INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2151 Cities in 155 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	BANKING FOR THE POOR IN THE CONTEXT OF ISLAMIC FINANCE DAVOOD MANZUR, HOSSEIN MEISAMI & MEHDI ROAYAEE	
2.	THE RELATIONSHIP OF INSURANCE SECTOR DEVELOPMENT AND ECONOMIC GROWTH IN ETHIOPIA: EMPIRICAL EVIDENCE	
3.	ADERAW GASHAYIE ETHNIC CONSIDERATION IN POLITICAL COVERAGE BY NIGERIAN MEDIA	10
J .	DR. IFEDAYO DARAMOLA	
4.	ECONOMICS OF PROMOTING HIGHER EDUCATION: A CASE OF ROLE OF PRIVATE UNIVERSITIES AND COLLEGES IN THE SULTANATE OF OMAN HASINUL HUSSAN SIDDIQUE	
5.	ANALYSIS OF CHRONIC AND TRANSIENT POVERTY IN RURAL OROMIYA - ETHIOPIA DEREJE FEKADU DERESSA	19
6.	TOWARDS A NEW MODEL FOR POVERTY REDUCTION IN NIGERIA	
7.	DR. AHMAD SANUSI, DR. AHMAD MARTADHA MOHAMED & ABUBAKAR SAMBO JUNAIDU PERCEIVED EASE OF ACCESS/USE, PERCEIVED USEFULNESS, PERCEIVED RISK OF USAGE AND PERCEIVED COST OF USAGE OF MOBILE BANKI	
	SERVICES AND THEIR EFFECT ON CUSTOMER COMMITMENT FROM SELECTED COMMERCIAL BANKS IN RWANDA MACHOGU MORONGE ABIUD, LYNET OKIKO & VICTORIA KADONDI	
8.	LOST IN TRANSLATION: A CLOSER LOOK AT THE SWEDISH ORGANIC CERTIFICATION AGENCY – KRAV	35
9.	KHAN RIFAT SALAM & MAHZABIN CHOWDHURY STOCK MARKET, INFLATION, AND ECONOMIC GROWTH IN NIGERIA (1990-2010)	38
	ADEGBITE, TAJUDEEN ADEJARE	
10.	DETERMINANTS OF CUSTOMER SATISFACTION OF TRADITIONAL AND MODERN FORMATS IN FOOD AND GROCERY: THE CASE OF INDIAN RETAIL DR. SNV SIVA KUMAR & DR. ANJALI CHOPRA	44
11.	THE IMPACT OF SOCIAL NETWORKING TO FACILITATE THE EFFECTIVENESS OF GREEN MARKETING: AN EMPIRICAL STUDY DR. D. S. CHAUBEY & K. R. SUBRAMANIAN	52
12.		61
13.	DR. A. SUJATHA AN ANALYTICAL STUDY ON PROFITABILITY AND CONSISTENCY OF INFORMATION TECHNOLOGY SECTOR IN INDIA	64
	MOHAMMED NIZAMUDDIN & DR. PERWAYS ALAM	
14.	WHAT HAS BEEN SOWN HAS NOT BEEN HARVESTED: THE CURIOUS CASE OF FARM SUBSIDIES IN INDIA B. SWAMINATHAN, M. CHINNADURAI & K. C. SHIVA BALAN	69
15 .	ANALYSIS OF VARIOUS POULTRY SOCIETIES IN VARIOUS DISTRICTS OF JAMMU & KASHMIR STATE AASIM MIR & SHIV KUMAR GUPTA	72
16.		74
17	DR. M.SREE RAMA DEVI & DR. A. SUDHAKAR A STUDY OF ISSUES AND CHALLENGES WITH REFERENCE TO THE WOMEN EMPOWERMENT IN INDIA	78
17.	DR. MARUTHI RAM.R., MANJUNATHA.N., ASRA AHMED & PARVATHY.L	1,0
18.	INFLUENTIAL FACTORS OF CEMENT CONSUMPTION IN INDIA FOR 2011-12 ANJAN REDDY VISHWAMPATLA & DR. P. SRINIVAS REDDY	82
19.		87
20.	S. VIDHYANATHAN & DR. K. DEVAN NON-FARM SECTOR LOANS BY DINDIGUL CENTRAL COOPERATIVE BANK IN TAMIL NADU	91
21	DR. T. SRINIVASAN DEVELOPMENT OF WEAKER SECTION OF SOCIETY: A ROLE OF STATE FINANCIAL CORPORATIONS	94
21.	DR. SUSHIL KUMAR & MAHAVIR SINGH	94
22.	AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR WITH RESPECT TO CONSUMER DURABLES AND GUPTA & PRIYANKA SHAH	97
23.		100
24.	C.A VISALAKSHI & K. BABY ROLE OF GRAM SACHIV IN RURAL DEVELOPMENT - A CASE STUDY OF KURUKSHETRA DISTRICT	105
25.	PARDEEP CHAUHAN AGMARK CERTIFICATION AND CONSUMERS' PERCEPTION- A STUDY WITH REFERENCE TO MADURAI DISTRICT OF TAMILNADU	108
25.	DR. M. SANTHI	108
26.	PERFORMANCE AND PROSPECTS OF HOPCOMS IN KARNATAKA – A DIRECT LINK BETWEEN FARMERS AND CONSUMERS KRISHNA.K M. & DR. S. MOKSHAPATHY	114
27.		118
28.	IMPACT OF GLOBALIZATION AND LIBERALIZATION ON SCs AND STs IN INDIA- A BIRD VIEW	
2 9.	DEEPA HANMANTHRAO & PADMAVATI R. SOMANI TO STUDY THE RELATIONSHIP BETWEEN STRESS-WORK LIFE BALANCE AND WORK ALIENATION AMONG WOMEN EMPLOYEES OF KERALA STATE GOVERNMENT IN TRIVANDRUM DISTRICT	
30.	CHITHRA MOHAN.K DALITS AND DISTRIBUTION OF LAND IN ANDHRA PRADESH	130
JU.	SATRI VEERA KESALU	
	REQUEST FOR FEEDBACK	137

