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Title	**Appraisal of the Marketing Implications of Family Support Programme (F.S.P): As an Index of Economic Development Imperatives in Nigeria (A Case Study of Akwa-Ibom State F.S.P)**
Faculty	**Business Administration**
Department	**Marketing**
Date	**March, 1998**
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APPRAISAL OF THE MARKETING IMPLICATIONS OF FAMILY SUPPORT PROGRAMME (F.S.P.): AS AN INDEX OF ECONOMIC DEVELOPMENT IMPERATIVES IN NIGERIA (A CASE STUDY OF AKWA-IBOM STATE F.S.P.)

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A MASTER OF BUSINESS ADMINISTRATION (MBA) DEGREE IN MARKETING

BY

MARGARET S. ESSIEN

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MARCH, 1998.

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C E R T I F I C A T E

This is to certify that this work is original and that it has not previously been presented to any bodies or groups - as representation of any assigned research work before.

Prof. C.S. Onyebuagu
SUPERVISOR.

Date: 25th May 1988

Dr. A.N. Ifezue
HEAD,
DEPT. OF MARKETING

Date:----------

DEDICATION

This work is dedicated first -
to the Almighty God - who has continued
to guide me and my family all through.
Then to my sweat husband and to my children
They have collectively constituted the
source of my inspirations and the target
of my life's happiness. They have indeed
never failed to rejuvinate me and thus
encourage to greater achievement.

A B S T R A C T

This research study focused on the Family Support Programme of the Federal Government, as initiated by the First Lady. Her well thought - plans to give the women of Nigeria - a position of respect through this programme provoked my desire to take up the challenge of study. The work looked into several aspects of the Family Support Programme especially as it concerns the rural women folk and their families.

The study tried to examine the various endeavours of the rural women and how they could make their productive efforts more rewarding, if they brought - marketing - inputs in their productive plans. The presence of marketing of involvements would not only enrich the products of their efforts, but it would give more meaningful plans to their future efforts. The Family Support Programme is a programme pregnant with multiples of ideas and designs for more rewarding future. If the planners and designers of the programme blend their efforts with marketing interfaces, they will discover the actual needs of the market and also the pattern of demands of the various markets of the various areas of Nigerian.

A C K N O W L E D G E M E N T

Many individuals have in various ways contributed to the success of this work and I want to take this time to express my thankfulness to each of them. First in the list is my cherished husband who means everything to me. His has always been willing to help me and to advise me to continue to strive for the heights of my academic ambitions. Secondly, my pretty children, who constantly have prayed for my success.

It is easier here to mention my academic Supervisor Prof. C.S. Onyebuagu for his dedication and willingness to look into every submissions I presented to him. His fatherly advise has contributed very much to the successful execution of this project work. I sincerely thank him and wish him well. Then, next are my friends from various places. I cannot now continue to mention their names, because space will not be enough to enumerate them all. So, to you my friends and welwishers who have encouraged me on the various aspects of this study, I humbly say thank you all and may God bless you.

The study made some useful suggestions that should encourage the unplimentation of the programme and appealed to government to assist women to make the Family Suppport Programme a worthwhile programme.

The author even suggested the internalization of the programme, by giving it a boost that would project the thought into everybody's mind. The study, made incisive diognosis of the Family Support Programme and pointed out some areas in which the programme would require some remodification. On the whole the author see the Family Support Programme as wholesome progressive effort of government that is bound to give many Nigerian families the cause to be thankful to both the Federal and to the State Governments where the execution of the programmes are efficient and effectively handled.

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CHAPTER ONE

1.1 INTRODUCTION:

The family support Programme is a Federal Government's welfare package, designed not only to address the economic sustainance needs of the average Nigerian family, but also to draw attention constantly, to the discipline and responsibilities that is implicit on the key-actors to the support of any on-going families. The programme defines the roles of family - units, and also the economic and social support implications of government, towards the welbeing of Nigeria's families. Generally, Nigerians welcome the programme as an index of pragmatic and schematic efforts of government, to assess and possibly help to redress the family needs of less privilaged Nigerians. The present consciousness of the federal government in this direction, has won much commendations for the present military government in Nigeria.

As would be expected, the administration of this programme is attached to the Ministry of Women Affairs, where the necessary plans and implementation decisions are done. The various functionaries connected with the programme,

are equally executed in the "women's commission of the various state's governments. The commission is headed by the chairpersons (or the First Ladies) of various State's Governments.

The programme itself appear to be well -positioned with the women's affairs commission, since, naturally, women would cry "foul" if the programme is otherwise positioned, realizing that women have soft spots on family related matters. So far, the family Support Programme is one programme that is not directed to the welfare of Nigeria families alone, rather the programme has given much prominence to the geopolitical and socio-economic challenges to the women of this country - especially the "First Ladies" of both the State Government and of the Local Governments - who hither-to-, had relatively no roles in the governance of Nigeria's federal character structure.

With the growing population of Nigeria and the geopolitical re-alignments now on course in the bid to join the commity of nations, the emphasis has shifted to laying strong family foundations as the root for true Nationalism and true patriotism. National consciousness and patroitism has become of some concern to government within the Nigerian Federation.

Economic maintanace costs to family cares in Nigeria are soaring beyond the responsibilities of individual family members, especially the Nigerian fatherhoods, who, naturally, must be assumed to be the only bread-winners to the families. The women (primarily the rural women) are today being increasingly compelled to see the necessity of assuming some rules in the bread-winning exercises of families. It is in this connection more than everything else, that the federal government's family Support Programme, has generated new interests, assumed new directions, and new meanings to Nigerians. For example, one of the objectives of the programme states thus:-

"Women must now lend helping hands to the Family" cares and possibly work in consort with their husbands for the sustainance of the family. The programme recognizes the importance of the two prime actors of every family units, and allots to them, equal or seemingly equitable responsibilities in family chores. In any family's consumer decision processes, three factors influence the moves. Example - The Individual Consumers Brand Choice is influenced by the consumers needs, perceptions of brand characteristics,

and attitudes toward alternatives. Again brand psychography characteristics are coupled with personality threats. These issues cannot be the choice or decision of one family member alone.

The issue is not whether women help or not in the family support decision of the family units, rather, whether women must take the Family Support Programme serious enough as a challenge to their families interests. The Family Support Programme has greatly encouraged most Nigerian women especially the unemployed women, to learn some new trades such as sewing, producing things like Detergent soap, Bar soap, preparation of various dishes in small scale restaurants, mat making, production of soya bean milk, making envelopes, cloth weaving small scale trading on various items gardening on small scale efforts, photography, cloth dyeing, garri frying, fruit juice production, hair plating, and such other small scale subsistence trades. In so doing, many of such women are kept economically busy.

Experience has proved that when women keep busy over some economic pursuits,

they have always thought seriously about the payments of the family bills especially at such times (William and Welbacher 1981) When the general economy becomes lop-sided. Today, only few Nigerian families are totally routinized in their domestic buyings methods. Routinized means consistency in the way they buy their effects and pay for their facility bills, at such time and place where the payments are due.

Many women in the lower economic cadre and in the less educated categories within the economy, show desdain to strick and careful payment of domestic and other facility bills, as a practice of the township bougeouses. Middle class elite women regard the prompt settlement of family bills as very important functions of their family's obligations. Where the man of the house fails in this expectation; the women have always promptly paid such bills to avert any disruptions in the families programmed priorities. Family Support Programme must endeavour to produce housewives, trainees who must have occupation therapies and who should be in the position to assist not only in domestic/economic welfarism of the families, but in also in some financial demands of the family homes.

DEVELOPING NEW PRODUCTS

Today, we know enough about the process of new-product development, and commercialization to manage it properly. We have learned, over-time, from much repeated experience, important rules of the thumb concerning what works and what does not work, what not to produce and what requires attention. Yet the Family Support Programme showed no recognition of researching the market to determine what types of products that are necessary and in demand by consumers and those that are not, goods that have priority demand and those that are not. Those that have high revenue yielding qualities and those that have not, goods that have special appeals to certain segments of the Nigerian markets and those that are not, goods that are likely to have continuous production life cycle and those that are not likely to have continuos production life cycle and those that are not, goods that adhere to the ethics of comparative advantages and those that do not, goods that run counter to the norms and cultures of some segments of the Nigerian markets and those that are not, goods that have derived demand and those that have not, goods that are susceptable to repeat - purchase attributes and those that are not.

These Family Support Programme productivity pursuit efforts, run counter to the ethics of marketing practices to today. The Federal Government by goading consumers into some marketing and emotional buying propensities, ought to have established some blue print perspectives for marketing exercises related to Family Support Programme, and would have segmented producers and consumers of various states and various consumers. The absence of any forms of market or marketing research inputs in the Family Support Programme is an important departure from the ethics of new products' development processes and therefore a serious negation of the principles of marketing concept guidelines, for example -

TYPES OF NEW-PRODUCT DEVELOPMENT APPROACHES

Most new product development efforts follow, and can be classified as belonging to one of two approaches. These are frequently referred to as:-

- Technology push.
- Market need/market pull/demand pull.

TECHNOLOGY PUSH

Technology push results when the driving force of the effort is the perceived potential of the technology itself.

Marketing's role is secondary, becoming important only after the product or process has been developed, most of thetruely great inventions of the period 1830 - 1915 fall into this category (stem turbine, telephone). For great inventions, it is truly impossible to estimate the ultimate size of the market. Who, at the outset, could have estimated the market for computers, but could not. Infact, (Sperry Univac 1986) is purported to have initially estimated that size of the total computer market by the year 2000 would be 1,000 or 2,000 machines. This type of product, in effect, follows Says Law (1989) of economics, "supply creates demand". It is this kind of success that inspires all technology push efforts, whether warranted or not, most new products, however, do not fall into the category of man's greatest inventions. The problem arises when minor innovations are treated as if they did. Most corporate and division research groups have one or more inspired new - product - idea generators. These people often become obsessed with the cleverness of an idea and would push its development with little market information, in the simple belief that a market will automatically,develope later.

This might be termed an answer looking for a question. The frequent result as a technical success and a commercial failure. In this category we can put some of the highly publicized technical innovations of the last twenty years such as the heat pipe, rolamite, and laser (most firms developing lasers in the 1960s lost large sums of money without discovering a real market for the products).

One test of the appropriateness of the technology push approach for a specific product effort is its level of innovativeness. Does the product perform a new function and employ a substantially different technology? If not, are we actually faced with a substitution of new technology in existing products (e.g., changing from electromechanical to solid state electronic technology), or a materials substitution, or a size change, or the addition of new features. Technology push is then an inappropriate management approach only few products may warrant development in the absence of solid market information (which does not exist).

By and large, technology push is an unproductive corporate approach to new products.

However, it usually proves difficult to kill such as effort in the typical industrial corporation when it is of long standing because such efforts develop a consituency. It may also be hard for the chief executive to admit that he was wrong and should ended the effort long-ago.

MARKET NEED/DEMAND PULL

Most successful new products, say 80 percent are developed as solutions to perceived market needs. This is the most reliable way to succeed in new products demands, because it means lessened business risks - lessened because there is less change that the fully approach is much more difficult to manage than technology push, because it requires significant input and coordination with elements outside the new products organization. It also require skillful handling of the temperamental evos of inventive engineers and technical managers, who must be prevented from doing what is personally and technically interesting but of little potentially commercial merit. In all circumstances, the Family Support Programme's promoters still need to research the markets to ascertain the economic and social utilities that the productivity initiatives of the women's Action Groups

offer have demand merits from the Nigerian markets, on which the new products services are focused.

Even more startling, and most overlooked is the fact that about 20% of Nigeria's household families are headed by singles. This fast growing segment of the market, appear to be fanned by various factors: Example, the number of men and women living alone continues to increase as a result of economic down - turns and unpredictable environmental factors. These Nigerians have become a market segment that must be considered in new product development decisions. Some 18% Nigeria-households include persons of 65 years old or older, a group that would grow faster because of increases in governments health-care incentive programmes, and other welfarism programmes that abound in the country.

Again, young Nigerian ladies do no longer find husbands easily today because most of the young men are unemployed and therefore not economically ready to accept the responsibilities that go with marriage. There is the increase in educational opportunities for men and women in every part of Nigeria today - and that

has much emphasis on social class strata and self-concept implications among the youths. The result is the continued increase in working class ladies who also has new market potential in the product market. These new consciousness amongs many Nigeria's young men and women helps to create new and compelling development of some social and economic nitch classes of youth consumers to market for which must be considered as real.

The realization that the markets of tomorrow must sell to better educated, well informed publics, is vital to the producers of goods and services and even to the Family Support Programmes and its programmes planners who must take the interests of Nigerians into considerations.

