

Sustainable Behaviors: The Psychological Impact of Social Entrepreneurship on Tsambe Community in Nigeria

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ABSTRACT

The impact of social entrepreneurship on any community can be felt when it touches the lives of the people living in that community. Most of the rural communities especially in Africa suffer from human development amidst untapped resources, this creates an impression of a doomed society, mostly poverty surrounded environment where impacts can be made through an envisioned social entrepreneurship. In the case of Tsambe Community, there are natural and human resources which can be developed for the purpose of social changes through socially-conscious marketing. The objective of this paper is to examine the sustainable behaviors through design thinking, where social entrepreneurship can impact on the lives of the people of Tsambe Community, thereby changing behavioral models such as rural-urban migration. It is also aimed at introducing suitable solutions to the social problems of the Tsambe people in their community through

socially-conscious marketing, making the available resources known to private and public sectors, Non-Governmental Organizations as well as International Community. This paper is a conceptual study with content analysis as a method adopted for the purpose of data collection. The findings thus, shows that solutions to social problems facing the Tsambe community will therefore promote community development through purposeful innovations. Also, there will be reduction of rural-urban migration which in turn can cause urban congestion, armed robbery, prostitution and neglecting the potential that will lead to rural development.

Keywords: *sustainable behaviors, psychological impact, social entrepreneurship, Tsambe Community, Nigeria*

INTRODUCTION

The world over, social entrepreneurship is appreciated when there are impacts on the lives of the people living within the communities, especially in poverty driven environments. People are basically the target of the said subject (social entrepreneurship) when social problems are solved through innovations, it is referred to as a creative idea aimed at giving solutions to social issues and community development. Most communities in Africa today need the intervention of social entrepreneurship through the process of innovative solutions that are provided for such communities which reside in the midst of untapped resources.

In Nigeria, the study focuses on the people of Tsambe community who are located within Vandeikya Local Government Area of Benue State, Nigeria. Most of the people living in that community are basically farmers who engage in agricultural activities such as production of cassava, sorghum, yam, sweet potatoes, citrus, tomatoes and pepper. Zinc as a solid mineral is also obtainable from this community but there is virtually no single industry located within Tsambe community.

Years past, the community experienced poverty as a stumbling block to human development, and majorly the people are faced with societal problems such as illiteracy, unemployment and health care. There are some localities within this community known as Adeiyongo, Gbem, Dav, Nyaro, Yaaya, Tse-Anshungu, Lijam Mue,

Tse-Nduul, Tse Akase-Gbanger, Tse-Teneke, Ifan, Kaamem, and Atayo. These communities lack not only social development but also economic and political development. The infrastructure problem, viewed from the perspective of poor road network, results to waste of agricultural resources produced from the farms of the people living in the community. Mostly, when they harvest farm products such as oranges during the rainy season, they experience difficulty transporting the produce to urban centers where it could serve as source of raw materials for the industry.

University graduates, who are from this community and facing unemployment, tend to be affected psychologically. This is because after spending years acquiring knowledge from higher institutions, they graduate into the labour market in search of job opportunities, and find it difficult to secure places to work to earn a living. Some of the graduates from this community were part of those who went in search of jobs with the Nigeria Immigration Service during the March, 2014 recruitment exercise; they ended up not securing the jobs. Ojeme, Onoyume, Mosadoni, Johnson, Ebegbulem, & Umoru, (2014) noted that, the Nigeria Immigration Service organized a recruitment exercise where over 125,000 applicants from Abuja and Lagos alone sat for the test, 12,000 from Ondo state capital known as Akure and 23,000 applicants from Port Harcourt, while the job vacancy was just for 4,500 only meaning that the population of unemployed youths superseded the available job opportunities therein.

Therefore, the objective of this paper is to examine the sustainable behaviors through design thinking where social entrepreneurship can impact the lives of the people of Tsambe Community, thereby changing behavioral models such as rural-urban migration reduction. This means that, it will focus on the design thinking that will aid social entrepreneurship in creating and innovating solutions to societal problems in Tsambe community such as; poverty, unemployment, illiteracy as well as health care. These are some of the social issues that affect the lives of people living within this community in view of the fact that, providing solutions to them will result to obtaining sustainable behaviors where there will be positive impact on them which will be referred to as the psychological impacts of social entrepreneurship on the lives of the people of Tsambe community in Nigeria. It is also aimed at introducing suitable solutions to the social problems of the Tsambe people in their community through socially-conscious marketing, making the available resources known

to private and public sectors, Non-Governmental Organizations as well as the International Community.