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ANIL CHANDHOK

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, KurukshetraUniversity, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PARVEEN KHURANA

Associate Professor, MukandLalNationalCollege, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S.M.S.KhalsaLubanaGirlsCollege, Barara, Ambala

SUNIL KUMAR KARWASRA

Principal, AakashCollege of Education, ChanderKalan, Tohana, Fatehabad

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript anytime in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

COVERING LETTER FOR SUBMISSION:	DATED:		
THE EDITOR URCM			
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.			
(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)			
DEAR SIR/MADAM			
Please find my submission of manuscript entitled '	' for possible publication in your journals.		
hereby affirm that the contents of this manuscript are original. Furthe under review for publication elsewhere.	rmore, it has neither been published elsewhere in any language fully or partly, nor is i		
I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).			
Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish or contribution in any of your journals.			
NAME OF CORRESPONDING AUTHOR:			
Designation:			
Affiliation with full address, contact numbers & Pin Code:			
Residential address with Pin Code:			
Mobile Number (s):			
Landline Number (s): E-mail Address: Alternate E-mail Address:	4 1		
NOTES:			
 The whole manuscript is required to be in ONE MS WORD FILE on the covering letter, inside the manuscript. 	y (pdf. version is liable to be rejected without any consideration), which will start from		
b) The search is accoming the resent on the fall and a six the SUBJECT CO.	LIDER CIT TO		

- The sender is required to mentionthe following in the **SUBJECT COLUMN** of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
- There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- The total size of the file containing the manuscript is required to be below 500 KB.
- Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance. e)
- The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgement from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.
- USCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
- AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in italic & 11-point Calibri Font. It must be centered underneath the title.
- ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. SUB-HEADINGS: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

воокѕ

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi. Ashgate Research Companion to Corporate Social Responsibility. Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

 Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

 Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

• Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

TOWARDS A NEW MODEL FOR POVERTY REDUCTION IN NIGERIA

DR. AHMAD SANUSI

LECTURER

DEPARTMENT OF PUBLIC ADMINISTRATION

USMANU DAN FODIO UNIVERSITY

SOKOTO

DR. AHMAD MARTADHA MOHAMED

ASSOCIATE PROFESSOR

COLLEGE OF LAW

GOVERNMENT AND INTERNATIONAL STUDIES

UNIVERSITI UTARA MALAYSIA

SINTOK

ABUBAKAR SAMBO JUNAIDU RESEARCH SCHOLAR GRADUATE SCHOOL OF MANAGEMENT UNIVERSITI PUTRA MALAYSIA MALAYSIA

ABSTRACT

One of the major impediments to sustainable community development in Nigeria is the issue of poverty which has eaten deeply into the fabrics of Nigerian societies. Previous governments and non-governmental organisations within and outside the country have adopted different poverty reduction strategies but still their dream is yet to become a reality. Also, huge financial and technical assistance were given to agencies in charge of poverty reduction but all ended in fiasco without any fruitful outcome. The main objective of this paper is to critically examine how different poverty reduction strategies adopted in Nigeria impacted either positively or negatively on sustainable community development. Secondary source of data was used to get the much needed information in this critical appraisal. Finally, despite government bulk financial allocations to poverty reduction it is obvious that nearly all the strategies adopted failed at the stage of implementation. The paper recommended for adoption of community-based poverty reduction and green economy strategies so as bring poverty level to its lowest eph.

KEYWORDS

Poverty, Community Development, Strategies and Policies.

1. INTRODUCTION

overty has also been defined as the inability to attain a minimum standard of living (World Development Report, 1990). Ravallion and Bidani (1994) refer to poverty as a lack of command over basic consumption needs, that is, a situation of inadequate level of consumption; giving rise to insufficient food, clothing and shelter. Nigeria is the most populous country in Africa with over 150 Million people consisting of about 521 ethnic nationalities spread across its shores. It is the sixth largest exporter of crude oil and one of the twentieth poverty stricken nations in the world. More than sixty percent of its population lived in rural areas without the basic necessities of life (Abdullahi, 2010). Tokumbo (2007) argues that poverty is multidimensional characterized by lack of purchasing power, exposure to the risk malnutrition, high mortality rate, low life expectancy, insufficient access to social and economic services and few opportunities for income generation. Amotayo (1999) asserted that poverty is beyond lack of means or income deprivation. It is also the denial of freedoms and opportunities to command the necessary "entitlements" and capabilities to be able to lead a long creative and healthy life, to acquire knowledge and to be able to have freedom, dignity and self-respect. This conceptualization also forms the basis for the human poverty index induced by the United Nations Development Programme.

Thus the poor are those who are unable to obtain an adequate income, find a stable job, own property or maintain healthy conditions. They also lack an adequate level of education and cannot satisfy their basic needs (Sancho, 1999). Again the poor are often illiterate, and have a very short life span. (World Bank 1995) They have no or limited access to basic necessities of life such as food, clothing and decent shelter. They are unable to meet social and economic obligations. They lack skills and gainful employments have few if any economic assets and some times lack of self esteem (Olayemi, 20002). Poverty has also been conceptualized in both the relative and absolute sense. This is generally based on whether relative or absolute standards are adopted in determining the minimum income required to meet basic life's necessities. However, the relative conceptualization of poverty is largely income based on ultimately so. What is most important to deduce from these definition is that poverty must be conceived defined and measured in absolute quantitative ways that are relevant and valid for analysis and policy making in that given time and space.

In Nigeria, the prevalence of both relative and absolute poverty is duly recognized and even mentioned in various National Development Plans of 1975 and 1980. However, concern for poverty scourge received a further boost during the 1975 annual conference of the Nigerian Economic Society (NES) and during the 1997 annual conference of the same NES. The 1976 NES Conference was devoted entirely sensitizing the nation to the poverty menace viewed that poverty existed when incomes or disposable resources were inadequate to support a minimum standard of decent living. While the 1997 Annual Conference was devoted to impact of structural Adjustment Programme (SAP) on poverty in Nigeria and different method of alleviating poverty in Nigeria (Tokumbo 2003).

2. LITERATURE REVIEW

For Aigbokhan (2000) poverty is as a result of economic depression of this country. He argued that with the severe economic shocks that weakened the Nigerian economy during the early 1980s came real and perceived increases in the level of poverty in the country. Among the factors contributing to the shocks was the fluctuation of oil price, which is the country's main export and rises in real international interest rates that major underlying reason however was domestic policy mistakes. Economic reforms were introduced by the govt. of Nigeria by mid 1986 in a structural adjustment programme that include exchange rate devaluation, trade and financial reforms and budgets and monetary contraction, which further increased poverty level in Nigeria. The United Nations (2012) revealed that the causes of poverty in third world countries had variously been traced to among other factors like corruption, bad governance, debt overhang, unemployment, low productivity, burgeoning population growth, globalisation, unfocused government policies and lack of effective skills training.

