread over wide geographical areas, unlike SMEs who are take advantage of the local proximity(Sanusi, 2003:1). This observation was supported by other scholars(Palmer, 2004) who similarly argue SMEs offer greater adaptability and flexibility, and tend to be good innovators and politically more patronized.
- 12.5 **Creation of Job Opportunities.** Udu and Udu (2015) observed that entrepreneurs and indeed entrepreneurship are the greatest employers of labour. It is either existing enterprises are employing or entrepreneurship offers business opportunities to entrepreneurs – either way, job opportunities are created. Pascal Dozie, Alhaji Aliko Dangote, Alhaji Atiku Abubakar and others are typical examples of those whose firms employ workers daily for the good of Nigerians.
- 12.6 **Provision of Resources to large firms.** Large firms rely so much on and benefit a lot from small-scale firms established by entrepreneurs through entrepreneurship. This is in the area of supplies of their needed resources from small-scale enterprises. The resources include: physical, financial, human, time and **information.**
- 12.7 **Competition and Better Services.** In an environment where businesses cut corners to make huge profit, the emergence or entrance of more people into business definitely enhances competition. And, according to Ottih (2011) "with competition comes better quality product/ services, lower prices and better customer service".
- 12.8 **Increased Productivity.** We cannot end the discourse on entrepreneurship contributions to Nigerian economy without acknowledging the enormous contributions of Ariaria Umuehilegbu Shoe Factory at Aba, where their high production level has started rubbishing the effort of foreign shoe importers. There is today no market in Nigeria that you cannot find shoes made in Aba. High revenue is earned daily through that sub-sector of the economy.
- 12.9 **Other factors that are driving SMES growth in Nigeria were also noted.** These were cited as including profitability, clamour for self employment (ie the people's self-push and desire to get self-employment in the face of unemployment, the popular patronage by the society and government, the non- requirement of expertise skills and knowledge to set up, as well as low capital requirement to start up (Osotimehin et al(2012).

2.6 Challenges and Entrepreneurship: problems that SMEs sector face

By contrast, it is true that entrepreneurship has made tremendous contributions towards economic growth and national development and productivity, there are also challenges that entrepreneurship do face along the process. To this, scholars have also made a good number of researches and here are some of the outcomes they observed.

Lack of succession planning. Emeti(2018) unpublished, succession planning, in itself, are efforts and arrangements designed to identify and develop business leaders, managers and the work force necessary to meet the challenges that will confront the business in years to come. Succession planning, also known as passing on the mantle, rather than being a single dramatic movement, is a flow of events that occur over time, preparing a family business adequately for the future. It identifies specific activities such as training, development and staffing actions that business needed to ensure leadership continuity, smooth transfer of responsibilities and possible business transformation. In a business environment like ours where everybody is afraid of everybody, it is almost impossible for a business owner to contemplate anybody ever running his business faithfully in his absence. This is the reason succession poses a big threat to Nigerian entrepreneurs.

Okafor and Udu (2010) observed that in some instances, the psychological disposition of some of the founders of these businesses do not allow them think of mortality. In other instances, the founders of these businesses believe they are too busy to plan for the day they will leave and consequently put off succession planning until tomorrow. But tomorrow, however, maybe too late as serious illness, accident, disability or death can catch a firm by surprise. Under such a condition, emotions run high and rational decision can hardly be taken. There is also a challenge of inability to separate the family interest from the interest of the business. If there is no knowledgeable or interested person in the family of the business owner to take over the business when the need comes, the business crumbles.

Succession is made very difficult in some cases, especially where there is lack or improper documentation in the business. But these data are necessary for effective succession planning. When all these lapses continue, declining profit and returns on investment result. Loss of personal interest and shift of business interest follow. Favouritism which leads to a drastic reduction in the available pool of potential leaders to draw from, can cause dissatisfaction and demotivation and has been recognized, according to Charantimath (2007) as having significant impact on the recruitment, training, reward system, and career development programmes for non family members of the firm.