As families and dwellings grow smaller as results of maturing to empty needs the need for compact products and packaged items also grow more pressing. Example, men are probably the most ignored of all buying groups-especially for household items.

Teenagers, also, have a much larger shopping force in Nigeria. Market research has established that nearly 75% of our teenage girls with working mothers shop regularly for food items, but the mistaken notion is that these segment of the market is especifically tied up for records, clothings and perhaps indoor games. It just means there that Nigerians must need researched information on what the various segments of the markets should need and what they may want to satisfy both the latent and expressed needs of the market. In other words, when the Family Support Programme decided to go ahead to produce or effect supplies for the needs of various Nigeria market segments, they should give adequate attention to the markets or the various segments of peoples for whom they genuinely plan to serve.

1.2 PROFILE OF FAMILY SUPPORT PROGRAMME OF AKWA-IBOM STATE

Akwa-Ibom is one of the new State creation of 1993. The State is still trying to establish its feet firmuly on the sands of economic predispositions. The Family Support Programme of 1995 is therefore a

blessing and a challenge to the entire people of the State, and specially to the women of that State.

The Family Support Programme is not only an eye-opener to the women of Akwa-Ibom State, because it did not only serve to give the women the pride of belonging, but it also offered them the opportunity to participate equitably with other women folks from other States of the federation. Akwa-Ibom women now programme their development imperatives which they present to the women commission ministry, through the State Family Support Programme chairperson. Hitherto, women of this State had remained to be seen and not heard.

The Family Support Programme is a federal government's economic development package for the support of the Nigerian families. The programme was given a boost by the "First Lady, Dr.Mrs Mariyam Abacha, who made sufficiently strong cases for the establishment of the programme. Incidentally, the government saw reason to ascentuate the logics of the programme and to actualise its existence.

Today, the Family Support Programme has taken a centre stage in the sustainance of Nigerian's middle and lower income families. As a National Welfare package, the Family Support Programme is organized at the Women Affairs Commission based on the needs of grass-root family's subsistent levels. The authors of the programme proposed to reach the vulnerable members of the grass-root communities in the hamlets. The essence of Family Support Programme being to encourage the local inhabit of the various communities to take advantage of the federal government's gestures to improve their economic pursuit capabilities.

Incidentally, Akwa-Ibom State is naturally endowned with rich agricultural potentialities. The area is ringed round with winding rivulets and brooks. The temperate forests are rich with humous soil - which becons farmers to settle for land cultivate. In 1993, the Federal Government established the headquarters of palm-oil marketing Board at Akwa-Ibom State to take advantage of the rich heritage of palm-oil yields of that State. The various bye-products of palm-trees

alone, Example, palm-kernel oil, palm - kernel-cake, palm-tree rafia, palm-wine, palm-fronts, palm-tree brooms, palm-kernel nuts, palm-tree stems etc) are all bye-products of palm-tree offerings.

With the palm-oil and palm-kernel oil processing small scale industries, scattered all over the state, the Family Support Programme found ready fertile grounds on which to thrive in Akwa-Ibom State.

Further still, the virgin forests of twining trees encompassing Akwa-Ibom State, with both the Cross-River waters all washing the shores of the State, the Family Support Programme found convenient environment with every facilitating factors that would be required to make the programme successful. That was one reason the Akwa-Ibom State Family Programme is unique and different from money others of different States.

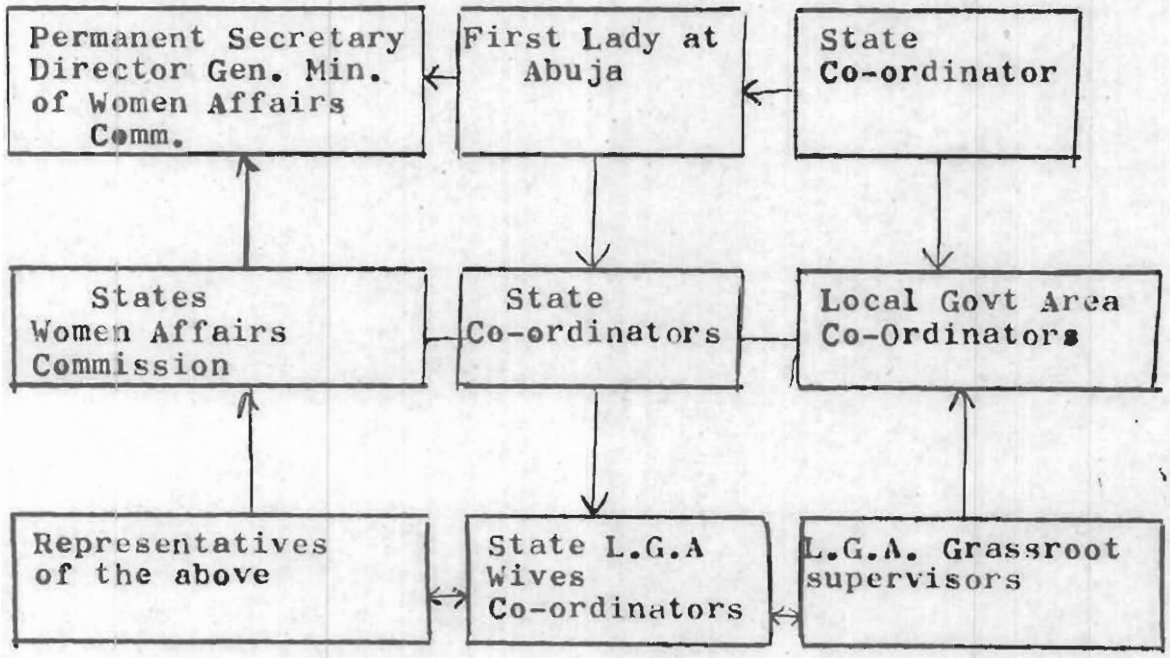
ORGANIZATION

The Akwa-Ibom State Family Support Programme is organised around the chairmen of the State, with the

wives of the local governments chairperson to assist her. Each State, has a Family Support Programme co-ordinator who reports to the State chairperson. The co-ordinator mobilizes the grass-root activities of the village women through the wives of the local government areas chairman in each districts. Each local government area is divided into districts, and each district has supervisors who report to the district. Co-ordinators, who in turn reports to the local government area district co-ordinators, who finally reports to the State Chairperson.

The State Chairpersons have career permanent secretary director generals who are civil servants who reconcile the Family Support Programme with the field activities of the co-ordinators, before the further reports the progress of each progress activities achievements to the chairperson and to the first lady - who is the supreme mover of the programme.

ORGANIGRAM CHART



In the above representatives, the Family Support Programme (SSP) assumes a more cohessive dimension. For Akwa-Ibom State, the Local Government Area chairman's wives act as the co-ordinators. In some local government area's supervisors are appointed to ensure that every directives from the State Governments gets to the grass-root populace as quickly as possible.

In the above representatives, the Family Support Programme (FSP) assumes a more cohessive dimension. For Akwa-Ibom State, the Local Government Area Chairman's wives act as the co-ordinators. In some local government area's supervisors are appointed to ensure that every directives from the state governments gets to the grassroot populace as quickly as possible.

At the moment, the Family Support Programme seems to be working smoothly in all the states, but there is much fears on the people, as to the continuity of the programme in the near-by futures. Such fears arise from the fact the Family Support Programme has little research planning information. It was a hastily put-together programme with untried environment proofs. If however, the programme succeeds Nigerians would be enriched by yet another good economic interface.

1.3 STATEMENT OF PROBLEM:

The problem in the marketing implications of the Family Support Programme is the lack of market researched information decision involvements, in planning the consumer welfare packages. The programme

has identified the economic interest of inducing women (especially rural women), to get busy, and to go, nose-diving into producing whatever is convenient as an economic pursuits-to-satisfy some social and economic drives of the numerous categories of women. In that action, there is the difficulty in the absence of market research and therefore the lack of identifying and establishing what ought to have been produced against what is now being produced by the different women groups - from different geographical areas of unequal economic and natural endowment opportunities. The situation does not provide sufficient face-lifts or merchandising values for the products of the programmes. There are minimal plans associated with the Family Support Programmes. Most activity factors are carried out from emotional outlay proposals. It is probable that most of the decisions now being implemented in the Family Support programme, may require re-evaluation. This definitely, would not help the Family Support Programmes' action for growth and development emphasis.

Another marketing - related problem of this programme is the cost factors involved in planning and in the implementation of the programme. The Family Support Programme as now being conceived and implemented may certainly need decision re-alignments to re-shappen the course of the efforts of the various actors as well as provide cost-benefit assessments for the programmes.

The Family Support Programme is national in outlook and have inter-state and intra-state charactetistic problems. There should therefore exist an interim national body to re-examine and co-ordinate the marketing activities of the programme as well as monitor their exectutions and to ascertain the achievements of the necessary objectives of the programme authors.

1.4 STATEMENT OF HYPOTHESIS:

The following hypothesis are likely to be tested in this study.

H_1: The Family Support Programme is an index of Nigeria's Economic Development emperatives.

H_0: The Family Support Programme is not an index of economic development of Nigeria.

H_1: The Family Support Programme has popular support among the majority of Nigeria's women folk.

H_0: The Family Support Programme has no support of the women folk.

H_1: The Family Support Programme is likely to change the status of women folk in the governance of Nigeria especially on issues relating to women in Nigeria.

H_0: The Family Support Programme is not likely to change the status of women in Nigeria.

1.5 STATEMENT OF OBJECTIVES:

The objectives of this research study is variable. In the first place, the study is required for Award of MBA Degree by the Department of Marketing, Faculty of Business Administration, University of Nigeria, Enugu Campus.

Furthermore, a study on the Family Support Programme has the compelling objective of inducing or necessitating academic challenges on the programme's appropratness and its present designs towards the achievement of the Family Support Programme objective of inducing

family responsibilities on both the government and on the individual family units alike.

Again, the Family Support Programme is a testable programme to see how it may stand the evaluation or standard of otther similar programmes supported by the Federal Government. Such evaluation test is seen as useful framework of comparative assessments because the federal government is eager to support only those ventures that are likely to promote the welbeing of the greater number of the populace than otherwise.

1.6 STATEMENT OF SIGNIFICANCE:

This study is significant because, the information obtained from the data analysis and interpretation are bound to make ample contributions in the field of academics. The Family Support Programme is a new development package in Nigeria's economic development index, and being a programme that has wide state coverage, many Nigerians would be provoked to make comments or ask questions on the validity of the programme. This study is again significant because the Federal Government has already put a tag of importance on it

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and the Nigerian populace may be interested in reading some literature write-ups on the subjects. The nature of costs that has been appropriated to the sector is such that the programme has already generated national and international interests worthy of note.

The study is equally significant, because of the quality of the categories of persons pushing the programme forward. The characters involved in the Family Support Programme are those that are anxiously zealous about the success of the programme. Accordingly, it seems necessary that so much premium must have been put on the Family Support Programme by those who conceived the programme's ideas.

The Family Support Programme is a national welfare programme and has both the patriotic and the phylantheopic interests of Nigerians. A programme such as this, calls for not only the contributions of all and sundry but also the participation and the support of all Nigerians. Hence the significance of this study.

As a national programme, the fact that the programme has the support of the First Lady of Nigeria and the acceptance of women from the entire thirty-six states of the federation of Nigeria, means that the programmes study must be significant.

1.7 SCOPE OF STUDY:

The scope of this study is specifically chosen as Akwa-Ibom municipality. The essence is to concentrate attention on the Family Support Programme assessment of Akwa-Ibom and to be able to see the worth and evaluation of the programme more closely, than otherwise.

This does not in any ways mean that the impact of the programme is only limited to the metropolis. The programme itself is meant to reach the grassroot populace of the entire state, and every effort is being made to expand the programmes scope to reach the hamlets of the state, especially reaching the rural women and the argicultural districts of the state.

The assignments of the co-ordinators of the programme is to carry the impacts or the effects of the programme to the grassroot and that is what is on-going in the states.

The programme itself is multi-faced or inter-faced. Several things are involved in one aspect. For example - agriculature is involved in some aspects, production of goods - using local raw materials is another.

Then, there is the marketing of all phases of small locally produced goods. Another dimension of the programmes relates to services such as Hair plating, Restaurants, Laundering and such others. All these activities have their scopes and areas of their concentrations. But the major scope of the study is at Akwa-Ibom metropolitan city.