Obayunwana (2005) believed that poverty is the product of greed on the part of some members of the society exercised to the detriment of others. He maintained that excessive greed on the part of a handful exercised to the detriment of the vast majority over an extended period of time explains the pervasive degrading conditions under which the vast majority of Nigerian people barely survived. Government is therefore the "missing link" between the anti poverty efforts and poverty reduction (Brown, 1999). In alleviating poverty Dudley (1975) sees poverty largely in the light of the need for personal growth in Nigeria, to him, the basic which any society should provide to its members, should include such things like food, clothing, shelter, education health, work and mobility. Dudley further provided some basic indicators of the state basic services especially in relation to the poor in Nigeria. Most of the discussion was at a national aggregate level other than showing the general adverse situation in the rural and urban areas, inequality potable water supply good nutrition and the host of others.

Steward (2008) opined that there is substantial under reporting in basic indicators especially in child-mortality, disease and morbidity. She also states that there is positive urban basic in government. Expenditure for basic services significantly inadequate income to meet basic food needs let alone basic services. Ogwumike (1991) and Odubogun (1999) studies termed poverty in Nigeria to be the inability of a house hold to provide sufficient income to satisfy its need for food, shelter, education clothing and transportation. Minimum standards for food are based on nutritional requirement in terms of salaries and protein consumption habit and customs are also allowed for in the selection of the food items to give the required national stock.

According to Ogwumike (2006) evidences in Nigeria showed that the number of those in poverty has continued to increase. For instance in 1980 the number had increased from 27% to 46%. In 1985, it then decline slightly to 42% in 1992 and witnessed a sharp increase to 67% in 1996. However, by 1999 when the civilian Government took over the mantle of leadership estimates had it that more than 70% of Nigerians lived in poverty. He further argued that, that was why the then government declared in November 1999, that N470 billion budgets for the year 2000 were to relieve poverty in the country.

In another related examination to show the trend of poverty in Nigeria Aigbokhan (2002:5) using the head-count index found that an increasing number of Nigerians were living in absolute poverty over the study period; 38% 1985, 43% in 1998 and 47% in 1999. Poverty is higher in rural areas than in urban areas. Thus the corresponding numbers are 32% 35% and 37% in urban areas, and 41% 49% and 51% in rural areas respectively. He further argued that the regional distribution of poverty is profiled at two major levels that are state and regional levels. Poverty tends to be lower in the Southern zone than in the Northern zone of the country but recent statistics showed that the reverse is the case. The incidence of poverty actually improved in the north particularly in the rural areas. Even so, the incidence of poverty is not uniform within the zones. The Prevailing development pattern whereby development projects leads to concentrate in urban communities to the neglect of the rural communities. The urban poor typically have wider opportunities both for skill acquisition and for income generation than their rural counterparts.

3. POVERTY REDUCTION PROGRAMMES IN NIGERIA: AN OVERVIEW

It is now widely recognized that poverty is a worldwide problem that affects billions of people across the world. In fact of the nearly six billion people on earth.1.3 Billion make less than \$370 a year (i.e. about \$1 a day or about N250 a day) (CBN, 2003) most of the poor live in the developing world of Asia, Africa and Latin America. In Africa, over 200 million are within the poverty bracket (HDR, 2003).

Based on the above indices, it could be argued that poverty is mostly found in the developing world and this could be linked to heir status or position in the international division of labour. To say this is to believe that the conspiracy theories are not good ways to explaining events. For the maintenance of this circle the capitalist, through their agents, formulate policies that are amplified to be meant for the poor, while in reality they are formulated to enrich the very few and continue to nurture the majority into the poverty web. To strengthen the poor to accept these policies, they pump in money in form of aid and assistance to implement the policies and programmes of which poverty alleviation is inclusive.

Even though there was sufficiency in terms of food production as early as 1960 yet the country's per-capital income and social service are inadequate and that resulted to the severity of poverty of the vast majority of Nigerians (CBN 1998). However, the emergence of the oil boom, from the 1970s seems to have affected economic and social organizations, huge amounts of revenue were generated from the sales of oil at the international market. Its impact was felt in the areas of infrastructural development; improved social services increase in real wages and take home packages (Bandera, 1960). The non agricultural sector, thus, received considerable attention as a result of the boom. Consequently, the agricultural sector was adversely affected by neglect to the extent that its contribution to Gross Domestics product (GDP) decline sharply from 60 percent to 31 percent (CBN 1998). Because of this decline, farm workers began to migrate to cities in search of jobs and ever since Nigeria become a net importer of food.