LITERATURE REVIEW

Jain (2009) notes that, social entrepreneurship contributes not only to underdeveloped and developing countries but also to developed economies. The concept of social entrepreneurship is enhanced for developing humanity at large across boundaries. It looks at creating structures, new values and organizations that promote the well-being of people living in a community. In line with this, the paper focuses on the contributions and impacts that will be derived from the activities of social entrepreneurship which will serve as positive impact on the lives of the people from a psychological point of view.

The impact of social entrepreneurship aims at solving societal problems such as poverty, unemployment, illiteracy and health care, among others. Wang, (2012) states that, non-profit as well as non-governmental organizations (NGOs) have been launched in developing countries with the aim of solving community, country and societal problems. It is more important looking at the impact of non-profit organizations which aim at innovating ideas that will solve community and societal issues.

Amudha & Banu (2009) look at poverty reduction in all aspects as the main concern of the Millennium Development Goals, especially relating to women and children. In their work, they study the case of India in relation to the imbalance in the economic attributes of human development in urban and rural communities. The roles played by women through self-help groups in which they promote savings among themselves, and as members with the view of using the pooled resources in their locality or community as the case may be. It may be for multi-purpose reasons in relation to development which is aimed at getting out of poverty circles.

Smith, (2005) in her work, self-employment can be generated from the relationships of social capital resources. Thus, there is a facilitation of social structures, which in turn encourage the composition of new businesses where employments are generated. However, this paper aims at focusing on the impacts of social entrepreneurship given a positive role in relation to how the people of

Tsambe community will feel, when such non-profit organization comes in to establish innovations that will lead to community development, as well as improve the lives of the people within the said community.

Luke & Chu (2013) gave a clear understanding between social enterprise and social entrepreneurship where the former focuses on trading (business), in other words, is concerned with both financial and social objectives, while the later (social entrepreneurship) reflects innovation, and is non-profit in nature with a focus as change agent in addressing social problems. Furthermore, social enterprise connotes market, in relation to revenue generation, and client in focus to achieving social issues, whereas, social entrepreneurship is concerned with the opportunities to showcase innovative ideas for the purpose of engineering social change as well as community development (Luke & Chu 2013).

It is then important for this paper to also look at the psychological effects on the lives of the people when they are faced with social problems such as poverty, unemployment, and health care, to give an understanding to the subject matter of sustainable behaviors in providing innovative solutions to the issues in line with the impact of social entrepreneurship. American Psychological Association (2014), looks at the issues that affect the people from a psychological point of view when they are unemployed and even underemployed, thus, there are psychological effects on the people when faced with unemployment such as psychosomatic symptoms, anxiety, low subjective well-being, depression, and poor self-esteem as cited in (Paul & Moser, 2009). Unemployment also affects the psychological well-being of the family, individuals and the communities. These effects may also predispose some of these people to commit suicide.

PSYCHOLOGICAL IMPACT OF SOCIAL ENTREPRENEURSHIP

This work will now focus on the positive impact that can be attributed to social entrepreneurship, given a chance to bringing innovative solutions to the social problems facing the Tsambe community. This will result to their being employed, obtaining economic growth and development within the community as a substance to sustainable behavior through design thinking.

THE ROLE OF PUBLIC-PRIVATE PARTNERSHIP

In any community, when the people are considered first in the choice of providing solution to societal problems, it then makes them have a feeling of being part of the organization whether public or private. Thus, the idea of innovative solutions to community problems begins with the people and it is necessary to find out the order of priorities, what their problems are and how to come in on solving those problems, as well as recognizing the available resources found therein on how they could be used in changing or touching the lives of the people positively. Therefore, in Tsambe community, there are both natural and agricultural resources as mentioned in the introductory aspect of this paper, which needs to be tapped for the purpose of both human and economic development of the community.

It is then the role of the government to engage in partnership with the private sector in providing and establishing industries to cater for the need of turning raw materials into finished goods. This means that, such industries will have to do that aspect called social responsibility by constructing good roads within the community, which will even gear the mobility of transporting the finished goods to urban centers, as well as exporting them to acquire or earn foreign income to add to the country's gross domestic product (GDP). Establishment of industries such as food processing and mineral products in the community will aid jobs for the youths who are unemployed and thus, reducing the level of rural-urban migration. This will help pull out as solution to some of the social problems in the community and will certainly form a positive impact on the lives of the people being employed.