1.8 LIMITATION:

This study is limited to Family Support Programme as it relates to Akwa-Ibom State. There are very many activities of the programme which have varying interests depending on various state endowments. The study is not considering Family Support Programme as a dimentional concept. It is only looking at the programme as at Akwa-Ibom State.

The researcher contemplated travelling to other States to have balanced comparature information on the programme, but because of the time and the cost of carrying out the hudge assignments committments of the idea was dropped. It is possible that the execution of the programme exercises in other States, may differ - based on the handling and on the stule of administration of the programme.

It would have been more interesting bringing such comparism to bear on this research.

The submission of this study is time dimensional and every student is eager to beat or meet the stipulated time/date limit. This was one factor that discouraged the quest for expansion of the areas of the areas of the research coverage.

Again, students are invariably handicapped in carrying out research that cover expansive hemisphere. There is always the financial incapacity in doing such things. Student researchers always work within limited scope to avert any unpleasantness.

CHAPTER TWO

2.1 LITERATURE REVIEW

Every fair-minded Nigerian is prepared to give the Family Support Programme a chance, when the Federal Government set up the programme in 1995. The reason is simple. The women folk of this country - whose member approximates to that of the men-folk, or more, and who are seen as partners in progress with the men, must begin to experience and to accept the responsibilities of governance. The Family Support Programme provides such ample opportunities for meaningful participation of women in the decision making palance of this country.

The primary task of the Family Support Programme is to advance the involvement of women in the task of building the nation, Nigeria and the opportunity to make inputs in the deveopment imperatives of Nigeria. The Family Support Programme was established in all the States of the federation under decree (No.25 of 1994). The Programme's Board of Trustees has eminent Nigerians (men and women) - notably the First Lady, Mrs Maryian Abacha and others. The vision of the authors of the programme

was clear o to give recognition to the political and social aspirations of women of Nigeria, - who hitherto, had remained on-lookers in the Nigerian political transformation. The Family Support Programme is a continuation and an expansion of the former programme on "Better Life for Rural Women"- initiated by Maryiam Babangida under the Babangida's Administration of 1985-1992. The focus of the programmes were on bringing political solace to the Nigerian women. The seeming difference may, perhaps, be the increased sensitivity of women in the Family Support Programme. However, and in all circumstances, the Nigerian women has now arrived at the Nigeria's political scene. Men and women now share common political and social ideologies and also take decisions on matters of common National National interests - without any equivocations.

The Family Support Programme was enhanced through the experience gained by some select Nigerian political and social activists, who attended the world conference in Beigien China in 1995 October. This all feminine world conference tried to define the place of women in the Economic, social and political development imperatives

of the various countries of the world. The conference discussed far-reaching issues concerning women of all races especially the rights of women to take active part in decisions relating to the welfare of women. The conference enabled women to see the great potentialities that women are naturally endowed with, and how they could organize to herness their advantages to the point of wheeling power beyond the estimation of their men counterparts. It induced rivalries among women and between women and men, and sensiticed women to evolve assertive rights over designated issues that were hitherto, the men's sole prerogratives. The Beigene conference was therefore an eye-opener towards the emancipation of most third-world countries women. Since after the Beigene conference, the world has ceased to be "Men's world" rather, it is now "our world".

From the foregoing, it is clear that the jurisdiction of the Family Support Programme covers the entire federation. The women Affairs Commission's Ministry's activities, which fan the embers of the programme is always alert to reconcile the demands of the programmes, with the desires of the federal government's programmes, thus making it a brain-child of the federation government.

The projects to be involved in the Family Support Programme are issues for each State's chairladies/ first ladies, who has to work with the particular State's activists technocrats (taking congnisance of the state's natural endowments and culture comparative advantages) to determine what could be produced within each State of the Federation. Each State now has a women's commission ministry under the First Lady of the State. There is also a Director General and a host of other civil servant personnels who carry out day-to-day activities of government to ensure that project funding from the federal government has some monitoring devices especially in ensuring that such projects are carried out and completed according to contractual schedule.

In the same vein, all other indicies of federalism in terms of composition of Women Affairs Ministry Staff, Board appointments of Staff, Contractors, Auditors, Project Consultants Management Consultants, Insurance Companies etc must be enthroned, like Federal Character Principle, without compromising merit and excellence. However, the various States rationalize these Standards among the various local government area's of each state government.

FAMILY SUPPORT PROGRAMME PERFORMANCES IN THE STATES:

Nigerians in many parts of the country have witnessed the presence of the Family Support Programme especially in areas of productivities based on states comparative advantages. It is truw, that in some states, the advantages are more pronounced than others, and that the development indicies are better - but the competition to which Family Support Programme of the states are offering the various state chairladies/first ladies, is one thing that Nigerians are watching with gladsome expectations.

Concern with equity issues in economic development has spawned the current emphasis on rural development as a strategy to improve the welfare of people living in rural areas. In the case of Nigeria the estimates vary as to the proportion of one population that is rural-based but it is generally believed that more than two-thirds of the population reside in the rural areas and derive their livelihood from there. However, there is evidenee that the bulk of these rural dwellers live under conditions of absolute poverty, earning annual per capita incomes estimated by the World Bank in the mid - 1970's to average US $50 (Austin, 1981). Given that the real wage index has been falling in Nigeria, at least since the mid - 1980's with the rapid and substantial devaluation of the Naira following the invitation of the Structural Adjustment Programme (SAP), rural conditions today are so bad that only a few can meet the basic needs of life.

A particular school of thought blames the current situation of rural poverty on the pattern of rural development which for many years emphasized agricultural development while neglecting other sectors of the rural economy. Ukwu (1976) notes the low degree of linkage

between agriculture and other sectors fostered in attaining effective rural development could be traced to the absence of rural industries functionally linked to the agricultural sec or. Austin (1981) observes that agricultural development cannot guarantee rural development because the distribution of land and capital needed for farming may discriminate against a sizeable proportion of the rural population in many developing countries. Even if access into farming is not impaired, existing agricultural production techniques are characterized by low returns to productive resources so that farm incomes are insufficient to meet the farm households requirements of basic necessities. Efforts to introduce improved farming technologies have no succeeded in many situations because the farmers continue to resist change to nee ways with uncertain results and to new ways which have not fitted well to the farmers' and community's circumstances. It would seem, therefore, that much of the welfare improvements in rural life and conditions in the short to medium term would come from the development of rural non-farm activities, chiefly rural industries.

Austin (1981) and Chuta and Liedholm (1984) include under rural industries economic activities such as manufacturing, processing, repair activities, construction, services and transport. These activities are now known to be an important source of primary rural employment in developing countries (Chuta and Liedholm, 1984). In Nigeria, up to one-fifth of the rural labour force may have primary employment in rural industries (ILO/JASPA 1981). In addition, there is evidence that significant levels of secondary employment are generated by rural industries, particularly during lack agricultural seasons (ILO/JASPA 1981; Liedholm, 1973, Chuta and Liedholm, 1984). In the light of these, and the evidence that they provide greater income stability amd make significant contributions towards supplying basic needs at affordable prices, rural industries are quantitatively an important segment of the rural economy and must be fully considered when designing rural development programme.

But the practical application of rural industrialization schemes presents some problems when the rather broad objectives of employment generation and output expansion must be considered against the backdrop of

high levels of surplus labour, rapidly increasing input and product prices and highly volatile policy environment. Since the introduction of the Structural Adjustment Programme (SAP) in Nigeria there have been significant increases in factor prices, notably interest rates, tariffs, etc. At the same time, unemployment has increased quite considerably while output expansion has been impeded by unfavourable developments in the foreign exchange market which have greatly reduced import capacity in an disproportionately dependent on imported raw materials and capital goods. Given such an environment, efficiency considerations require that informed decisions be taken on the production technique to adopt in attempting to relieve unemployment and expand rural output and incomes through rural industrialization. Past studies Gaude, 1975; and Byerlee, Eicher, Liedholm, and Spencer, 1983) indicate that there is an array of alternative techniques or processes in use within each rural industry. Each of the alternative production techniques displays a distinct relationship between labour and capital which defines its labour/capital intensity and importantly influences the cost of production,

It is intended in this research work to examine the empirical evidence of the relationship between employment/output/income generation and the production technique in use and the relevance of alternative techniques for South Eastern Nigeria. At the end of research, participants will be familiar with

(1) the basic concepts in planning the technological base of rural industries within particular environments.

(2) the methods for evaluating alternative production techniques as a basis for recommending optimal process mixes to maximise stated industry objectives.

Planning The Technological Base For Rural INdustrialization

Technology is a general sense, and in the sense in which much of the ensuring discussion will be placed, means any man-made device, process or logical procedure designed to produce a reproduction effect. So, it does not automatically connote sophistication. Rather, sophistication arises through advances in technology which lead to the availability of considerably more information than was the case. In this sense, advanced technology is define as technology with high information content which

results in a shift in the qualitative and quantitative balance of material and non-material resources which are needed to achieve a condition of sustained development.

Much of the conceptual underpinnings of technological choice in the industrialization process emphasize the relationship between technology and human resource development in the user industry, as well as the environmental basis for technology choice (Kaosa-ard, 1986). The question of human resource development implies the knowledge base of the User industry. The range of technology in use in any setting is determined by the familiarity of the industry operators with the machinery and the system, which must be fitted to the technical requirements of the industry (Kaosa-ard, 1986). So the knowledgee-base may favour the use of technology that impairs optimal performance in terms of high net returns, increased quantity and quality of output, and employment generation. The quality of the human resources in the User industry is therefore a very critical factor. A programme to improve industry performance through the introduction of new technology must examine the scope for successful application of such technology within

existing knowledge, skill and manpower profiles and determine the training needs within particular technological constraints.

Within limitations imposed by available technology, the rural industrial planner should be in a position to design the training of local entrepreneurs in the appreciation and use of technologies which yield results that are compatiable with national objectives. Such training programme is most effective when it is framed within a rural mobilization context that employs non-formal techning methods appropriate to situations where literacy rate is low. Byerlee et al (1983) have recommended a similar strategy for the promotion of small scale sectors and labour-intensive technologies in Sierra Leone. As Elkan (1988) defines himner, the African entrepreneur is one who is able perceive potentially profitable business opportunities and act on his or her perception by organising production in the relevant manner. The implication of this definition is that the entrepreneur, whether rural or urban, is not necessarily equipped to see beyond the

opportunity for private monetary gain. It is only in China that the spirit of community service has been identified as an overpowering business motive (Dunn, 1978). A rural mobilization programme must attempt to provide the social perspective of entrepreneurial action which alone can ensure that a rural industrialization programme becomes also a poverty alleviation strategy for the mass of the rural population.

What learing elements need to be stressed in such a rural mobilization programme? We shall try not to be unmindful of the following, among other obviously important issues.

- Stress the employment issue quite vigorously. Local people do not like to see young people loafing and they will normally contribute to solve that problem if they understand it well enough .
- Stress the issue of externalities and how the multiplier principle can work to improve rural welfare without imposing additional costs on the extent that it explores the relevant linkages.

- Stress the private cost implications of alternative technologies; labour based as compared to equipment-based approaches. You can save on maintenance costs if labour-based is emphasized in contrast to equipment-based.
- Stress the question of affordability of product prices if low cost techniques are employed in contrast to high cost technique.

After deciding on the larning elements, we must worry about the teaching method appropriate to the educational and experiential backgrounds of the entrepreneurs. Village group meetings are usually appropriate settings when discussing issues of technology adoption when time is limited. It allows rapid coverage of broad viewpoint by a simple worker or a small team. Again, the more easily convinced members of the group help to disseminate the message faster and break down psychological and attitudinal road blocks much more permanently than advisors who visit only infrequently.

The other broad conceptual issue relates to the environmental bais of technological choice.

Kaosa-ard (1986) makes clear that Engineering sophistication will not guarantee the adoption of a technology if it does not generate the highest returns or lowest costs wihin a particular environment. So, technical choice is influenced more strongly by product price, relative factor prices, desired product quality, and public sector policies affecting prices and quality preferences, supply of raw materials. We need to elaborate these economic and agro-ecological conditions and examine their patterns of influence under alternative technological scenaries as the basis for recommending right actions:

- product price determines the extent to which a particular technology will be economically feasible. Low product prices may be consistent with low-cost, labour-based technologies but these must be evaluated against other considerations:
- product price determines the extent to which a particular technology will be economically feasible. Low product prices may be consistent with low-cist, labour-based technologies but these must be evaluated against other considera-

tions: product quality, for instance. High-priced products may not be affordable in the rural area and the type of technology that they justify may be irrelevant in the rural areas.