Lack of access to start up capital and mainly family is the main source of start up capital. Even if a huge amount is not required, startup capital is still known to be a huge challenge for many prospective entrepreneurs in Nigeria. Nigerian SMEs are known to start very small, and unsupported Closely linked to lack of startup capital, is the high rate of entrepreneurship failures in Nigeria, which is attributable to insufficient working capital and/or government support. In addition, there is also low skilled manpower with respect to the management knowhow or experience in how to run a business, which requires expertise. There is also suggestion about the financial indiscipline, as it entrepreneurs are known to be diverting loans that they manage to raise, sometimes diverted for other purposes rather than the original reason for the loan. Moreover, in Nigerian the government has been accused of not providing adequate level of infrastructural facilities require to optimize and facility business activities. Infrastructural facilities such as telecommunication (ICT), water, electrify and access road and transportation systems, etc are stated to be inadequate in Nigeria.

Other factors that are have been identified include, poor implementation of policies and procedures, low entrepreneurs skills and knowledge, restricted market information, which makes market intelligence very limited and less competitive, as well as complex and over bearing regulatory and operational environment, which makes it un-conducive for entrepreneurship to thrive in Nigeria (Sanusi, 2003; Fabayo; 1989; Onugu, 2005 ; Osotimehin et al, 2012; Eguruze, 2016, 2017;2019). There has been others factors cited: lack of enabling atmosphere, and also due to poverty, hunger, unemployment and low standard of living, which leads to low purchasing power, and corruption of politicians and top government officials (Fatai, 2011;Okeke and Eme, 2014; Eguruze, 2016, 2017;2019). In fact, these and the less enabling environment these make Nigerian entrepreneurs get less productive and less competitive

than their developing countries counterparts with respect to performances of SMEs (Fabayo; 1989; Onugu, 2005; Fatai, 2011;Aruwa, 2011).

Likewise, further literature evidence pointed to other factors: poor environmental sanitation, poor business operating environment, absence of preservation equipment or poor preservation systems, lower rate of growth by SMEs, inadequate financial support or financial constraints, lack of operating equipment or use of obsolete equipment or lack access to new technology, as well as access to capital, high cost of raw materials; (Osotimehin et al, 2012;Chukuemeka, 2006). Others include lack of management expertise, multiple taxes, infrastructural inadequacy, marketing challenges, inconsistency government policies and bureaucracy, non-availability of government raw materials, attitudes and behaviours of some entrepreneurs(Fabayo; 1989; Onugu, 2005; Okeke and Eme, 2014).

3 Methodology

The Case studies 1& 2 (below) relates to two recent empirical research studies in Nigeria. A summary of the facts of the case studies 1&2 as follows. Eguruze (2016) “Tackling Poverty” in Bayelsa State of Nigeria involved 300 young people respondents, whereas (Eguruze, 2017) concerns a study involving National Youth Services Corps (NYSC)-member organizations in which 351 young people were surveyed. The both studies utilized: a mixed-methods research methodology in which 751 young people and NYSC-member community organization engaging both quantitative and qualitative approach. These 751 respondents were surveyed in a quantitative study using self-completion questionnaires. In addition, a qualitative study in which policy makers as well as young people was also interviewed.

3.1 The Methodical outcome as a Way Forward

Based on the analysis of these data, these studies revealed wide a range of innovative entrepreneurial models that could be utilised, as strategies. With respect to a developing country such as Nigeria, innovative measures such as entrepreneurial activities are vital for her economic advancement, development, productivity, wealth creation and prosperity. These may include creating real jobs and job opportunities, providing access to key financial services (guaranteed small loan to small entrepreneurs, start-up grants, access to training to improve entrepreneurial skills, marketing skills, financial management skills, cash low management skills, etc Most importantly, additional specific entrepreneurial strategies are outlined and analysed in table 1 below.

