

THE CREATION AND DEVELOPMENT OF JOB IN NIGERIA: ENTREPRENEURSHIP ENLIGHTENMENT

Money, Udih (PhD),

Federal University of Petroleum Resources,
Effurun (Fupre), Delta State, Nigeria

ABSTRACT

This paper is an opinion one that examined the significant role of entrepreneurship enlightenment in the creation and development of job in Nigeria. Entrepreneurship enlightenment that is continuous and reaching the citizens will help in the creation and development of job. It is viewed that entrepreneurship enlightenment is a giant stride towards creation and development of job in Nigeria. This paper also touches the challenges facing entrepreneurship development and job creation in Nigeria. To this end, the Federal, State and Local Government should have a functional policy that is gear towards job creation with respect to entrepreneurial enlightenment. This will help to sustain and create jobs through continuous and reaching entrepreneurship enlightenment.

Keywords: Job creation, entrepreneurship enlightenment, job development, entrepreneurship development and entrepreneurial.

INTRODUCTION:

The major concern of the President Buhari administration and other past governments is job creation and development. This concern is also that of other Africa countries. Every government wants to raise the standard of living, general economic life, national well-being and improve productivity. Job creation is a critical factor to any nation's wealth – the more jobs that is created, the higher its productivity, and well-being of the citizens, (Oluwatobi and Ogunriola, 2011). Every nation needs sound human resources, to pilot all the business ventures. Thus, for the country, Nigeria to move up in terms of its socio-economic development, the nation need to look at job creation and development with respect to interaction variables like planners, employers and human resources builders, who facilitate the process of job development, (Awopegba, 2001). Thus, it is only through sound entrepreneurship enlightenment that a country can create and develop human capital and develop human resources; and it will maximize wealth for the country.

Entrepreneurship enlightenment looks on developing understanding and capacity with respect to entrepreneurial behaviours, skills and attributes in different perspectives. Thus, this means that, we can learn, practice and develop behaviours with respect to improving the value of human resources; (Olaleye, 2010). Enlightenment is to educate, sensitize the people on functional vocation and indeed practical ones. This enlightenment is used by developed nations like United State of American, Japan and Korea to improve on their human resources, this enlightenment is not the normal educational process, as it is related in developing countries like Nigeria, Ghana etc. (Witte, & Wolf, 2003; Raimi etal, 2011). The age-long Western education in Nigeria, only breed graduates for white-collar jobs and does not create and develop jobs. In all these, we are far from special entrepreneurial traits like self-motivation, drive, passion and innovations and these are needed to create a world of work and/or labour. Enlightenment is required with respect to self-reliance and self-sustenance, to develop job. It is interesting to note that entrepreneurship enlightenment is that which sensitize the people on how to create and develop jobs. (Raimi etal, 2011 and Simkovic, 2012).

In Nigeria today, we are face with large number of unemployment for certificated youths, who are not productive and self-reliant. Their certificates cannot develop and create jobs and does not add to societal growth. About Eighty to Eighty-five percent of Nigerian graduate in the society today are dependent on their parents and guardians. To remove or reduce this large unemployment figure in Nigeria, the Federal Government under the Administration of President Buhari should engage in Mass campaign and entrepreneurship enlightenment in all schools from primary to tertiary in the country.

ENTREPRENEURSHIP ENLIGHTENMENT: THE CONCEPT:

The only unchanged agent towards the creation and development of jobs in Nigeria is the acquisition of entrepreneurship enlightenment and mass campaign program. Entrepreneurship campaign/enlightenment does provide people with the required skills for self-reliance and sustenance, as well as national development. Several programs has been introduced by Federal Government of Nigeria to eradicate poverty; the poverty is still there, because the certificate graduate youth lack the practical skills that can be gotten from entrepreneurship enlightenment/campaign program. All poverty eradication programs have failed because none touches on the practical skills for young graduates (Olaleye, 2009). Entrepreneurship enlightenment provides the basic initiative towards economic enhancement and transformation of the society; which leads to job creation and development. Entrepreneurship enlightenment contains all experiences that will give the citizens, the student's ability and vision to access and create ideas to become opportunities (Enu, 2013). Entrepreneurship enlightenment does not only create business, it also gives graduates the ability to anticipate and respond to changes in the society. This will increase human resources skills that is okay and satisfactorily to the economy.