- relative factor prices relate particularly to the differences in interest rates (cost of capital), wages (for different categories of labour-skilled and unskilled), tariffs and foreign exchange. These differences have implications for the factor intensity of the production technique that is feasible. Dunn (1978) has illustrated a slightly related issue with the experience of a village blacksmith considering the acquisition of a gas welding equipment. If the funds will come from a commercial bank in the form of a loan, the blacksmith must take account of interest rates (presently between 32% and 35% in Nigeria), the exchange rate, the skill requirements for its operation, and the wage bill, etc.
- the product quality will normally vary according to the market to which production is aimed, and is a function of the technology adopted. But product quality trades off with price because

costs seem to rise with the technical sophistication that is compatible with superior quality. It is important to guard against compromising basic needs requirements by making prices unaffordable in an attempt to attain standards of quality that are unrealistic. How does the industrial planner resolve this conflict? Are simple utilitarian products always the least-prices? Do we compromise other things when we attempt to attain price affordability objectives?

- the policy environment influences the availability of technology and the freedom to choose from a range of alternative technologies. We can consider programmes of investment promotion and the national objectives they emphasize. For instance, the government may wish to expand export capability in an economy with urgent foreign exchange.
- constraints, In such a situation, little flexibility can be expected in the product quality standards since these must be as high as possible to enhance international competitiveness. But if there are no

capacity constraints in the industry market separation in terms of variations in product quality, is attainable. Otherwise, export promotion inadvertently discriminates against low technological levels in industrial production. Other relevant areas of public policy are infrastructure development programmes (e.g. rural electrification, rural roads), and tariffs. If rural are not connected to the national power grid, the acquisition of certain power-requiring technologies can only be considered if generating sets can also be acquired. In terms of tariff structure, Byerlee et al (1983) observe that in Sierra Leone government may have a tendency to over-protect large firms by charging low tariff rates while small firms are not so protected. We need to examine specific cases in Nigeria and show to what extent government provides a conducive environment for the choice of production techniques in rural industries that fit rural circumstances.

Evaluating Alternative Production Technologies

Evaluating alternative technologies presupposes the presence of a benchmark. The Intermediate Technology Development Group (ITDG) has provided such a

benchmark for technological evaluation in its numerous publications. Frost (1978) presents the views of Dr.E.F. Schumacher, the founder of the Intermediate Technology Movement, as follows:

> "..... in the prevailing circumstances of developing countries the most appropriate technology is most often likely to be found among that range of intermediate technologies which are capital and energy saving; small-scale and employment generating, capable of being decentralized so as to provide work where people live; which are relatively simple to produce, operate and maintain without placing undue reliance on outside capital and skills; and which utilize local resources, human and physical, primarily to produce the goods and benefits required by the producers".

Tow situations may arise in which the rural industrial planner is required to guide selection of an appropriate technology: rural industries themselves may become aware of alternative technological paths and require guidance in making optimal choices, or marketing research may reveal changes in technology

to meet the new challenges. In the latter cases, the sponsor of the marketing research may be the national or regional industrial development agency, a university or private institutions. But a third situation may arises in which the particular planning authority consciously seeks information on available or potential technological posseibilities from national and regional sources (FIIRO, PRODA, etc) and International Organizations (ILO,United Nations Industrial Development Organization, UNIDO, etc). Then, as evaluation has to be provided before a choice can be made.

Evaluation of technologies will comprise quantitative and qualitative assessments which will examine the potential to meet the theoretical conditions outlined by Schumacher (Frost, 1978). What are the desirable levels of capital and energy savings to aim for? How simple does a technology need to be appropriate? How much reliance on outside capital and sills is inconsistent with appropriate technology? What employment levels are optimal to justify the introduction of appropriate technology? In a number of cases, past consultancy reports have established levels of performance

that are normative, but the most useful evaluations should relate performance to the particular socio-economic setting that is immediately relevant to the rural industry under review or the proposed site of action of the technology. The evaluation will adopt a variety of methodologies according to the specific objective required to be achieved: employment generation, output expansion, income expansion, etc.

If the objective is to maximise employment generation we can proceed thus:

1. Determine the actual level of unemployment in the village. This is usually expressed in terms of labour surplus availability. This is expressed in workdays on a monthly basis for a normal year. Avillage labour profile should be depicted as follows:

Table 2.1

Distribution of Labour Demand, Supply And Surplus/Deficit By Source And Month.

Source	Workdays of Labour Per Month											Total
	Jan	Feb.	Mar.	May	June	July	Agt	Sp.	Oct	No.	De	
Labour Demand												
1. Crop Labour Per farm												
2. Crop Labour per village												
3. Off-farm & domestic labour by farm households												
4. Total labour by farm households												
5. Labour for other occupations. labour												
6. Total/for village.												
Labour supply												
7. Labour supply by farm house-holds												
8. Labour supply by non-farm households												
9. Labour supply by unemployed persons.												

10. Total labour supply

11. Labour surplus/ deficit (10-6).

Source: Obi, A.,(1989) Socioeconomic Considerations for Local Resource-based Construction of small-Scale Irrigation works. Lagos, ILO project NIR/87/025.

2. Determine the monthly labour requirements of the alternative technologies at full capacity utilization and at alternative capacities expected on the basis of trend analyses.

3. Compare 1 and 2 and compute the employment potential of different technologies under alternative assumptions of capacity utilization. This should be the monthly labour requirement of each technology as a proportion of the labour surplus for the corresponding month.

4. It will be desirable to compute the following ratios on the basis of the estimated capital requirement and output of each technique:

   (a) Labour - Capital ratio

   (b) Output - Capital ratio

   (c) Output - Labour ratio.

The labour-capital ratio indicates the labour-intensity of production. Labour and capital will be expressed as annual flows. The output capital ratio measures the efficiency of the technique in terms of capital , assumed to be the scarce factor in an economy with high levels of labour surplus. Output will be measured as value added while capital is measured as annual flows by applying the shadow discount rate selected to the capital investment over the project return period. The aim should be to make this ratio and the labour-capital ratio as high as possible for industries that are expected to generate high levels of employment while increasing output. Thus, the theorized output-employment conflict disappears or is reasonably minimized by a shift to more labour-base methods. (Byerlee et al 1983). The output-labour ratio measures the technical efficiency in terms of labour. Making this ratio as large as possible cannot be one of the objectives of the planning agency in view of employment generation objectives. We can examine the application of these indices in an actual case study.

Table 2.2

Output-capital, Output-labour and labour-Capital Ratios for Selected Production Techniques and Industries in Sierra Leone, 1974

Industry and Production Technique	Output Capital	Output Labour	Labour Capital
Rice Milling			
Hand Pounding	57.1	.66	888
Small Steel Cylinder Mills	2.98	1.46	3.54
Small Rubber Roller Mills	1.32	1.34	1.71
Large Rubber Roller Mills	1.40	9.61	0.34
Bakery			
Rural, small mou oven	12.40	0.50	24.70
Urban, small peel oven	9.80	1.00	10.00
Urban, small multiple-beck oven	2.1	0.60	3.40
Urban, large tonnel oven	1.7	1.00	1.70

Source: Byerlee, D et al (1983) "Employment-Output Conflicts, Factor-price distortions, and choice of technique; Empirical Results from Sierre Leone" Economic Development and Cultural Change.

Table 2.2 demonstrates the advantages of more traditional technologies over the more sophisticated techniques in the context of rural industrial production. The most simple technologies in the examples given (hand pounding in rice milling, and small and over in bakery) yield higher output per capital input and provide more employment. A rural industrialization programme that promotes the expansion of large rubber roller mills in rice milling will therefore be clearly in appropriate.

5. If the objectives is to minimize costs, the evaluation can employ the Discounted Cash Flow (DCF) approach to assess the relative profitabilities of the alternative technologies. If there are alternative techniques (i.e., sub-process) then the evaluatin can determine the combination of subtechniques for each sub-process which will minimize cost. The assumption isthat each sub-technique within a sub-technique has different duration, labour requirement, capital requirement, etc, which have important cost implications. We can add that the variations in labour requirements of alternative sub-techniques may be in terms of skills as we as number, and timing.

The cost and benefit streams are then discounted at the current of discount (bank lending rate) and the net present values (NPVs) determined. The combination of sub-techniques with the highest NPV is the least-cost combination.

Summary

Disproproportionate emphasis on agricultural development will not achieve rural development because of the imbalance in the distribution of land and capital for agriculture in rural areas and the low resource productivity of existing agricultural technologies. Rural industrialization is required to provide employment, greater income stability and supply affordable basic needs for rural dwellers. But the successful application of the strategy depends on the appropriateness of the technology chosen and this must be evaluated in relation to a wide range of normative performance standards which emphasize output expansion, employment generation, simplicity, reliance on locally available resources, among others.

The Advancement Of Crises Resolution

With the Family Support Programme comes the new dawn on Crisis Management Skills. "If we have all the eloquence, but speak without love, we are simply a gong booming or a symbal clashing. It will do us no good whatsoever (Chris Hawks 1993). Crisis Management is simply supportive to Family Support Programme, and both work at Par in carrying the family toward crisis management. Within a family is a skill that improves the ability to love God and love our neighbours as ourselves, which is the central message of Christ - the son of God. Crisis Management skills help parents and families in general, teachers, church-goers, church leaders and young people to better practice what they preach especially in their families. These skills offer effective ways of minimizing or evoiding some of the very destructive ways in which some conflicts are resolved in our organizations and in our families.

Empathy, assertiveness, mapping, creatively generating options, negotiation, and mediation skills can turn potentially destructive situations into positive christian community building experiences.

Willingness to resolve, creative response, and broadening perspectives can open us more to the movement of God's spirit in our lives understanding co-operative power, managing our emotions and our unwillingness to resolve, helps us to love our neighbours and ourselves better. The win/win world view a always challenges our unnecessarily high dependence o "win/lose" thinking in our decision-making. Like the wider society, christians and their leadership are often too quick to see those who disagree with them as oponents rather than partners. Constant critical evaluation of the Application of Crisis Rosoluation skills against our Christian World view has many benefits. It has shapened our understanding of the essential components of our christian world view. Sometimes, christians may use the same skill as anoth person but have a different intention, motivation or preferred outcome. Though, more often I have discove that the deeper underlying intention is the same.

2.2 FAMILY SUPPORT PROGRAMME IN AKWA-IBOM STATE

Family Support Programme as initiated by the First Lady, Her Excellency Mrs.Maryam Abacha aims at broadening the scope and sharpening the focus of previous attempts at involving family members in the process of national development.

In Akwa-Ibom State this Programme took offsoon after a directive was given to that effect from Abuja. The Pioneer Chairperson was Mrs.Aisha Bako whose tenure lasted till August, 1996. The incumbent, Dr.(Mrs) Iyabode Adeusi took over in August, 1996. The activities centred on getting the people acquainted with the new policy thrust through meetings/workshops and seminars.

The Akwa-Ibom State Family Support Programme drew its operational strength from the National objective of the programme. It core programming areas include: Mobilization, Health, Education, Women In Development, Agriculture, Child Welfare and Youth, Disability and Destitution, Income generation and shelter.

MOBILIZATION:

To facilitate easy change from an orientation of a Programme with limited scope occasioned by a constructive review, to an all embracing programme, there was a need for mobilization and enlightenment programmes. These took the form of meetings, workshops and seminars both at State, Local Government and Ward Levels and familiarisation tour by the Chairperson. This was a success.

HEALTH:

After enlightenment, the Family Support Programme in the State concerned itself largely with the provision of Primary Health Care Delivery in line with the wisdom that health is the prerequisites for sustained social and economic growth. Consequently, deworming of over 200,000 children between the age bracket of 2 - 15 years; donation of drugs to support Primary Health Care Services in the former 24 Local Government Areas were vigorously pursued. On Immunization, the Family Support Programme under Mrs. Bako saw to setting up of the task force where she was the Chairperson.

As directed by the First Lady of Nigeria, a Family Support Medical Unit was established within Ikot Ekpene General Hospital.

It was commissioned in October 1995 and is fully functional. Other activities aimed at promoting good health viz Campaign Against AIDS, VVF, Drug Abuse, Marital failures, harmful traditional practices, etc. were also embarked upon during this period.

EDUCATION:

In realisation of the important role education plays in the development of the Nation, Family Support Programme in its collaborative efforts with UNICEF promoted Girl-child Education. Women have also been sensitized to embrace the UNDP - ASsisted Mass Literacy Programme in the State. This response has been encouraging.

CHILD WELFARE/YOUTH DEVELOPMENT:

A Day-Care Centre to provide support for working parents was constructed by the Family Support Programme under the administration of Mrs Bako. It was commissioned by the representative of the First Lady during the FSP Trust Fund in 1995.