Table 3 Entrepreneurial strategies & models towards job creation aimed at reducing poverty

Entrepreneurial Strategies	Process	Beneficiaries/ Participants	Access	Funding Sources
01 Jobs & Skills Need Assessment	Hand book/ Application form	Young people & Community projects;SMEs	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
02 Work Placement	Handbook/ Application Form	Employers and unemployed	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
03 Mentoring	Handbook/ Application Form	Employed and unemployed; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
04 Enterprise Week	Publicity materials ; Handbook, Application form	Employers and School leavers; College leavers, Graduates , the unemployed	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
05 Employment Fair	Publicity materials ; Handbook, Application form	Employers and School leavers; College leavers, Graduates , the unemployed	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
06 Graduate Employment Fair (Job Fair)	Publicity materials ; Handbook, Application form	School leavers; College leavers, Graduates , etc	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
07 Capacity building	Handbook, Application form	Youth & Community projects; SMEs	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
08 Tax Holidays	Handbook, Application form	Employers, SMEs	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
09 Conferences, Seminars, Workshops, Exhibitions	Publicity materials ; Handbook, Application form	Employers, SMEs Academia; the unemployed, Youth & Community projectd	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
10 Export Guarantee Schemes	Handbook, Application form	SMEs; Employers; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
11 Training Schemes: work-force /employees & Development, Systems development & Organisational development	Handbook, Application form	Youth & Community projects; SMEs; Employers;Start ups	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
12 Overseas Trade Grants- Scheme	Handbook, Application form	SMEs; Employers; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists

13 Guarantee Small Loans Scheme	Handbook, Application form	SMEs; unemployers; Youth & Community projects; Start ups	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
14 Industrial Estates	Handbook, Application form	SMEs; Employers; Youth & Community projects; Start ups	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
15 Employment Fairs	Publicity materials ; Handbook, Application form	Employers, SMEs Academia; the unemployed,etc; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
16 Work Experience	Handbook, Application form	Youth & Community projects, job seekers, unemployed	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
17 Duty Free Zone	Handbook, Application form	Niger Delta region	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
18 Marketing Support: Research & Development & Promotional Support	Handbook, Application form	Employers, SMEs Academia; the unemployed,etc; Youth & Community projects, Start ups	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
19 Allow Part Time Working	Handbook, Application form	Employers. SMEs , Start ups; House wives	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
20 Allow Two Jobs	Handbook, Application form	Employers. SMEs , Start ups; House wives	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
21 Allow both Couples Working	Handbook, Application form	Employers; Interested couples	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
22 Flexible Working Hours or Working from Home	Handbook, Application form	Employers – both public and private sectors	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
23 Encourage Apparent Overstaffing (Note1)	Handbook, Application form	Employers - both public & private sectors	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
24 Allow Job Sharing	Handbook, Application form	Employers – both public and private sectors	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
25 Even the Recognition of Unpaid or Voluntary Work	Handbook, Application form	Employers – both public and private sectors –Housewives& volunteer workers	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists

26 Recognition of the Role of Housewives as Important Source of Work/Pay	Handbook, Application form	Employers – both public and private sectors –Housewives&	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
27 Jobs Newsletter (BJN)	News letter	Public awareness	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
28 Employment Vouchers (EV)	Handbook, Application form	Employers, SMEs; unemployed, job seekers	Free and open to all eligible candidate	Government & private sectors; Oil/gas Cos; Philanthropists
29 Job Seekers Allowance (JSA)	Handbook, Application form	Unemployed , job seekers	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
30 Business Expansion Support Scheme	Handbook, Application form	SMEs; Employers; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
31 Business Loan Guarantee Support Scheme	Handbook, Application form	Employers, SMEs, Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
32 SMEs Business Consultancy Support (SMEB-CONSULTANCY)	Handbook, Application form	Employers, SMEs, unemployed, Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
33 Regional-Enterprise Grants Schemes (Note 2)	Handbook, Application form	Niger Delta region	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
34 Repatriation of all \$380 billion-stolen-oil-money (Note 3)	Whistle blowing; Handbook, Application form	Corrupt politicians and government officials	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
35 Developing A Community Organisations' Empowerment Network (Note4)	Handbook, Application form	SMEs; Youth & Community projects;	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
36 Crowding	Handbook, Application form	SMEs; Start ups; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
37 Familial Support	Handbook, Application form	Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
38 Peer Support	Handbook, Application form	Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists
39 Agricultural Support	Handbook, Application form	Local farmers; SMEs; Youth & Community	Free and open to all eligible candidates	Government & private sectors;