This situation was further compounded when oil prices began to fall in 1982 poverty increased sharply between 1980 and 1986 average per capital income dropped from US \$370 to US \$260 (CBN 1998, 2003). This resulted in three major policy changes: The devaluation of the exchange rate, absolution of import licenses and the dissolution of the Agricultural Marketing Boards.

These changes in policy, however, benefited only a few individuals and groups, while the generality of the people continue to suffer from poverty, indeed, adverse effects were felt in the rise in prices of consume goods, poor employment generation as well as in the area of infrastructural development. Ever since then too, poverty has engaged the attention of successive administrations in Nigeria who have employed various poverty alleviation strategies to address poverty and unemployment. A brief examination of these programmes is as follows:

3.1 NATIONAL DIRECTORATE OF EMPLOYMENT (NDE)

The National Directorate of Employment (NDE) was created in November 1986 to cushion specifically the effect of unemployment in the country following the global economic recession. The goals of the agency were the creation of employment through self-reliant strategy. The Directorate gave loans, trained unemployed and assisted small-scale- entrepreneurs in various ways. The directorate also articulated policies aimed at developing work programme with labour intensive potentials.

Ogwumike (1998) observed that poverty manifest itself in form of unemployment and underemployment, and therefore, the National Directorate of Employment programmes could be said to have poverty alleviation focus. He further demonstrated that the Directorate has four main programmes that not only created jobs, but also enhances productivity and income earning potentials of the youth and other beneficiaries. These programmes include: The Vocational Skills Development programmes (VSD), The Special Public Works Programme (SPW), The Small Scale Enterprises Programme (SSE), and the Agricultural Employment Programme (AEP).

Available data has shown that the directorate has achieved remarkable success in respect of the various programme nationwide some of which include the training of over seven hundred and sixty, seven hundred and eighty-three (776, 753) person (including the disabled) in the National open Apprenticeship scheme, one hundred and six, eight hundred and fifty four (106, 854) persons benefited from he resettlement scheme, the skill acquisition scheme had engaged fifteen thousand, three hundred and seventeen (15, 317) unemployment youths, the special public words programme has created jobs for over one hundred and fifty four thousand, nine hundred and ten (154, 910) persons (see Central Bank Annual reports, 1992, 1996, 1998, 2000).

Despite the above achievements, the directorate failed to realize its major objective of combating the menace of unemployment due to inadequate quality staff and food management of resources. Lack of commitment and inadequate funding from the stakeholders, among others, has also made it impossible or the directorate to cop with the demand of the beneficiaries.

3.2 DIRECTORATE OF FOODS, ROADS AND RURAL INFRASTRUCTURE (DFRRI)

The Directorate was established in 1986 with the aim of not only opening the rural areas, but also of improving the conditions of the poor. Rural areas therefore became the target of the directorate. It was meant to provide feeder roads, rural electrification, and potable water with toilet facilities for the rural dwellers. The programme which reportedly cost over N1.9 billion from 1986 to 1993 completed over two hundred and seventy eight, five hundred and twenty six kilometers (278-526) km of roads while about five thousand rural communities benefited from rural electrification programme (see CBN Annual reports 1992-1993).

The directorate similarly provided infrastructural facilities for the growth of agro-allied small scale enterprises in some rural areas. It has also contributed to the development and growth of agricultural production in rural areas (DFFRI 1997). However, it is noticeable that the directorate could not sustain the tempo with

which it started. Towards 1993 it was faced with so many constraints which include poor coordination due to variations in terms of needs and interest of various states and local government areas, rising cost of programme funding an inability of funding to keep with cost increase inefficiency of implementing agencies and limited organizational and other capacities for development activities at the grassroots level (CBN 1998).

3.3 BETTER LIFE PROGRAMMES (BLP) AND FAMILY SUPPORT PROGRAMME (FSP)

To complement DFFRI and NDE in curbing the menace of poverty particularly in relation to women to folk who lack the required educational skills, capital technology and managerial know-how to improve their productivity and income. Better life for rural women (BLP) and the family support programme (FSP) were essentially introduced to serve as poverty alleviation strategies that would stimulate economic activities and raise the level of productivity and economic power of the women the goals of the BLP include harnessing the potentials of the rural women in order to boost their economic activities and improving their income (CBN 1998) under the Family support Programme, soft-loans are provided to the rural populace for the establishment of cottage development projects in the areas of farming processing machine and tools fabrication in all parts of the country. In addition the two programmes organized cooperative societies for women to increase their access to credit, enhance their productivity and income earning opportunities. (Ogwumike, 1991)

Similarly, Community Based Organizations (CBO's) have also complemented the efforts of these programmes through the establishment of self-help projects. Regrettably the programmes were faced with series of problems which included hijacking of the programme by self seeking individuals likewise resources meant for the programme were also used for personal enrichment rather than the set objective.