COMMEMORATION OF 1929 WOMEN'S WAR:

Family Support Programme under Mrs.Bako took special interest in this epoch event, having realised that this

was the cradle of women struggle against injustice. The even has been observed annually.

SUPPORT OF WOMEN'S ENTREPRENEURIAL DEVELOPMENT:

The Family Support Programme in Akwa-Ibom during this period extended various forms of support to women groups in promotion of their enterpreneurial skills. In this direction, members of Nigerian Association of Women Enterpreneur (NAWE) and NCWS in the State were sponsored to attend 5th African Regional Conference for Women in Daka - Senegal and Women Investment forum and Trade Exhibition in Ghana respectively.

UNDP-ASSISTED WOMEN IN DEVELOPMENT (UNDP-WID):

Family Support Programme in collaboration with the UNDP has in the past 2 years successfully executed this Programme. Each of the 5 benefitting Local Government Areas have 125 Women Groups identified to benefit from the Programme.

FAMILY SUPPORT PROGRAMME IN AGRICULTURE:

Since Agriculture is the major preoccupation of the people, the FSP during the ternure of the immediate past Chairperson encouraged women in their various chapters to engage in farming and livestock production.

DESTITUTION AND DISABILITY:

The welfare of children and handicapped had been of paramount concern to the Family Support Programme under Mrs.Aisha Bako. Hence activities aimed protecting and enhancing their image and dignity undertaken by FSP includes,

a. Compilation of statistics on disabled, destitute and institutions that cater for them;
b. Setting up of a Department of Rehabilitation to ensure proper co-ordination of issues concerning the less priviledged;
c. Donations of food items, materials and equipment. Victims of Urban fire and flood, and Bakassi Disaster inmates of VVF Centre, etc have been given various of assistance, a 505 Saloon Car was donated to the Motherless Babies Home at Eket.

INCOME GENERATION OF FAMILY SUPPORT PROGRAMME:

During this period, FSP under Mrs Aisha Bako initiated, commissioned and put to use various income generating projects. They include:

- Garri Processing Mills in all the Local Government Areas in the State;
- Cassava and Vegetable Farms
- Fish Smoking Kiln in Ikot Abasi and Mbo LGAs;

- Palm Oil Processing Mills in Abak, Mbo, Ukanafun and Oruk Anam;
- Weaving Centres at Mkpat Enin, Okobo, Ikot Abasi etc. Vocational training materials like sewing machines, cookers etc, were donated to viable women groups to encourage their spirit of entrepreneurship. Also during this period many Co-operative Societies were formed.

FAMILY SUPPORT TRUST FUND:

On April 20th, 1995, the State FSP launched its Trust Fund. Subsequently, a board of Trustee to manage the Funds was inaugurated. Although many pledges have not been redeemed, funds realised were chanelled to the construction of Motherless Babies Home. It was completed and commissioned in August, 1996 by the former Military Administrator Lt.Col.Yakubu Bako.

AUGUST, 1996 - FEBRUARY, 1997:

In August 21, 1996 following a change of leadership in the States of the Federation, Dr.(Mrs) Iyabode Adeusi became the new helms woman to pilot the affairs of the Family Support Programme in Akwa Ibom State. Poised to continue from where her predecessor stopped to a point of consolidation of the Programme, the new Chairperson embraced the core programme areas of the FSP.

FAMILIARISATION/MOBILIZATION AND ENLIGHTENMENT:

Soon after the assumption of office, Dr.(Mrs) Adeusi embarked on familiarisation tour of all the Local Government Areas in the State. This was necessary to further identify with the people, their aspirations, and issues efforts and contributions so far made towards achieving a sustainable family cohesion. Within the short period of her stay, Family Support Programme has carried out enlightenment campaign in areas such as health, formal, functional and political education: agriculture, recreation, etc. In January, FSP in collaboration with Federation of Akwa-Ibom Women Association and NCWA held workshop on why women should obtain their registration cards, vote and be voted for especially during the forth coming Republic.

HEALTH CARE DELIVERY:

Health Care Delivery within these few months has witnessed some improvement. Deworming exercise started by the previous administration has been pursued with vigour. Also drugs worth over N300,000.00 (Three Hundred Thousand Naira) have been donated to the NYSC Clinic and its Mobile Clinic Bus reactivated for use.

The National Programme on Immunization has been successfully launched in the State and going by the Report, the exercise has quite an impressive coverage. Besides the launching of Campaign Against AIDS and STDS at State and Local Government level there is presently an ongoing Media Campaign and Jingles sponsored by Family Support Programme to sensitize people on the ills of these diseases.

AGRICULTURAL ACTIVITIES:

The FSP under Dr.(Mrs) Adeusi has continued to encourage agricultural venture. A total of 1,400 bags of fertilizer have been distributed to various women groups to boost food production. Also, to enhance effective utilization and processing of the expected high yields, and ensure improved nutrition in the eara, the Family Support programme has built an Agro-Processing mills in Wellington Bassey Barracks at Ibagwa and is currently training the officials to manage the project. Since accountability is the hall-mark of all FSP Projects in the state, an office block within the Barracks has also been set up to accommodate staff who will be responsible for the management of the Mills.

COOPERATIVE SOCIETIES ACTIVITIES:

In view of the importance of this group in funds mobilization for women seeking economic independence. The Family Support Programme has intensified campaign on the need to form and join co-operative society. Presently, more than 300 women groups have been enlightened and some registered.

UNDP - ASSISTED PROGRAMME:

The Family Support Programme in the State accorded the event a high priority. She personally participated in the event where she laid a wreathe at the tomb of fallen heroine.

DESTITUTION AND DISABILITY:

Family Support Programme under the leadership of Dr.(Mrs) Adeusi takes the welfare of destitutes and the disabled with great concern. Apart from the routine visits and donation of food items, materials and finances, the Chairperson has laid a foundation stone of a Destitute Home named after the late son of the Head of State, Ibrahim Abacha. Ndipmonguwem Akpabio Family Welfare Centre will soon be commissioned. The Leadership of FSP under Dr.(Mrs) Adeusi within this short period has initiated projects which are at various

stage of completion as follows:-

a) PROJECTS STARTED:

- Laying of the foundation stone of Ibrahim Abacha Centre for Destitute by Her Excellency, Dr (Mrs) Iyabode Adeusi.
- Renaming of Day Care Centre - to Ibrahim Abacha Day Care Centre in Uyo.
- Renaming of Family Welfare Centre to Ndipmonguwem Akpabio, Family Welfare Centre, in Uyo.

b) PROJECT REACTIVATED:

- Reactivation of the NYSC Mobile Clinic to help in bring Health Care Delivery to the door-steps of the rural families.
- Reactivated the two Family Support Programme Mass Transit Buses and they are currently in use.

PROJECTS COMMISSIONED BY HER EXCELLENCY, DR.(MRS) IYABODE ADEUSI:

- Alhaji Sani Abacha Day Care Centre, Essien Udim.
- Rabbit Multiplication Centre, Uruan .
- Weaving Centre, Ikot Edebe, Nsit Attai.
- Iyabode Women Education Centre, Ibesit, Oruk Anam.
- Family Support Programme Library, Ukanafun Local Government Secretariat, Ukanafun.

- Family Support Programme Fashion/Designing Centre, Afaha Nsit, Nsit Ibom.
- Family Support Programme Women Resource Centre, Etinan.
- Family Support Programme Sewing/Weaving Centre, Ikot Edibon, Nsit Ubium.
- First Aid Centre in the Market, Ibesikpo Asutan.
- Mboho Nkaiso Vocational Centre, Iboko.
- Ibrahim Sani Abacha Day Care Centre, Uyo.
- Women Education Centre, Abat, Onna.
- Garri Processing Mill, Udung Uko.
- Women Education Centre. Iko Uneke, Ibiono Ibom.

In conclusion, we can proudly say that nobody can think of any meaningful development without the involvement of women. Her Excellency has pulled all her energies together for the sensitisation and empowerment of women to contribute positively to the development of the immediate society/nation. If this momentum is maintained, the future of Akwa-Ibom State women and indeed Nigeria is to say the least Bright.

The lot of women all around the world has become a major concern to development specialists who have found them indispensable in the development process, social researchers who have increasing evidence of all forms of discrimination against them and human rights activists who are set to secure their rights as equal partners in the political, social and economic spheres.

A major deterent and contributor to the continued subjugation of women has been the lack of peace globally.

The harmful effects of war on women are becoming alarming and the extent of inhuman treatment meted of women can not be fathomed. The simple reasoning is that these happen because women are quite passive during wars and therefore become the major victims of sideline war zone attrocities. But for how long would women stay aloof and allow their nations and or regions to be drawn to or continue in wars.

In war zones such as Bosnia and Rwanda, rape of women was seen as a weapon of war. A special report from

the United Nations sub-commission on Human Rights revealed that systematic rape, sexual slavery and slave-like practices were used as instruments of torture and warfare in most of these war torn areas.

The story of Dolo, a Somali village is still told with bated breath and chilling tones that send shivers down the listener's spines. The full impact of this and like stories can only be understood and felt by women.

In Dolo, it was difficult to find a child under the age of one year old, during the height of the conflict in that country, because they had all died of starvation. The women were mere shadows of the robust image of African women with their shrunken breasts squeezed dry of milk. Food were snatched from helpless women and children, even without forice, the woman continues her peacetime tradition of giving food first to the husband and children and making do with remnants.

But enough! Says the woman; the suffering, discrimination and back-staging of women must stop. The ideal setting for this decision was provided by the fourth

world conference on women which took place in Beijing in September 1995. First ladies of African countries seized the opportunity provided by the conference to review the problems of Africa including the armed conflicts in places such as Burundi, Liberia and Rwanda and to find solutions to them. Their stand is understandable. In theatres of wars and conflicts, it is women and children that are always the casualties.

Consequently, a peace mission was proposed and the Nigerian First Lady Mrs.Maryam Sani Abacha was chosen by the group of Seven African First Ladies from Ghana, Benin, the Gambia, Uganda, Burundi, Lesotho and Nigeria to head the proposed peace mission in Africa. Ministers and members of parliament from these countries who were in attendance were also privy to this decision. The choice of Mrs. Abacha was not unexpected, her widely acclaimed statement at the plenary session of the world conference had put her in good stead. She had recommended that the United Nations should consider convening a world conference on peace.

To effectively carry out this task, an African peace

mission liaison office was established within the National Centre for Women Development complex at Abuja. The liaison office was expected to function as a centre for running the administrative of the peace mission and also as part of the first lady's mandate to head the Africa Peace Mission.

Putting words into action, a summit of West African First Ladies on the Peace Mission was also held last two years in Abuja from July 26th to 28th, 1996. The summit was declared open by the Nigeria Head of State, General Sani Abacha. In attendance were 10 Heads of State members of the Economic Community of West African States (ECOWAS). The first ladies of Gambia, Guinea, Niger as well as representatives of the first ladies of Liberia and Togo were present.

In his comment at this summit, General Abacha highlighted Nigeria's record in peace keeping and the ECOMOG initiative as a regional peace keeping formula. The Head of State expressed concern about the negative tendencies which have militated against peace in the African Continent. He expressed the need to mobilise resources in order to support the aspirations and

objectives of the First Ladies' African Peace Mission. General Sani Abacha also urged the ladies to put in place an organisational structure that will endure and survive the test of time.

In a powerful speech, the summit hostess, Mrs. Maryam Abacha charged the ladies, "as women, mothers and wives" to help bring about "peace to our people and our land".

According to the First Lady "our continent has been ravaged by series of armed conflicts and wars since the 1960s. These wars, she noted, "have had a devastating effect on our population, particularly our women and children who are the most vulnerable groups in times of armed conflicts.

She said the formation of the Peace Mission in Africa was a practical demonstration of the commitment to the implementation of the Dakar and Beijing declarations and platforms of Action with the theme of Action, Equality, Development and Peace.

To her, the purpose of any African Peace Mission is to complement and not duplicate ongoing efforts at sub regional and regional levels to bring peace to

the various troubled area in the continent.

"We all need peace as a prerequisite for meaningful development and improved quality of life", she noted. Mrs Abacha enjoined every citizen to cultivate the spirit of tolerance, maturity and to work towards the eradication of any intolerance based on race, sex, religion or place of origin, in order for peace to reign. These attitudes, she said, must start through provision of appropriate and unprejudiced education and training to children at home, schools and working places.