		projects		Oil/gas Cos; Philanthropists
40 Apprenticeships	Handbook, Application form	Local farmers; SMEs; Youth & Community projects	Free and open to all eligible candidates	Government & private sectors; Oil/gas Cos; Philanthropists

Sources: Adapted from Eguruze, 2017;

Table table 3 above points to a wide range of entrepreneurial strategies and models that could be adopted to enhance employment opportunities. As noted, there are upto 40 strategies suggested. This is by no means an exhaustive list. Arguably, each and every strategy presents merits and limitations and its susceptible to both local, regional, national as well as international factors, as they are beyond the control of policy makers, policy planners and implementers. Those involved in planning and implementation of strategies would need to take cognizance of these wide ranging factors.

4. Discussions and Implications

4.1 Case Studies 1 & 2 - Analysis of Case studies(Eguruze(2016, 2017)

As noted above, both studies were conducted from the perspectives of young people. Through the course of these studies, young people and NYSC-member community organisation engaging both quantitative and qualitative responses to the questionnaires clearly expressed their desperations for jobs: real jobs, improvement in their level of wages, and employment opportunities (Eguruze, 2017:142). These were perceived as very important attributes or factors contributing to poverty in Nigeria, according to the quantitative response data from young people.

When young people were asked how you would describe your experience of poverty in Nigeria, these young people again clearly suggested or ranked lack of jobs or unemployment as number 1,(p142) amongst the list of suggested support needs from government. Conversely their response to another related question which of these is the most significant causes of poverty in Nigeria? Again, the response from No-jobs was stated as No 1 cause (p142), from the point of view of young people. And a third related question was also asked , what support do young people require from their country Nigeria, and the response, once again included, create ‘real jobs’ or create ‘employment opportunities’ ranked very highly amongst other factors such as education and skills acquisitions, etc. In their list of suggestions as possible solutions to ending poverty in Nigeria in their response to another critical question ‘overcoming poverty would require policy-makers to reset their priorities and their goals higher than the current emphasis on economic growth by creating jobs opportunities’ again, they state and re-inforced their support need include real jobs and employment opportunities including skills acquisition(p142).

When young people were also asked qualitative questions the narrative of the response was similar. As with demand for education, this consistency with the request also for real jobs and job opportunities: expecting government to “creating enabling environment (or conducive atmosphere) for business to thrive, thereby creating jobs for the young people”(p142). Alternatively, young people repeatedly demanding “government should embark on poverty alleviating programmes; enabling environment; by creating real jobs and employment for youths; pay them monthly allowances; (Strategy conference interviews, p142). Other interviews added, “establishing of industries so that the school leavers can easily find something doing to minimise the rate of crime among youth.” Other narratives included “empowerment of young people with credit facilities and the establishment of more industries and establishing of more factories and firms to create jobs”(response to strategy conference, p142).

This suggests that the narrative of the qualitative go to support the narrative of the quantitative response, which is positive re-alignment in the sense of supporting theme entrepreneurship, is a good cause of alleviating poverty through creating values: real jobs, employment opportunities, skills acquisitions opportunities, which are precious to young people, in the Nigerian context. The

implication for these studies is simple: there is a massive outcry by young people and NYSC-member community organisation organisation for policy changes and support for entrepreneurship. Linkage between poverty and unemployment is inevitable and a direct consequence of challenges facing entrepreneurship in Nigeria. Literature evidence suggests it may be dehumanising not have a job (Barnard, 2013). Lack of jobs would put Nigerian young people in less competitive state (Porter, 2008). Entrepreneurship and/or additional business opportunities and free trade are the best and only ways leading to prosperity of nations (Smith, 1776, Ricardo, 1817, Keynes, 1935, 1936;