Entrepreneurship campaign or enlightenment creates a specialized training to graduates of all vocation for them acquire all skills, ideas and management abilities and capabilities with respect to self-employment and not looking for white collar job.

In the concept of entrepreneurship education, it is regarded as a special knowledge that teaches graduates the various traits like risk-bearing, innovation; arbitrage and co-ordination of all the factor of production with respect to new products or services creation for customers and potential customers in the society, (Akarue and Adogbeji, 2014). Thus, special knowledge to graduates in schools or outside schools helps to prepare them to be enterprising, responsible people who will be good entrepreneurs, as well as contribute to economy development, (Ashmore, 2007). Entrepreneurship enlightenment creates special training and knowledge to people that helps in the creation and development of jobs and helps people to be self-fulfilled.

THE CONCEPT OF JOB CREATION AND DEVELOPMENT:

In elementary economics, we have four factors of production: Land, Labour, Capital and Entrepreneur. Labour that is human resources is the one that bring together all other resources to improve on productivity. No wonder, (Money and Odibo, 2012) ascertained that human resources planning is central to management functions relating to efficient utilization, motivation, improved human relations and productivity. Thus, human resources are the best factor of production a country can invest in and efficiently use, to increase productivity. There is no gain saying, countries should at all times develop its human resources, to improve other sectors of its economy. Human resources need to be developed in all countries through entrepreneurship enlightenment, which gives birth to job creation. Human resources is the stock of competencies, knowledge, social and personal attributes, as well as creativity, packaged in the ability to perform labour with respect to production of economic value. This gives relevance to qualitative human resources towards the creation and development of entrepreneurship business growth in the country.

Entrepreneurship enlightenment is a special knowledge given to people or graduates that is, put into use in the form of creativity and innovation. Thus, knowledge acquired from enlightenment, if put into practical use, especially in the form of creativity and innovation is meaningful with respect to job creation and development. This special knowledge will surely give birth to self-fulfillment, self-reliance, and production of output. Thus, for Nigerian youth to be self-reliant and be self-fulfilled, the government needs to introduce sound policy on human resources creation and development. Now, to reduce unemployment in Nigeria, to improve on production, to increase wages, and increase economic growth, there is the need to have good human resources development through better entrepreneurial enlightenment; (Olaniyan and Okemakinde, 2008) and Simkovic, 2012).

THE ROLE OF ENTREPRENEURIAL ENLIGHTENMENT IN JOB CREATION AND DEVELOPMENT:

The Federal Government of Nigeria is cognizant of the necessity to guide graduates with the mind of entrepreneurship and be innovative, with respect to generate and realize new opportunities in the Country. Thus, the government in 2002 directed that entrepreneurship enlightenment be injected into the curriculum of tertiary institution in Nigeria. The objective was to empower undergraduates to be able to grab opportunities and be self-reliant as they stand to be job-creators, and not white-collar job seekers; and this is a boost just like “Lucozade Boost” to the sport man, or the weak man battling with health, it is to job creation and development in the Country. Thus, with entrepreneurial enlightenment, in the Country, graduates will be able to create and develop jobs and shall no more be unemployed or seeking for jobs. Of course, business will expand, and poverty will be reduced in the future. With Federal Government intervention and graduates no more sitting on the fence. Entrepreneurial enlightenment roles are:

Increase in Production Capacity: Entrepreneurship enlightenment enhances job development and creation, as such it will surely increase productive. This is obtainable through the production of varieties of products in the economy. Increase in Production Capacity is the main concern of entrepreneurship enlightenment in the every economy. Thus, local contents is encouraged – promotes domestic production.