The first Lady revealed that since the Beijing conference, Nigeria was able to organise series of workshops on the conference at the federal and state levels to sensitize the Nigerian public on the role of women in the attainment of peace in Africa. She revealed that at the National level the emphasis were on the role of African First Ladies in the attainment of peace, prevention of wars and conflict resolution, the role of African First Ladies and African Women in alleviating the suffering of African people brought about by war and hunger and lastly the need for an organisational structure for the peace mission. She enjoined the first ladies to identify and tackle the root causes of wars and armed conflicts.

Adding that "they should promote policies that provide the basic necessities of life such as shelters, education health and food for all without discrimination to race, sex or religion. Mrs Abacha advised them to promote cultural and religious tolerance, equality and justice and to strive for the elimination of all forms of discrimination. "Inculcate patriotism, promote political and economic empowerment of the population, encourage discipline, purposeful leadership and respect for human rights and fundamental freedom for all", she added.

She highted the situation in Liberia particularly the large number of refugees and displaced persons in that country and noted the important and crucial humanitarian role that African First Ladies needed to play to complement the effort of ECOWAS and OAU.

She revealed that the African Peace Mission was established with the objective of contributing to and complementing on-going efforts to bring peace to Africa.

Also at the summit was Professor Felicia Ekejiuba, Regional Programme Adviser, United Nations Development Fund for Women. She extolled the top level advocacy for peace hosted by the First Lady which she considered as a significant milestone in the history of ECOWAS and that

of the African continent, Professor Ekejiuba enjoined every Government in the ECOWAS sub-region to encourage its women to be involved in the search for peace.

2.3 NATIONAL CENTRE FOR WOMEN DEVELOPMENT:

In the maiden edition of "Images of the Nigerian Woman", we briefly highlighted the activities of various departments of the National Centre for Women Development. In this and subsequent editions we want to intimate you more with each of the departments. Our focus in this edition is the Training and Development Department.

FUNCTIONS AND GOALS

The major activities of the department are sectioned into four namely, Consultancy Services, Model Kindergarten, Exhibitions/Arts and Crafts and Training.

The Consultancy Services Section is responsible for preparing feasibility studies relating to women in development, as well as designing other women-related projects.

The Model Kindergarten School Section is responsible for training prospective managers of Kindergarten in pre-school curricula and child-care management. The Model Kindergarten of the department presently has

forty children enrolled.

The Exhibition/Arts and Crafts Section is to ensure that modern arts and crafts making is encouraged and maintained. The Arts sub-section is responsible for designs and display of various kinds of art works like crafts weaving, pottery making etc. The section also coordinates the development of marketing techniques for the crafts.

The Training Section is responsible for organizing training workshops and courses on leadership, skills acquisition and development studies, etc. In broad perspectives, our training are two-pronged namely Vocational and Academic. The Vocational perspective seeks to empower women especially the illiterate and under-priviledged by imparting practical skills that would enhance income generation. The academic perspective aims at providing women the platform for acquisition of relevant scholarships in women's study programmes. Training areas covered by the centre include skill development and income generating activities like managing small scale enterprises; management skills for women in agriculture; entrepreneurial development; household and

reproductive health and nutrition; food storage and preservation techniques; skills acquisition like embroidery, garment making, advanced textiles, tie and dye techbiques etc.

2.4 VOCATIONAL AND INCOME-GENERATING ACTIVITIES IN AKWA-IBOM:

There are several vocational and income-generating training corrses offered by the department which includes:

SOAP MAKING: Although recently introduced in the Centre, this course was an instant success, with twenty-five people participating in the first session which lasted for one week. The duration of the course is being considered to be lenghtened in subsequent sessions in order to acommodate detergent and pomade - making.

TIE AND DYE: A two-week course in Tie and Dye was first introduced in August 1993. Our past participants have included those from organizations such as Federal Capital Development Authority, and some individuals.

INSTANT TRAINING SCHOLARSHIP FUND: In an attempt to assist very poor women obtain their desired training, the Centre established in 1994, the Training Scholarship Fund from which women are offered free training. Our ultimate desire, funds permitting, is to fully empower

them through the provision of mobilisation fund at the completion of their training.

STAFF TRAINING:

Training of staff is also an important responsibility of the centre. ALL staff members are trained in general etiqutte and practical trainings are given to all staff members including cleaners and gardeners.

Arrangements are being made for the introduction.

SKILL IMPROVEMENT COURSE: The department has organized a number of improvement and management courses for secretaries, personal assistants, receptionists, telephone operators and flight attendants starting from 1993.

WORKSHOPS

Periodic workshops are carried out by the department on various fields within the areas of gender/ women development, mainly for purposes of sensitizing policy makers and implementors on the need to integrate women into mainstream development.

2.5 MOBILIZATION FOR ELECTIVE OFFICE IN AKWA-IBOM STATE:

Inspite of their numerical strength, their centrality in the local economy , Nigerian women continue to play peripheral roles in the political life of the nation. This article will briefly analyse women's constraints in acquiring political power, while proposing the way forward. Participation is a responsibility of all citizens, and the participation of women and men in public life on a basis of party should be a priority objective of all member States of the United Nations, whose charter guarantees the human rights of ALL. Since by definition, political participation refers to the variety of ways in which people try to exercise influence over the political process', it is means not an end in itself. The end is to wield political power and influence. There is therefore an interrelationship between political participation and political power. There can be no power without participation. This seems to contradict the well-known fact that women have always been part of the political

process and have always contributed to the public good. We have had many courageous women who wielded influence in their communities. The stories of the conquests of Queen Amina of Zaria in the 16th Century are now legendary. Also, the political arrangements of the empires of the present Western States of Nigeria assigned important roles to the wives of theObas. In the Benin Empire, Queen mothers were quite powerful and influential. In more recent times female politicians have in one way or another had positive influence in their chosen political parties. Mrs Funmilayo Ransom Kuti, referred to by the defunct West African Pilot, as the "Lioness of Lisabi" successfully mobilized women to protest and eventually succeeded in dethroning the Alake of Abeokuta over unfair taxation. Union, Sawaba Gambo, who is still active in women's issues, was jailed seventeen times for her pronouncements in favour of women's education, enfranchisement and total emancipation. On her part, Mrs.Margaret Ekpo was known to have been quite vocal in NCNC both during and after the struggle for independence. Many other examples abound. However, the number compared

to the total number of women is quite minimal.

So why does power continue to elude women? This can be explained by the existence of various levels of participation. Women have participated largely at the level of voters, party supporters and attendants of political parties and largely excluded from the level of command and control of national political machineries. The situation is depicted in the table of Political Participation Hierarchy from Milbraith's theory * outlined below.

POLITICAL PARTICIPATION HIERARCHY

AI Gladiatorial

I Holding public or party office

II Being a candidate for office

HI Soliciting for political funds

IV Attending census meetings

V Contributing time or funds to

POLITICAL CAMPAIGN

A2) Transitional

I) Attendance at political meetings or rallies

Activities.

II) Contributing funds to party or candidates

III) Making contacts with politicans

A3 SPECTATOR

I Wearing a Button or campaign Sticker Activities

II Attempting to convince new supporters

III Initiating political discussions

IV Voting

V Exposing self to political stimuli

B APATHETICS

Non-Participant

Source: Milbraith, Lester; Political Participation; 1965 Rand McNally and Co., Chicago, p.18 (with modifications).

It can be seen that women fall mainly within the spectator activities level while varying towards the level of Transitional Activities. They are invisible at the Gladiatorial Activities level which capture positions of power in government.

The reassuring, albeit unacceptable fact is that this phenomenon is not peculiar to Nigeria. In this regard the United Nations Division for the Advancement of Women identified a number of obstacles to women's participation in politics as women's reluctance to participate in politics, especially at a high level. This is in turn due to factors including prevailing

negative attitudes towards women's participation and lack of support for female candidates; the difficulties faced by women in interfacing between a political career and their traditional responsibilities within the family and society at large; the relatively short historical tradition of women's political participation and econsequent lack of experience in campaigning, public debate, exposure to media, and general lack of confidence. Above all, women lack the financial means which will allow a meaningful participation in partisan politics.

In view of the above, both short and long-term measures are necessary in remedying the situation. Strategies to bring women into mainstream politices must deal with constraints that women face at the individual and institutional level as well as in the context of the values held by society, therefore it is necessary to:-

1. Modify institutional structures to reflect and facilitate participation on the basis of party.
2. Stimulate public awareness of women's right to participate, and the benefits they bring to the quality of decision-making.
3. Establish targets, goals or quotas if/when absolutely necessary to ensure equal participation,

4. Encourage experienced women leaders to act as positive role models.
5. Reinforce cooperation between women through networking and mutual support.
6. Remove negative stereotypes by ensuring that media portrayal of women is fair and objective.
7. Encourage political parties and trade unions as veritable vehicles for the mobilization of women, promote women by putting them forward for elective posts and encourage them to use their constitutional rights.
8. Institutionalise, political education For children, an excellent starting point would be to educate both boys and girls in their shared civic rights and duties and stem the fraudulent manipulation of a largely illiterate electorate.

At this point, I wish to recognize the efforts of the Family Support Programme, under the able leadership of the First Lady, Mrs.Maryam Sani Abacha, in organizing enlightenment for women in various states of the Federation.

The National Centre for Women Development is also playing an important complementary role by sensitizing

Partiicpants of its various training programmes on the need to shun 'money for vote' candidates, while demanding and voting for those politicans who give assurances of a better future for them and their families. With the support of the First Lady, the centre hopes to run a one week workshop on Political Leadership for women.

CONCLUSION

It is recognized that rather than being seen as minority issue, equally in politics should be seen as an issue of democratic parity which recognizes the right and responsibility of women. There is a growing body of evidence to suggest that women do make a difference to politics through for example, their greater concern for justice, their talent in setting priorities and accomplishing complex tasks, their awareness of the value of consensus and agreement among others. The perception of politics as 'male territory' has to be changed as do the structures of politics in order to make the terrain more hospitable to women; under the present circumstance it is unfair to expect a handful of women involved in mainstream politics to make much difference, it would take a critical mass of women to make fundamental changes.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLGY

3.1 RESEARCH METHODOLOGY:

The subject of research methodology, according to Jahoda, Dentsch and Cook refers to the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance of the research purpose with economy of procedure. It is concerned with the source adopted in gathering relevant information for the study, including the method of investigation and how the various particular sources are selected or sampled.

This method consists of the use of both secondary and primary data, generated from the field with the aid of questionnaire and oral interviews. The topic remains " Appraisal Of The Marketing Implications of Family Support Programme: As An Index Of Economic Development Imperatives In Nigeria (A Case Study Of Akwa-Ibom State Family Support Programme).

The study on this focused on the Appraisal of the marketing Implications of Family Support Programme.

3.2 SOURCES OF DATA:

Data is a very important aspect of a research design. Without qualitative and correct data there wouldn't be any base for analysis. Thus, care was taken in determing the sources of data that were used. The sources of information are classified into primary and secondary sources. There are other possible classifications but for the purpose of this research work, primary and secondary classifications were preferred.

PRIMARY DATA SOURCES

A primary source is used in collecting primary data. Primary data refer to data that is collected for the first time during marketing/seminar research study. This study is based on the findings obtained from the questionnaire distributed.

The information used in this research were generated from primary sources comprising mostly

the management and employees of Family Support Programme. Nevertheless, it must be admitted that this is the most crucial and most relevant source of information and at the same time the most costly and major source of data in any research.

SECONDARY DATA SOURCES

Secondary sources, unlike primary sources are the sources used in collecting secondary data. Secondary data is "previously published matter". The secondary data used in this research are cheaper in cost, quicker and easier to collect.

They are also data collected for some purposes frequently for administrative reasons, This aided the research work under review greatly and lies much under the caption "literature review". Sources of secondary data include professional bodies e.g. the seminar/marketing research society, published and unpublished materials from universities libraries, state and national libraries, business texts magazines, media stations, sales records, delivered seminar papers and projects.

3.3 RESEARCH INSTRUMENT OR MEASUREMENT TECHNIQUES

There are four basic research instruments or measurement techniques used in marketing/ seminar research, questionnaire, attitude scales, observation, and depth interview. Selection of the instrument or measurement techniques is influenced primarily by the nature of the information required and secondly by the value of the information.

However, because of the nature of information required, questionnaire and interview are the primary instruments or measurement techniques used in collection of primary data.

3.4 QUESTIONNAIRE DESIGN AND METHODS

A questionnaire is essentially a set of questions presented to a respondent for his/her answers. Two sets of questionnaires were created and administered in this research study.

The first set was for the management and staff of Family Support Programme, while the second set was for the consumers of Family Support Programme.