Schumpeter,1943,1951). Furthermore, the persistent narrative of the Niger Delta young people and militant groups point to same: complaint against the locating headquarters multinational oil and gas companies outside their operational oil-rich Niger delta region, where oil and gas is produced in Nigeria. Moreover, through the discriminatory and socially excluding process the Niger Delta youths suffer high levels of unemployment, pollution, poverty and inequality compared to their counter parts elsewhere (Boro, 1967, 1982, Saro-Wiwa, 1995, IYC, 1998,1999, Asari-Dokubo, 2005; MEND, 2005, 2008). Unemployment also manifest itself in social exclusion, undermines the theory of involvement, participation, empowerment and might even “disrupt young people normal transitions from childhood to adulthood (Eguruze, 2017:143; Sen,1982; Doyal and Gough, 1993; Bradford, 1999, 2012; Alagoa, 1999). Likewise, joblessness triggers violent and social unrest with respect to the oil-rich Niger Delta area (IYC, 1998; MOSOP, 1995;Dokubo-Asari, 2005; MEND, 2008). Long term unemployment has an equally devastating impact on young people and community organisations(Barbard, 2013).

Unemployment might even jeopardise their future life chances and even self-actualisation, low esteem effects on their potential leadership capabilities (Maslow, 1943, 1954, 1970; Reynolds and Herbert, 1998; Scot and O’Sullivan,2001;NYSC, 2016, Eguruze,2016, 2017:143). These factors could be avoided if young people and community organisations were offered chances to participate early in leadership and management roles and gain necessary experiences (Reynolds and Harbert, 1998, Armstrong, 2006,2012; Eguruze, 2016, 2017:143). Equally from inequality and human rights perspective, lack of access to jobs opportunities or unemployment is a fundamental breach of the rights of young people and community organisations in Nigeria (UDHR, 1948; ICESR,2006). These may affect young people to develop to their full potential socially, physically, mentally, cognitively, psychologically, emotionally, etc (UNCRC, 1999;2014; NSPCC, 2015).

Additionally, Evawoma-Enuku, and Mgbor (2005) in their review paper – highlights National Open Apprenticeship Scheme as an important too for promoting entrepreneurship, skill acquisition and youth employment in Nigeria through the National Directorate of Employment (NDE). This was supported by Busler, (2013:94) who also highlighted characteristics that determines the success of public-private partnerships (PPPs) in promoting economic development and specifically to determine the long-term and short-term public involvement, which helps in tackling poverty through employment creation. Likewise Daniels (2016) also argued for a policy support from government for innovation at grass roots levels. These scholars re-inforced the fact entrepreneurs in less developed countries lack the capital to start or expand a business (p94).

Similarly, Emeti(2018) unpublished pointed out several factors as barriers. He argues, lack of succession planning is a fundamental problem. Emeti emphasised ‘in no small way entrepreneurship contributed to the national economy through massive provision of employment, provision of resources to large firms’(p1). According to Emeti(2018:), “much should have been achieved in the sector, but for challenges of succession which had hardly been well planned by Nigerian entrepreneurs”. Business hovered around the family, and succession planning is usually left to a more convenient time which hardly comes. The paper however suggested the way forward. The family business syndrome and mentality should be broken in Nigerian entrepreneurs.

Furthermore, he implored the Federal Government of Nigeria to endeavour to find immediate and lasting solution to the high level extortion which budding entrepreneurs suffer in the hands of law enforcement agents when moving their goods and services on the highways. Not only money is lost time and other

resources which should have aided national development are also lost. This suggests that the factor most affecting economic growth is the lack of start up and expansion capital, which is common in developing countries such as Nigeria, which is an important lesson of learn form. Like Daniels(2016) a policy support from government is absolutely necessary to help reverse the trend.