3.4 PEOPLES AND COMMUNITY BANKS

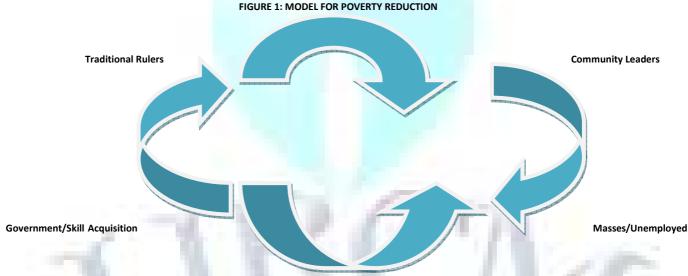
Government, in its bid to fight poverty deem it necessary to create banks that would have a direct bearing to the generality of the citizens, in ways that would provide support services that are not provided by the conventional banks. For instance, the peoples Bank has established to provide access to credit for the poor who hitherto, were unable to obtain loans from the conventional banks engage in trading activities. The bank gives out loans to petty traders, food sellers and tailors, weavers, electricians and cobblers etc. indeed the target of the bank is the rural poor who constitute the largest segment of Nigerian population and as well provide over 70% of the revenue to both agricultural and non-agricultural sectors of the economy(Ogwumike, 2006).

On the other hand, community Banks were established to address needs that are peculiar to a particular community. The banks provide credit and saving needs to small-scale producers who the conventional banks often neglect. The banks over the years, provides and promotes the activities of the rural poor particularly in areas such as Agriculture, commerce, arts crafts, agro and mineral based cottage and small scale industries, vocational and trade skills, transportation and other rural economic activities (CBN 1998). But in practical terms the essence of establishing such gigantic projects was defeated because the money meant for alleviating poverty was rechanneled towards primitive accumulation by privilege few.

3.5 THE NATIONAL ECONOMIC EMPOWERMENT AND DEVELOPMENT STRATEGY (NEEDS)

This is a medium term plan for economic recovery, growth and development conceptualized by federal government in 2003 and it was launched in 2004. It was established in order to address some problems bordering on poverty, unemployment and general insecurity of life and property among others (IMF, 2007). It is an integrated and coordinated development approach anchored on empowering people and improving social delivery, enhance efficient and effectiveness of government as well as fostering public-private partnership for rapid growth and development of the nation. In order to achieve even development in our communities' states and local governments were encourage establishing complimentary organizations at their level. With these developments, State Economic Empowerment and Development Strategy (SEEDS) and Local Economic Empowerment and Development Strategy (LEEDS) were established in subsequent years. These initiatives failed to deliver the much needed dividend of democracy as most of the chief executives diverted the funds to other sectors where they will personally gain at the detriment of rural poor (Abdullahi, 2010).

4. NEW MODEL FOR POVERTY REDUCTION IN NIGERIA



In the quest for reducing the poverty, the above model should serves as the cyclical path in which each and every group in the community became a stakeholder. The process start with the large army of unemployed youth and other vulnerable groups that were identified by the community leaders via the support of the traditional rulers, who in turn deal directly with the government and its representatives. This is so because in the previous programmes the target beneficiaries are completely neglected in favour of privileged members of the society. World Bank (2012) stated that poverty reduction strategies failed to achieved the desired result because the real beneficiaries are not properly identified and the funds set aside for that purpose were mismanage by agencies saddled with the responsibility of curbing penury and poverty especially in third world countries.

5. WAY FORWARD

On the way forward, adoption of green economy as workable solution in other countries with similar economic, social and political peculiarities with Nigeria seems to be a panacea to higher profile poverty in both urban and rural settings. United Nations Environment Programme (UNEP) defines a green economy as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. India's National Rural Employment Guarantee Act 2006, a social protection and livelihood security scheme for the rural poor has invested heavily in the preservation and restoration of natural capital. It takes the form of a public work programme, guaranteeing at least 100 days of paid work per year to every household that wants to volunteer an adult member. Investment in 2010 amounted to over USD 8 billion, creating 3 billion workdays and benefitting 59 million households. Of these investments, 84 per cent was invested into water conservation, irrigation and land development, creating long-term livelihood opportunities for farmers (UNEP, 2012).

