

SOCIAL INNOVATION MARKETS AND NETWORKS IN NNEWI, ANAMBRA STATE NIGERIA

By

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INTRODUCTION

- This paper examined social innovation (SI) markets` lifelong networks from informal apprenticeship.
- While formal SI markets involves partnership receive with little regard to informal apprenticeship as a dimension of SI.
- The paper revealed that despite negligible state support, informal apprenticeship has produced more industries than formal partnership in Nnewi city.
- It therefore advocates government support of SI to strengthen localised indigenous apprenticeship scheme.

INTRODUCTION

- **Social Innovation, Apprenticeship and Creativity**
- Indigenous knowledge (IK) of SI is expressed in Nnewi as cultural apprenticeship anchored on morality, lifelong intimacy and creativity.
- This is an age long informal approach to craft and techniques skill transfer that establishes life long industrial networks of entrepreneurs.
- Nnewi SI model demonstrates, submissiveness, trust, prudence, perseverance, innovation and industry.

Theoretical Framework

- **Indigenous knowledge Production Theory**
- It posits that productive knowledge is indigenous, local and contextual.
- Industrialisation is driven by indigenous local SI passed from generation to generation.
- In the context of Nnewi city, SI is localised into informal apprenticeship scheme as key driver of industrialisation.
- Despite formal support, apprenticeship intensified inter-generational socialisation that sustain creativity.

Research Methodology

- Combination of exploratory and qualitative approach were adopted.
- Four in-depth interview, six key informant interview and one focus group discussion session examined social innovation market networks.
- Revealed, was disconnect between informal and formal innovation markets and networks that did not stop Nnewi example entrepreneurial apprenticeship creativity and industry.

Discussion of Major Findings

- The study discovered apprenticeship as enduring cultural SI strategy in Nnewi.
- Generational socialisation for service, creative entrepreneur, morality, risk-taking, industry, individualism and community.
- Trainee/trainers build lifelong family/entrepreneurial relationship.

Discussion of Major Findings

- Evidence of SI via apprenticeship and its resultant industries in Nnewi are Innoson vehicle plant, A-Z and Capital oil plant etc.
- Innocent Chukwuma, Cletus Ibeto, Ifeanyi Uba are some of the discovered rising men of the East Nigeria owning fastest Nigerian rising industries.

Discussion of Major Findings

- Apart from creating new business, SI process activates job creation, intensifies competition, mentorship skill transfer, poverty reduction and industrial development.
- The study confirmed that Nigeria has not done enough to integrate the formal and informal productive sectors. This impede industrialisation and increase dependency.
- The potentials in local experiences and practices overlooked has undermined IK and dexterity.

Conclusion

- Irrespective of international SI networks a country may have, undermining localised entrepreneurial process endanger IK production, identity and development.
- Real development is home grown because knowledge, innovation and industry are localised and contextual to be really valuable.

Recommendations

- **For industrialisation to increase, there is need to:**
 - Strengthen legal framework to regulate SI practices such as apprenticeship.
 - Formulate policy (with stakeholders and citizens) to explore indigenous SI strategies.
 - Make compulsory at least 80% local content in all industrial productions processes and practices.
 - Subsidise production cost for artisans and make compulsory government patronage and use of products from local innovation.

Vote of Thanks

- **Thank you for listening**