Likewise, as above, (Okeke and Eme, 2014:34) clearly reinforced as follows the: “challenges facing entrepreneurs in Nigeria for decades, Nigeria, Africa's most populous country, has experienced severe economic hardships. These have serious implications for jobs and employment opportunities, as already been highlighted in the case studies 1 & 2 above. As a result of these relative difficulties in setting up and running businesses in Nigeria, the consequences have been numerous:

Poverty has been running unchecked, job opportunities have vanished, and prosperity in the oil-rich Nigeria has dwindled considerably. Many entrepreneurs have the initiative to start new ventures, but lacking the skills, tools, and support to start and even succeed, for those who took the risk to venture it out. Corruption, economic instability, and a lack of infrastructure and management capacity have also combined to stifle new business growth. Once again, the lesson t learn from this is that, Like Daniels(2016) a policy support and policy change is needed with respect to Nigeria to advance the role of entrepreneurship in tackling poverty through entrepreneurship.

What the authors also noted was that these literature highlighted common outcomes or factors, as well as disagreed in several aspects as to the personality traits of entrepreneurship and entrepreneurs; as Hoque, et al., 2013, Astebro et al, 2014; Levine and Rubenstein, 2017; Kerr et al, 2017, etc) also pointed in their respective analysis of personality traits and entrepreneurs articles that, ultimately these findings were reflective of the heterogeneous nature of entrepreneurship and entrepreneurs, whilst there are areas of agreement and differences. It is that diversity in relation to entrepreneurial skills that is most helpful and meaningful in the discourse relating to entrepreneurship.

Most importantly, how can young people who are important future resources benefit from the wealth of entrepreneurship? It reminds us that it could be devastating for young people’s future if present generation policy makers and policy implementers, etc., fail in their foresight and plan constructively ahead with these young people’s needs in mind, with utmost sense social responsibility and duty. Young people with their vulnerability, guidance, support of a wide ranging nature including, financial, familial, entrepreneurship, financial, moral, spiritual, etc., which they require in relation to their meaningful development: physically, cognitively, socially, psychological, emotionally, etc., especially in this increasingly dynamic, competitive, challenging and globalised 21st century business environment. Furthermore, this analysis also reminds us all that young people will need to be well prepared for an increasingly dynamic, hostile and unpredictable future.

Hence, the rationale behind the authors’ adoption of this article’s title: entrepreneurship a tool for tackling poverty among young people. Which why this article has been taken from the perspective of young people and more so the choice NYSC as a choice of case for analyses. The authors argue that, considering the vulnerability of young people, present policy makers and policy implementers take it as a sense of responsibility and sense of duty to make effort to maximise the benefits of entrepreneurships in a way that would instil sense of hope, confidence and trust amongst young people as future generational leaders. More so, the underlying point is that benefits of entrepreneurship should not be only about the short term present needs but for the long term future. In light of the above, entrepreneurship is deemed an important tool in tackling poverty.

5 Conclusion

The finding reveals more than 40 different and related entrepreneurial strategies and models that may be pertinent to and useful in different contexts of poverty alleviation with respect to Nigeria, as a developing country from the perspective of young people. It was also noted that their influence and usefulness may be limited to several macro and micro environmental factors that are prevalent. The **main challenges** include lack of management expertise, poor access to finances, poor infrastructural facilities, poor habits of entrepreneurs themselves, inconsistent government policy and bureaucracy, corruption of politicians and top government officials, environmental factors, lack of infrastructural faculties (water, electricity, access roads and transportation systems, preservations systems, multiple taxes,

and levies and regulations, lack of access to modern technologies, unfair competition, marketing problems and non-availability of raw materials locally. The **main solutions** suggested include government support in start-up and expansion finance, marketing knowhow including customer care, urgently and radical improve infrastructural facilities, policy support, creating an enabling environment and/or creating a conducive atmosphere for entrepreneurship to flourish. The **study argues** entrepreneurship has huge potential in making significant contributions towards economic growth and development, productivity and ultimately poverty reduction through industrial transformation in Nigerian as in many developing countries, while **these strategies may be limited** to the extent to which they can be impactful.

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