Because of the type of information required, we count it desirable to use structured questionnaire. These include:

a. Open - ended questions
b. Multiple choice questions
c. Dychotonions questions

The open-ended questions were intended to give the respondents the freedom to answer in, their own words without any type of question is to make available the opinions of the respondents which the researcher could not have included in the alternatives.

Multiple choice questions, limit the respondents to a certain range of options from which he may choose one or two depending on the requirement of the questions. This type of questions make for easy completion of questionnaire by the respondents and easy analysis of data by the researcher.

Dychotomous or two-way questions are the 'ye' and 'No' categories of questions. They are easy to answer and analyse, but are highly inflexible than multiple choice type of questions.

3.5 DETERMINATION OF SAMPLE SIZE

To find out the sample size, the pre-testing of the questionnaire (method) was used. A sample of 100 respondents were used to test the positive and negative returns of the distributed questionnaires. The result obtained revealed that:-

i) 80 respondents out of 100 responded by filling the questionnaire correctly and returning them, therefore regarded as positive and representing 80%

ii) 20 remaining questionnaires represented both unreturned and incorrectly filled ones by the respondents, hence bearing 20% negative responses

Sample size determination is given by:

$$n = \frac{Z^2 \quad pQ}{e^2}$$

Where n = Sample to be calcuated

Z = Standard deviation (for the desired level of confidence)

p = 80 percentage of positve response

q = 20 percentage of negative response

e = The limit or level of significance

∴ Substituting them for n at 95% confidence level or Z = 1.96 deviation at 5% level of significance. The sample size can be as follows:

p = 80%

$$\therefore n = \frac{(1.96)^2 q \quad (80 \times 20)}{52}$$

$$n = \frac{3.8416 \times 1600}{25} = \frac{6146.56}{25}$$

$$= 246$$

$$n = 246$$

METHOD OF QUESTIONNAIRE DISTRIBUTION

A total of two hundred and forty-six questionnaire were used as our sample size for this research study.

Two hundred and thirty were returned, out of this total. This represented a response ratio of approximately.

$$93.5\% \frac{(320 \times 100)}{246}$$

The following areas receive the questionnaire distribution. The ways these questionnaire were distributed are through friends in the university living within the chosen areas. Secondly by meeting the conumers to fill the questionnaires.

Table 3.1

CONSUMER QUESTIONNAIRE DISTRIBUTION

AREAS	No. DISTRIBUTED	NO.RETURNED	UNRETURNE
Uyo	40	40	-
Ikotoekpere	20	19	1
Oron	20	18	2
Ikoto-Abasi	30	27	3
Ogoja	30	28	2
Eket	10	10	-
Mbo	20	18	2
Ukanafun	28	25	3
Oruk Anam	30	28	2
Abak	18	17	1
TOTAL	246	230	16

It is observed that a reasonable effort was made by the researcher to cover large areas of Akwa-Ibom territory and its environment. This is possible because of the effective channel of distributing and collecting the questionnaire as stated above.

The questionnaire for management was also distributed among the four (4) Departments in the company which are personnel, production, marketing, and accounting department.

Table 3.2

MANAGEMENT QUESTIONNAIRE DISTRIBUTION

DEPARTMENT	NO.DISTRIBUTED	RETURNED	UNRETURNED
Personnel	4	4	-
Production	6	6	-
Marketing	7	7	-
Accounting	3	3	-
TOTAL	20	20	NIL

The twenty questionnaire distributed to the managerial staff of each of the department of the company (Family Support Programme) shown above were all filled and returned, showing 100% positive.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

The researcher presents here the primary data generated for this study through two sets of questionnaires administered to the Management and Consumers of Family Support Programme products. It is pertinent to note however that the data presented here and analysed subsequently are those considered relevant to the main objectives and hypothesis of the study.

This analysis is based on two hundred and thirty valid questionnaires returned which represents 93.6% of 246 questionnaires distributed among the consumers of the organization. On this therefore, management were based on the 20 questionnaires distributed and collected. We now tabulate the data collected in pursuance of our main objective of this study, testing our hypothesis and making necessary recommendations.

4.1 ALLOCATION AND RETURNS OF QUESTIONNAIRES:

Presented below are summaries of the allocations of the two sets of questionnaire and results therefrom.

Table 4.4 (Working e.g. $\frac{10 \times 100}{230}$ = 28 etc

Distribution Of Consumer Questionnaire Per Area/Returns

AREAS	NO. DISTRIBUTED	% OF TOTAL	NO. RETURNED	% OF TO
Uyo	40	16.3	40	16.3
Ikotoekpere	20	8.1	19	7.7
Oron	20	8.1	18	1.1
Ikoto-abasi	30	12.2	27	11.4
Ogoja	30	12.2	28	4.1
Eket	10	4.1	10	7.3
Mbo	20	8.1	18	10.2
Ukanafun	30	12.2	28	6.9
Oruk Anam	28	11.4	25	11.4
Abak	18	7.3	17	6.9
TOTAL	246	100%	230	93.6%

The total response and returned valid consumer questionnaires are 230 in number, representing 93.6% as against the expected percentage of 100%

4.2 ANALYSIS OF DATA:

The researcher has decided to analyse only data obtained from questionnaires distributed to Family Support Programme management and Consumer of FSP products which bear direct relevance to the testing of various hypothesis.

Table 4.2

Age Distribution

Age Group	Respondents	Percentage %
21 - 30	14	10%
31 - 40	141	40%
41-50	45	30%
50 and Above	30	20%
TOTAL	230	100%

From the above table, we found that the age bracket of 31 - 40 years has the highest potential for Family Support Programme. They are the real target programme.

Table 4.3

Educational Qualification

Educational Level	Group	Respondence	Percentage
Formal/Education (PRI)	A	28	12.2
Secondary/Equivalent Education	B	112	48.7
HSC/OND/NCE/HND	C	60	26.1
Degree And Above	D	30	13
Others	E	-	-
TOTAL		230	100%

The table 4.3 shows that group B, educational level has the highest respondents with 48.7%. This shows that school certificate group responded more than other levels. This is followed by C, D and A with 26.1%, 13% and 12.2% respectively.

Table 4.4

Residential Areas

Area	Respondents	Percentage
In the City	150	65.2
In the Village	80	34.8
TOTAL	230	100%

The table 4.4 shows that the greater population or potential consumers of Family Support Programme lives in the city or urban areas, and 34.8% lives in the rural areas or village. Note that promotional action may increase the number in the rural areas.

Table 4.5

Contents Influenced By Information On Programmes Product Sponsored By Family Support Programme

Respondents	No. of Respondents	Percentage
Yes	94	08.12
No	44	31.88
Total	138	100%

The table above shows that 94 or 68.12% of the respondents were influenced to buy the product by the information they heard in the projects or programme sponsored by Family Support Programme while 44 or 31.88% of them were not.

Table 4.6

Respondents That Won Any Prize From Family Support During Their Sales Campaigns.

Respondents	No. of Respondents	Percentage
Yes	89	64.49
No	49	35.51
TOTAL	138	100%

From the table above 89 or 64.49% of the respondents won prize during Family Support Programme sales campaigns and thus a great extent motivated them to buy more of the product during the campaign period. The table also shows that 49 is 35.51 and not won any prize.

Table 4.7

Products that Continued To Patronise Family Support Programme After Sales Campaign

Respondents	No. of Respondents	%
Yes	86	62.32
No	52	37.68
TOTAL	138	100%

Table 4.7 above reveals that 52 or 37.68% of the respondents did not continue to patronize the product after Family Support Programme sales campaign programme may be because they already sold to the product whose differ and satisfaction clear.

4.3 TEST OF HYPOTHESES

Each of the hypotheses, formulated would be tested and decision taken on whether to accept is reject them as the case may be for each of them.

HYPOTHESIS I

Null Hypothesis (H_0): The promotional messages used by Family Support Programme has not contributed to the organization's market share.

Alternative Hypothesis (H_1): The promotional messages used by Family Support Programme has contributed to the organization's market share.

Test Statistics: The test statistic is chrosquore (X^2) computed as

$$XO^2 = \frac{(FO - fe)^2}{fe}$$

Fo = Observed frequency

fe = Expected frequency

level of significance is 5% of 95% level confidence level Degree of freedom (v) in given by

$v = (r-1)(c-1)$

where v = number of nos

C = number of columns

Decision Rule

X_0^2 X_e^2 accept the null hypothesis otherwise

CONTIGENCY TABLE

Responses on Respondence influenced by promotional message on first and subsequent purchase of Family Support Programme.

Age of Respondents	Yes	NO	Don't know	Total
Below 18	10(13.95)	5(4.46)	7(3.07	22
19 - 25	17(14.78)	4(4.87)	3(4.35)	24
26 - 30	28(20.32)	2(6.69)	3(5.97)	53
31-35	10(12.73)	6(4.26)	5(3.80)	21
36 - 40	11(12.31)	7(4.05)	2(3.62)	20
40 and Above	9(11.08)	4(3.65)	5(3.26)	18
TOTAL	85	28	25	138

FO	Fe	$(fO-Fe)^2/Fe$
10	13.55	0.93
17	14.78	0.33
28	20.32	2.90
10	12.93	0.60
11.	12.31	0.14
9	11.08	0.39
5	4.46	0.06
4	4.87	0.15
2	6.69	3.29
6	4.26	0.71
7	4.05	2.14
4	3.65	0.03
5	3.80	0.38
2	3.62	0.72
5	3.26	0.92

From the contigency table

$V = (r-1)(c-1)$

$= (6-1)(3-1)$

$= 5 \times 2$

$V = 10$

$X^2 = 05\ (10) = 18.307$

$Xo^2 = 20.68$

Since Xo^2 Xe^2 we reject the null hypothesis. The means that promotional messages used by Family Support Programme has contributed to the company's share of the market. This forms uncondusion.

HYPOTHESIS II

Null Hypothesis

The media currently used by Family Support Programme (FSP) are quoative .

Alternative Hypothesis.

The media currently used by Family Support Programme are not effective.

Test Statistics: Chi-square distribution

Degree of Freedom V= (r-1) (c-1)

level of significance = 5%

CONTIGENCY TABLE

Responses On How Respondents Heard About Family Support Programme (FSP)

Age of Respondents	Advert	Sales promotion	Friend	Price	Total
Below 18	19(15.42)	6(7.10)	2(3.04)	1(2.43)	28
19-25	14(15.42)	8(7.10)	4(3.04)	4(2.48)	28
26-30	12(15.42)	8(4.82)	16(0.07)	2(1.65)	19
31-35	12(10.46)	4(4.82)	1(6.07)	2(1.80)	19
40-45	10(9.91)	5(4.57)	2(1.96)	1(1.56)	18
50-Above	9(9.36)	4(4.31)	1(1.06)	3(1.48)	17

Fo		$(Fo - fe)^2 Fe$
19.	15.421	0.83
	15.42	0.13
12	15.42	0.76
12	10.46	0.23
10	9.91	0.0Ø8
9	9.36	0.01
6	7.10	0.17
8.	7.10	0.11
4	4.82	0.14
5	4.57	0.04
	4.31	0.02

	3.04	0.35
	3.04	1.26
	3.04	0.30
	2.07	0.55
2	.96	0.008
1	1.85	0.39
1	2.43	0.84
1	2.43	0.84
4	2.43	1.01
2	1.65	5.07
1	1.56	0.27
3	1.46	156
		9.88

From the intigency table

V = (r-1) (C-1)

V = (6-1) (4-1)

= 5 x 3

V = 15

X_e^2 = 0.05 (15) = 24.996

X_o^2 = 9.88

Decision Rule

If X_o^2 X_e^2 accept null hypothesis otherwise eject since

Xo^2 X_e^2 we accept the null hypothesis that is the media

correctly used by Family Support Programme are effective. This forms our conclusion.

HYPOTHESIS III

Hypothesis: The consumers are more influenced or tests consideration than the sales promotional of Family Support Programme.

Alternative Hypothesis

The consumers are not more influence by price or tests consideration than the sales promotional campaign of Family Support Programme.

CONTIGENCY TABLE

Responses on the thing that influences you must be in the patronage of Family Support Programme

Age of Respondents	Price & Tests	Sales Promotion	
Below 18	7(13.39)	14(7.60)	21
19 - 25	14(15.94)	11(9.05)	25
26 - 30	18(17.80)	10(10.14)	28
31 - 35	16(14.02)	6(7.97)	22
36 - 40	19(15.30)	5(8.70)	24
40 and Above	14(11.47)	4(6.52)	18
TOTAL	88	50	138

$X_o^2 = 13.85$

$X_e^2 = 11.070$

Since $X_o^2 > X_e^2$ we reject the null hypothesis, reason that the consumers have not more influence by price or tests consideration than the sales promotion campaign of Family Support Programme . This form our conclusion.