Better Management and Optimal use of Resources: Special knowledge and training skills is the fruit of entrepreneurial enlightenment, as such, it gives a better platform for sound management and full use of available resources. Now, entrepreneurial enlightenment; makes business owners and managers to take decisions on use of available resources.

Vocational Businesses and Training: With entrepreneurial enlightenment, young graduates are able and can now train and create vocational business centre in the economy, as well as offer different vocational training to other school leavers. Thus, school leavers become employers of labour and no more job seekers.

Job and Wealth Creation: One great benefit of entrepreneurial enlightenment is the creation of Job and Wealth in the economy. Through entrepreneurial enlightenment, people acquire entrepreneurial skill; which is the beginning of wealth creation. People that create jobs are richer than people who seek job. Thus, the richest people in the economy today are those who work for themselves and employ others and not those who are job seekers or employees. People therefore, think outside the Box and increase their wealth; and that of the nation.

Mentorship of the Younger ones: Entrepreneurial enlightenment gives birth to entrepreneurial skill, and this of course, create and develop job – human resources. The position and seasoned entrepreneur with bunch of experience will now in turn mentor the up-coming ones – younger people in the economy, who will in turn create and develop jobs; and increase wealth for themselves and the nation.

ENTREPRENEURSHIP AND JOB DEVELOPMENT IN NIGERIA: THE CHALLENGES:

In Nigeria, job enhancement can be achieved through the development of entrepreneurial activities, which is obtained through skill vocational training of its citizens, as well as sound enlightenment. Now, to provide an environment that will give a platform for entrepreneurship development through job development is saddled with several bottle-necks, and some of the bottle-necks/challenges are:

Infrastructural Cost of Business: Nigeria lack the basic infrastructure in carrying out business, absence of this infrastructure in the Country; causes entrepreneurs who want to do business in the Country to provide for them. It is cost-driven to provide for infrastructural facilities before commencing a business. Network provider, for example, need to provide for transmission mask and standby plants before commencing business; and it is heavily cost-driven and service charge to customers will increase.

Lack of Functional Infrastructures: Past generations and government are faced with no good roads, no good transportation system, no regular power supply etc., all these leads to closure of businesses and limits entrepreneurship development. Even this current government of President Buhari is still facing all these challenges, the Country need energy/power, good roads and transportation system.

National Policy: There is the challenge of National policy in Nigeria; the Federal Government of Nigeria need to create policy on human resources development which will enhance entrepreneurial activities in the Country. There is no policy on job creation development in the Country. This present administration under President Buhari is trying to establish policy on job creation and development.

Politics and Policy are Unstable- Nigeria entrepreneurs are faced with unstable political system, inconsistent policies that changes their plans. Policies go up and down – Import today, don't Import tomorrow; it confuses Nigerian entrepreneurs. No stability on importation of goods and services, the policies are weak.

Financial Institutions and Loans: Financial institutions are not ready to give loans to those who could be or ready entrepreneurs; at times they respond very slowly and poorly to loan request from entrepreneurs. The Bank of Industry beaucracy is another issue altogether; this of course, slows the up-liftment of enterprises in the Country.

Entrepreneurs Looking Inside Oil: Entrepreneurs need to look beyond oil; graduates don't look beyond oil, we want quick money, oil gives quick money. Duru, 2011, ascertained that, this has destroyed over mind-set to work, and has affected our psychic, need to make quick money. It is affecting entrepreneurship and job development in Nigeria. Citizens are not willing to go into entrepreneurship activated. There is the need for mass campaigns.

Difficulties To Enter Market: Trade Unions have made it difficult to enter the market, this make it hard for young entrepreneurs to gain access into the local market 'cum' international market. This is a serious challenge that faced the entrepreneurs in the Country. The government should make flexible policies that will assist entrepreneurs in the Country.

Non-Accessibility Of Data: Entrepreneurs are faced with difficulty to access data, to have their business developed. Information and knowledge are not easily accessible because of power. This is a major challenge to all entrepreneurs in the Country.