Industries or companies have a policy known as social responsibility which aims at giving back to the community out of the profit or gain made from the harvest of production. Innovative solutions can then be derived from such responsibility by giving back to the poor within Tsambe community when these (industries) are put in place. NEPAD (2005) as a programme initiative, the New Partnership for Africa's Development (NEPAD) has gone into partnership with the United Nations Industrial Organization (UNIDO) an international organization to strategize on industrial development through the identified industrial sectors such as mineral products, food processing, automotive spare parts, pharmaceuticals etc. NEPAD thus, encourage private-public partnership even in the area of industrialization which will gear diversification of resources.

THE ROLE OF NON-GOVERNMENTAL ORGANIZATIONS

Social entrepreneurship as a process of engineering innovation to societal and community social issues, is the main aim of the non-profit organizational bodies such as the non-government organizations (NGOs). Therefore, it is the role of the NGO's to provide innovative ideas and solutions to the social issues facing the community with the view of making impact on their lives. Most NGOs today focus on community development with the aim of bringing innovative ideas to solve the problems that affect the communities. They are a platform and agent of change in the form of social entrepreneurship which concerns itself with providing amenities such as; water supply to communities that lack good water to drink; others may focus on education as a means of giving to the poor in relation to eradication of all forms of illiteracy among the community based people. Also, some NGOs concentrate on health care related issues within communities, with the vision of providing enabling environment that is sound and healthy for the people living in such communities.

They are so many examples of such NGOs across the globe with an envisioned social entrepreneurship with innovative solutions to social problems affecting the poor people living in many communities especially in Africa. The benefits derived from these innovative solutions to these social issues reflect the positive impacts on the lives of the people when joy, peace and happiness is what comes out as an impact of social entrepreneurship. This will mean that, it has brought a psychological feeling that is positive. This will no longer bring about depressed feelings and suicidal ideation as a result of prolonged unemployment for example.

Thus, this paper tends to elaborate the role of NGOs in Tsambe community when its presence becomes visible within the community. Some of the NGOs may focus on health related issues such as the role being played by the World Health Organization (WHO) to community health sectors across the globe, while some may focus on water related issues as a solution to the water problem facing the Tsambe community such as the role of Water Aid in different communities even in Nigeria. To some, they may face the educational issues in order to reduce the rate of illiteracy within Tsambe community, thereby bringing innovative solutions such as engaging in partnerships with foreign institutions. These institutions will help to give grants and scholarships to international students who are majorly from poor

backgrounds, and are endowed with the ability to learn and sustain the acquired knowledge into long term memories as gifted students. ESD Section, (2007) in the paper demonstrates on how all stakeholders can get involved in contributing to educational support at the local and community levels, as well as international levels. Vare and Scott (2007) also note that problems facing humanity can be resolved through social change. This can evolve through learning (education), establishing factors that will bring about social change even in the community, and leading to education for sustainable development (ESD). When the people are educated, it then eliminates illiteracy among the people.

CONCLUSION

In Africa, most communities tend to accommodate many people living in abject poverty, and that worries not only the common man, but also the international community. For the African Union, the first objective of establishing her international agency known as the New Partnership for Africa's development (NEPAD) was to focus among others poverty eradication in Africa. To this end, it is well known that most communities in Africa are still suffering and dying in abject poverty amidst endowed resources, while some are living below one US dollar per day.

The issue of Tsambe community reflects the same situation where so many people living therein are very poor and most of them are living below one dollar per day. They are purely farmers and a few are traders. Most of the agricultural products that are gotten from their farms become wasteful as they lack industries in the communities to process those raw materials into finished goods as well as provide job opportunities for some of the people in the community. Therefore, this paper provides more understanding on how jobs can be created to solve the societal and community problems of unemployment in Tsambe community which has negative effects on the lives of the people such as, depression, suicide, psychosomatic symptoms and anxiety.

It has also reflected on how the role of the NGOs as a platform for social entrepreneurship can serve a positive impact in touching the lives of the people thereby, giving them psychological balance

where social problems such as health care, illiteracy and poverty can be reduced and possibly eradicated from the community. When employment opportunities are provided within the community, it will reduce the level of rural-urban migration which has negative impact on the urban settlement where cases of armed robbery, prostitution, emerges as a result of urban congestion. Innovative solutions to the social problems within the community will therefore, create an enabling environment that is conducive for the people to stay, and that will also provide opportunity for rural development as well as an avenue for the development of the potentials within the people living in Tsambe community. These commitments will therefore, form the sustainable behavior on the lives of the people living therein.

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