Table 4.8

THE MEDIA OF INFORMATION THROUGH WHICH CONSUMERS KNOW ABOUT THE FAMILY SUPPORT PROGRAMME/PRODUCT.

Media of Information	Respondents	Percentage
Television Advert	70	30.4
Newspaper Advert	21	9.1
Magazine Advert	-	-
Radio Advert	129	56.1
Bill boards	10	4.3
Others	-	-
TOTAL	230	100%

Table 4.8 shows that the medium which consumers indicated as bringing programme messages most freqently is radio 56.1%, followed by Television 30.4%. A good number of respondents have more radio's than television, this makes it possible for the consumers to receive the promotional messages most often than other media.

Table 4.9

The Time Consumers Listen To Radio Advert Mostly

Time	Respondents	Percentage
Morning	33	14.3
Afternoon	58	25.2
Evening	139	60.4
TOTAL	230	100%

From the indication shown in table 4.9, we can understand that respondents who listen to the radio normally does nott when they are back from work and this is why the highest percentage of 60.4% listen to radio during evening time.

Table 4.10

Percentage Rate of the Sales Revenue Before Promotion And After Promotion By The Management

Promotion	% Before Promotion	% After Promotion
Advertising	30	80
Sales Promotion	20	35
Public Relations	30	30
TOTAL	80%	145%

The management here restricted stating sales revenue, saying that it is with reserve to the management rather they opted to state in percentage as seen above. From the table we can observe that before advertising, the sales revenue was 30% but after advertisement, it rose to 80%. Sales promotion also rose from 20% to 35% and public relations remained what it was before the promotion.

Table 4.11

Management Grading of Effective media selection On The Marketability Of Family Support Programme Product.

Response	Respondence	Percentage
Highly very effective	7	35
Highly effective	13	65
Effectively Low	-	-
Effectively Very Low	-	-
TOTAL	20	100%

Table 4.11, indicate that 65% of the 20 staff in the organisation maintained that promotion is highly effective and 35% indicate highly very effective.

Table 4.12

Yearly Appropriation Of Family Support Programme

Appropriation	Response	Percentage
₦5000 - ₦10,000	-	-
₦₦10,000 - ₦15,000	-	-
₦₦15,000 - ₦20,000	-	-
₦ 20,000 - ₦30,000	20	100
TOTAL	20	100%

All the staff of Family Support Programme indicate that the yearly promotional appropriation is between ₦20,000 - ₦30,000.

Table 4.13

Whether What is Expected Was Realized After Promotion

Response	Response	Percentage
Yes	18	90
NO	-	-
Moderately	2	10
TOTAL	20	100%

According to the management staff 90% of them indicated that expectations was realized after the promotion.

Table 4.14:

Consumers Rating Of Promotional Strategies Used By The Organisation (Family Support Programme (FSP)

Response	Radio	TV	Local & International Exh.	Newspaper	Billboard
V. Strong	105	70	2	6	25
Strong	90	72	8	12	18
Weak	20	45	70	30	12
V. Weak	15	30	120	18	6
No effect	-	-	20	9	2
TOTAL	230	217	220	75	63

CHAPTER FIVE

5.1 SUMMARY OF FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.2 SUMMARY OF FINDINGS:

The study also revealed that the Family Support Programme is a flexible programme. A programme that is subject to reversible actions, or a programme that is devoid of static activities. All the involvements of the programme are subject to change or alteractions at anytime depending on the desires and devices of the authors of such programmes. One of the beautiful facts of the Family Support Programme is its local orientation. The programme has grass-root background and can therefore be very fliexible.

Another aspect of the Family Support Programmes is the simplicity of its exercises. The programme is amendable to both the literate and to non-illiterates. It is one that every one ought to understand and to practice. It is for this reason that most people have come to embrace the programme. In whatever situation of life you are, the Family Support Programme could always appeal to your interest and you can always take part accordingly.

The Family Support Programme has varied programmes. In other words, it has programme for work for play, for research and intelectual exercises, a programme to provoke inquisitiveness among the women folk of the states. The bond of togetherness among women of the state is one factor that provides mirth and happiness to women in their collective assemblage. Thanks to the Federal Government and to the authors of the Family Support Programme (FSP).

The major findings of this study are;

(a) That many people in Akwa-Ibom State espeically the women folk, are aware of the Family Support Programme and its efforts to revultionise the lives of the rural families in the area and particularly give women the opportunities to be women of substance and of respect. Women who care of their families - even when their father of the house is either absent or is financially out of tune.

(b) The research also discovered that the age of expecting mothers to be locked up at homes, and waiting for the menfolk to provide for the family is over. The onus of feeding the family is now

that of the fwo members of the family - the man and woman. In effect, in some areas, the women now fend for the families. The family roles are changing and so are the family responsibilities.

(c) The Research also discovered that the subject of family welfarism has become a thing of government concern. The State governments have now shown appreciable interest in the affairs of the various families. That issue is of interest to the entire people of Nigeria - as it seems to dawn on them that afterall, somebody cares for their welfare.

5.3 RECOMMENDATIONS:

Based on the above findings, the following recommendations are made herewith:-

(a) Family Support Programme and Nigerials Development Imperatives: The Family Support Programme is one of the programmes that has so far proved viable and feasible. It is a programme that the entire country finds interesting and worthwhile. Since the inception of the programme, most Nigerian women have found solace in their efforts to fend for their families.

Most men express disappointments and even deperations over the weight of the responsibilities they encounter over their family's affairs. The Family Support Programme came as a solace to assuage the hearts of most families - where training and other related liabilities abound - and the up-bringing of children is very much stressed.

It is our recommendation futher, that the Federal Governments' fuller attention should be given to the Family Support Programme to make it grow to a "Parastatal Status". In that situation more money should be given to the programme and other associated facilities plans should be integrated with the programme to make the programme healthier and weightier.

Another recommendation is that the Family Support Programme should start acquiring propertos such as Real Estates Cutleries for hire, chairs and even buses should be bought for the different units of Family Support Programme to enhance their growth and development.

For the Family Support Programme at Akwa-Ibom State, I recommend a full line printing press be made available for the purpose of continuity of the Family Support Programme.

Again, such other facilities like the "Co-operative Societies" should be arranged for women of different Local Government Area under the Family Support Programme of the State. In these methods the Family Support Programme of Akwa-Ibom State would grow.

5.4 CONCLUSION:

The Family Support Programme has come to stay not only in Nigeria, but the entire world is already experiencing the vibrations of the programme and are considering the adoption of the programme onto their economic systems. This is a programme that has been tested and generally by all States Governments. At this stage of our political development when women all over the country are vigourously charged for action - barring their teeth both left and right at any person who may dare venture in what they showed much interests, the Federal Government may do whatever is possible to elevate the status of this programme - with every supportive ligenments such as would enrich its coffers.

Women, naturally love job enrichment and job enlargements with the characteristic retinure of staff under her span of control.

The programme should be made a parastatal under the ministry of women affairs and women appointed as the Director. This would no doubt go a long - way to assuage their hearts to some fine - feelings.

It is also important that the Federal Government of Nigeria respects the message from the Beigen Conference of 1995, and use the opportunity of the Family Support Programme to create other opportunities for women of the rural inhabitants. In effect, it would be of interest to us all if the Family Support Programme (FSP) is modified to have International Economic Outlook - at least for ECOWAS countries. When that happens then real emancipation of the women-folk should have started.

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APPENDIX(A)

Dear Sir/Madam,

QUESTIONNAIRE FOR CONSUMER

This questionnaire is forwarded herewith for your completion. The questionnaire itself is an academic exercise required for the Award of a Master of Business Administration (MBA) Degree in Marketing by the Department of Marketing of Marketing Faculty of Business Administration, Univ. of Nigeria, Enugu Campus.

Every information supplied in the connection would be treated with ultmost confidentiality.

Please feel free to complete the forms by ticking the correct boxes of your choice.

Thanks for your co-operation.

1. What age group do you belong?

   (a) Below 21 years ☐ (b) 31-40 yrs ☐

   (b) 41-50 yrs ☐ (d) 50 and Above ☐

2. What is your sex? (a) Male ☐ (b) Female ☐

3. Your Local Government is ----------

4. What is your Educational Background?

   (a) No formal education ☐

   (b) Secondary/Equivalent education ☐

   (c) HSC/OND/NCE/HND ☐

   (d) Degree And Above ☐

   (e) Others ----------

5. Where do you reside? (a) In the City ☐

   (b) In the Village ☐

6. Have you won any prize from Family Support Programme (FSP) during their sales campaigns?

   (a) Yes ☐ (b) No ☐

7. From which media did you get your information?

   (a) Television advertising ☐

   (b) Radio Advertising ☐

   (c) Newspaper Advert ☐

   (d) Magazines Advert ☐

   (e) Billboard Advert ☐

   (f) Others ----------

8. Are you aware of Family Support Programme product?

   (a) Yes ☐ (b) No ☐

9. Which of these promotional strategies used by FSP appeals to you?

(a) Radio Advert ☐ (b) TV Advert ☐

(c) The local and National Exhibition ☐

(d) Newspapers ☐ (e) Billboard ☐

10. Does the Promotional Strategies made you to purchase the products? (a) Yes ☐ (b) No ☐

11. Through which media do you see or hear the promotional strategies used by Family Support Programme products? (a) Radio ☐ (b) Television ☐

(c) Newspapers ☐ (d) Billboards ☐

12. When did you hear or see the advert?

(a) Morning time ☐ (b) Afternoon ☐

(c) Evening time ☐

13. Do you constantly hear or see adverts on Family Support Programme products? (a) Yes ☐ (b) No ☐

14. Do you have TV or Radio ?

(a) TV Yes ☐ (b) No ☐

(b) Radio Yes ☐ (b) NO ☐

15. What are/is your reason for purchasing Family Support Programme products (you can tick more than one)

(a) Good quality ☐ (b) Easily reached ☐

(c) Price consideration ☐ (d) Good promotional strategy ☐

16. How do you rate the promotional strategies used by the organization?

	(Very strong	(strong	(weak	(No effect)
Radio Advert	▱	▱	▱	▱
TV Advert	▱	▱	▱	▱
Local/National Exh.	▱	▱	▱	▱
Billboard Advert	▱	▱	▱	▱
Newspaper Advert	▱	▱	▱	▱

A P P E N D I X (B)

Dear Sir/Madam,

QUESTIONNAIRE FOR THE MANAGEMENT

This questionnaire is forwarded herewith for your completion. The questionnaire itself ia an academic exercise required for the Award of a Master of Business Administration (MBA) Degree in Marketing by the Department of Marketing Faculty of business Administration, University of Nigeria, Enugu Campus.

Every information supplied in the connection would be treated with ultmost confidentiality.

Please feel free to complete the forms by ticking the correct boxes of your choice.

Thanks for your co-operation.

1. Do you engage in any promotional activities to sell your products? (a) Yes ☐ (b) No ☐

   (c) Not always ☐

2. Among these promotional activities, which of them do you use in your organization?

   (a) Advertising ☐ (b) Sales promotion ☐

   (c) Public Relation ☐ (d) other specify ☐

3. Which of these promotional media do you use? (You can tick more if in use)

   (a) Embark on radio advert ☐

   (b) Participate in local and National Exhibitions ☐

   (c) Embark on Television Advert ☐

   (d) Others specify ☐

4. In question 3, which of them is outstanding?

   (1) a ☐ (2) b ☐ (3) c ☐

   (4) d ☐ (5) e ☐

5. Does these promotional activities cost more than their return? (a) Yes ☐ (b) No ☐

6. Which of these do you use as an aid to promotional strategies increase in sales revenue?

   (a) Price offer ☐ (b) Distribute to more retail outlets ☐

7. Does your association (FSP) participate in local and National Exhibitions (a) Yes ☐ (b) No ☐

8. If the association (FSP) participate in exhibition does it increase sales revenue? (a) Yes ☐ (b) No ☐

9. Through which media do you promote your products?

   (a) Radio ☐ (b) Television ☐

   (c) Magazines ☐ (d) Billboard ☐

10. With promotool in use, the percentage rate of sales before and after the promotion is what?

	Before	After
(a) Advertising	☐	☐
(b) Sales Promotion	☐	☐
(c) Public Relations	☐	☐

   (d) Others ----------

11. Among the strategies, what effect has media selection on the marketability of the Family Support Programme (FSP) products?

   (a) Highly very effective ☐

   (b) Highly effective ☐

   (c) Effectively low ☐

   (d) Effectively very low ☐