6. CONCLUSION

Despite concerted efforts made by the government, international donor and non governmental organizations no any tangible achievements can be seen in this direction. Poverty in our communities seems to have been more compounded as a result of frequent reversal of government policies and programmes. It is glaring to note that the above mentioned poverty alleviation strategies failed at the level of implementation due to selfish interest of those were assigned to spearhead such organizations. The propose model will serve as panacea toward sustainable poverty reduction in third world countries.

7. REFERENCES

- 1. Abdullahi, A. (2010). Poverty Alleviation in Nigeria: Myth and Realities. Sokoto, Nigeria.
- 2. Aigbokhan, B.E. (2000). Poverty, Growth and Inequality in Nigeria. A Case Study of African Economic Research Consortium (AERC) Nairobi, Kenya.
- 3. Aluko, S. (1975). Poverty: Its Remedies in Nigeria. The Nigerian Economic Society, Ibadan, Nigeria.
- 4. Anyanwu, J.C. (1997). Poverty: Concepts, Measurement and Determinants. Proceeding of NES Conference on Poverty Alleviation in Nigeria, Dept of Economics, University of Ibadan.
- 5. Blackwood. A. and Lynch, B. (1994). The Measurement of Inequality and Poverty: A Policy Maker's Guide to the Literature. World development 22 (4), 567-578.
- 6. Browns, S. (1999). Insecurity leads to Poverty. United Nations Development Programmes (UNDP), Rwanda.
- 7. Central Bank of Nigeria (2005). Annual Reports Abuja, Nigeria.
- 8. Dudley, B.J. (1975). Power and Poverty. Proceedings of the 1975 Annual Conference of Nigerian Economic Society.
- 9. Federal Republic of Nigeria (2000). Guidelines for the Implementation of Poverty Alleviation Programmes. The Presidency, Abuja.
- 10. Growth with Inclusion: A World Bank Poverty Assessment. World Bank, Washington, D. C.
- 11. Miller, M. L., Mastuera, M., Chao, M., & Sadowski, K. (2004). Pathways Out of Poverty: Early Lessons of the Family Independence Initiative. Oakland: Family Independence Initiative.
- 12. Obayunwana, O. (2005). Household Endowments and Poverty in Nigeria. Being a Paper Presented at the Centre of African Economic Conference on Opportunities in Africa. University of Oxford. UK.
- 13. O'Connor, A. (2001). Poverty Knowledge. Princeton: Princeton University Press.
- 14. Ogwumike, F.O. (1991). Impact of Structural adjustment Policies on Poverty and Income in Nigeria. AERC, Nairobi, Kenya.
- 15. Olayemi, J.K. (1995). A Survey of Approaches to Poverty Alleviation. A Paper Presented at the NCEMA, National Workshop on Integration of Poverty Alleviations into Plans in Nigeria. Ibadan Vol. 27.
- 16. Page, B. I., & Simmons, J. R. (2000). What Government Can Do: Dealing With Poverty and Inequality. Chicago: University of Chicago Press.
- 17. Ravallion, M. and Bidani B. (1994). How Robust is a Poverty Profile? The World Bank Economic Review 8(1).
- 18. Sanusi, A. (2009). Community Development and Poverty Reduction in Nigeria. A Lecture Notes on Sustainable Community Development in Nigeria. Usmanu Danfodiyo University, Sokoto.
- 19. Steward, P. (1985). From Poverty to Exclusion. International Social Science Journal, 148, 173-190.
- 20. Tokumbo, O.S. (2003). Urban Poverty in Nigeria: A Case Study of Agege, Lagos. University of Lagos, Nigeria.
- 21. United Nations Environment Programme (2012). An Indian Model of Poverty Reduction. UNEP 2012 Report.
- 22. World Bank (1995). Distribution and Growth: Compliment Not Compromise. Policy Research Bulletin 6(3) USA.
- 23. World Bank (2000). World Development Report 2000/2010: Attacking Poverty. World Bank, Washington, D.C.
- 24. World Bank (2012). Assessment of Poverty Alleviation Programmes in some Selected African Countries. Washington, D.C, United States of America.



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail info@ijrcm.org.in for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.