CONCLUSIONAND RECOMMENDATION:

Job creation and development in Nigeria today can be achieved through entrepreneurship enlightenment is a major factor in the creation and development of job in the nation. A nation that does not have good human resources cannot create meaningful jobs and cannot also run and manage its enterprise efficiently and optimally. A nation with sound human resources is a prove of nation development; thus, government should always encourage training and development of human resources with respect to sound policies and enlightenment as well as training.

Based on the challenges in this paper, we recommend the following:

- There should be stable political environment that will allow for human resources de development process that will survive through entrepreneurship.
- Government should encourage entrepreneurial attitude through the creation of entrepreneurship and skills acquisition centre, to teach, train, enlighten, develop and focus on the nation's human resources, with respect to job sustainability.
- The government through entrepreneurship enlightenment should come out with policies to promote human resources development with respect to job creation in the Country.
- To create job and sustain economic development, there should be easy accessibility of data and information on entrepreneurship development and enlightenment.

- For human resources to grow in the Country, infrastructures should be made available at all levels of government. Infrastructures should include - qualified personnel/human resources in specific area to deploy training and to sustain the process of development; training facilities, and properties to start business in the economy.

REFERENCES:

- [1] Akarue, O. B. & Adogbeji, V (2014). Entrepreneurship Education as a Strategy For Enhancing Human Capital Development in Nigeria. *Journal of Vocational and Technical Education*. Vol. 1(1), P.11
- [2] Ashmore, A. S. (2007). *The Third Wave of Entrepreneurship Education Strategies For Teaching Entrepreneurship*. Business Day, Lagos: Tuesday, June 6 P 13.
- [3] Awopegba, P. O. (2001). Human Capital Development in Nigeria: A Socio-economic Analysis Nigeria *Journal of Clinical and Counseling Psychology*; 7(1/2) Pp 157-167.
- [4] Duru, M. (2011). Entrepreneurship Opportunities and Challenges in Nigeria. *Journal of Business and Management Review* 1(1) Pp 41-48. Retrieved from www.bmr.businessjournalz.org on December 27, 2015.
- [5] Enu, D. B. (2012). Enhancing The Entrepreneurship Education in Nigeria. *American Journal of Social Issues & Humanities* (ISSN: 2276 – 6928) vol. 2(4) Pp. 232 – 239
- [6] Money, U. & Odibo, E. E. (2012). Application of Discrete Potential Theory for Human Capital Movement in The Nigeria Oil Industry, *Journal of Finance and Banking Review*, University of Benin, Benin City, Nigeria. vol. 6, Nos. 1 & 2, P 24
- [7] Olaleye, F. O. (2010). Entrepreneurship Education in Tertiary Institutions in Nigeria Implication For Millennium Development Goals (MDGS). *Journal of Social Science* 1(2) P 46
- [8] Olaleye F. O. (2009). Repositioning Youth For Self-employment Through Entrepreneurship Education For Sustainable Development. *International Journal of Social Science* 1(2) Pp. 48-52.
- [9] Olaniyan, D. A. & Okemakinde, T (2008). Human Capital Theory: Implication for Educational Development. *European Journal of Scientific Research* 24(2) Pp. 157-162.
- [10] Oluwatobi, S. D. & Ogunrinola, I. O. (2011). Government Expenditure on Human Capital Development. Implications Development *European Journal of Scientific Research* Vol. 4 No. 3 Pp. 72 – 80.
- [11] Raimi, L. & Towobola, W. L. (2011). Open Distance Learning (ODL): A Catalyst for Educational and Entrepreneurship Development in Nigeria. *Continental Journal of Education Research* 4 (3), Pp. 1-11.
- [12] Simkovic, M (2012). Risk-Based student loans. Available at Social Science Research Network (SSRN): <http://e.ssrn.com/abstract=1941070>. Accessed on December 29, 2015.
- [13] Witte, M. & Wolf, S. (2003). Infusing Mentoring and Technology Within Graduate Courses: Reflections in Practice. *Mentoring & Tutoring: Partnership in Learning*, 11(1), Pp.95-104.
