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Sociology & Culture

Development Syndrome

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Highlights

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Discovering Thoughts, Inventing Future

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The Development Syndrome: Differences, Discrimination and the Discourse of Slum

By Dr. Sribas Goswami
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Abstract - Slums are known as culture of poverty. Thus there is lack of proper shelter, lack of basic requirements such as clean air, clean water, suitable toilets, and electricity. Lack of proper diet affects many, especially the growing children, lack of medical facilities result in spread of diseases, leading to ill health and loss of man-powers, lack of transport results in longer commuting times and longer hours to reach essential destinations. The concept of a slum varies widely from country to country and depends on a variety of defining parameters. Sometimes slums are used interchangeably with squatters. In general, it is considered as a residential area in urban vicinity inhabited by the very deprived who have no access to tenured land of their own, and hence 'squat' on vacant land, either private or public.

Keywords: development discourse, stakeholders, marginalized groups, vulnerability, underdevelopment.

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THE DEVELOPMENT SYNDROME DIFFERENCES, DISCRIMINATION AND THE DISCOURSE OF SLUM

Strictly as per the compliance and regulations of:

The Development Syndrome: Differences, Discrimination and the Discourse of Slum

Dr. Sribas Goswami

Abstract- Slums are known as culture of poverty. Thus there is lack of proper shelter, lack of basic requirements such as clean air, clean water, suitable toilets, and electricity. Lack of proper diet affects many, especially the growing children, lack of medical facilities result in spread of diseases, leading to ill health and loss of man-powers, lack of transport results in longer commuting times and longer hours to reach essential destinations. The concept of a slum varies widely from country to country and depends on a variety of defining parameters. Sometimes slums are used interchangeably with squatters. In general, it is considered as a residential area in urban vicinity inhabited by the very deprived who have no access to tenured land of their own, and hence 'squat' on vacant land, either private or public. For the thousands of poor in developing areas in India, especially urban areas have always been a means for improving their quality of life and environment, besides getting superior jobs and incomes. This, in contrast to deteriorating situation in the countryside areas has generated a substantial flow of migrants to cities, mainly in the last three decades. Priorities of urban migrants transform over time, depending on different conditions that they find themselves. The Raipur city is projecting immense development with sky scrapers, fancy flyovers, massive shopping malls and multiplexes. But what are co-existing are poverty, poverty of employment, poverty of shelter, poverty of basic necessities and poverty of access to basic infrastructure like electricity, water, drainage and sanitation. Housing for the poor is so scarce and consequently slums are mushrooming everywhere, with little action on the part of the authorities to ensure cheap housing for the poor. The so called slum rehabilitation authority does precious little by way of locating suitable land and constructing tenements with basic necessities. Poverty can be seen in the form of slum.

Keywords: development discourse, stakeholders, marginalized groups, vulnerability, underdevelopment.

I. Introduction

There is no consensus on a definition of urban poverty but two broad complementary approaches are prevalent: economic and sociological understanding. Conventional fiscal definitions utilize income or consumption complemented by a range of other social indicators such as life expectancy at birth, infant mortality, diet, the proportion of the household funds spent on food, literacy, school dropout rates, access to health clinics and drinking water, to categorize poor groups against a common index of material welfare (Wratten 1995; Satterthwaite 1995). Sociological studies of poverty have shown that people's own idea of disadvantage often differ from those of professional experts. Enormous value is attached to qualitative dimensions. More generally, there has been a widening of the argument on poverty to include more subjective definitions such as vulnerability, power and social exclusion. These concepts have been functional for analyzing what increases the risk of poverty and the underlying reasons why people remain in poverty. Susceptibility is not synonymous with poverty, but refers to powerlessness, insecurity and exposure to risk, shocks and anxiety. Vulnerability is reduced by resources, such as human investment in health and education; productive assets including houses and household equipment; access to community infrastructure; stores of funds, jewellery and gold and claims on other households, the government and global community for resources at times of need (Chambers 1995, cited by Wratten 1995). Social exclusion is seen as a state of ill-being and disablement or disempowerment, incapability which individuals and groups experience. It is manifested in 'patterns of social relationships in which people and groups are denied access to goods, services, activities and resources which are associated with citizenship' (ILO, 1996).

Most studies endeavor to describe urban poverty have focused on drawing out the distinctiveness of urban poverty, often by evaluating rural with urban poverty. However, there is still much deliberation as to whether urban poverty differs from rural poverty and whether policies to address the two should focus on different facet of poverty. In some views, rural and urban poverty are interconnected and there is a need to think both urban and rural poverty together for they have several structural causes in general, e.g. socially constructed constraints to opportunities (class, gender) and macroeconomic policies. Many points to the important connections between the two, as domestic livelihood or survival strategies have both rural and urban components (Satterthwaite 1995). Baker (1995) and Wratten (1995) also reveal this point in terms of rural-urban migration, seasonal labour, allowances and family support networks. Baker (1995) illustrates how urban and rural households adopt a range of diversification strategies, by having one foot in rural activities and another in urban. Urban poverty is a separate category from rural poverty is also challenging because of different yardsticks for defining urban in

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different countries. The urban-rural segregation is more a continuum rather than a rigid dichotomy.

The Raipur city is projecting immense development with sky scrapers, massive shopping malls and multiplexes. But what are co-existing are poverty, shortage of employment, shortage of shelter, lack of basic necessities and poverty of access to basic infrastructure like power, water, drainage and sanitation. Housing for the marginalized sections is so scarce and consequently slums are growing everywhere, with little action on the part of the authorities to ensure inexpensive housing for the poor. The so-called slums rehabilitation authority does precious little by way of locating appropriate land and constructing tenements with basic provisions. Poverty can be seen through the appearance of slum. The development in Raipur creates a paradox; in which on the one hand Raipur is emerging with tremendous growth potential on the other hand number of urban poor is growing with heavy impetus. Slums here may be the byproduct of the development. Here the concern is to explore the development discourse in the form of slums and urban poor. Paradox of economic growth in urban areas is the growing number of urban poor. In spite of Raipur's prominent role in economy of the region, urban population and especially urban poor face serious problems in terms of access to infrastructure, diversity of livelihood opportunities, and basic services. Increasing population pressure resulting in deterioration of physical environment and quality of life further aggravates the problem. In this study, dimensions of urban poverty and key issues for urban poor and those living in slums are discussed in detail. The magnitude of poverty and slums has been discussed in detail as part of this paper.

This study presents an overview of the urban poverty in Raipur. More than one third of Raipur's population resides in slums, squatters and other poor settlements. Their contribution to city's economy has been also been growing over the period. In the absence of developed territory and clear policy to address their troubles, the poor suffer from several inadequacies in terms of access to vital services, socio- economic needs. It is needed, therefore, to articulate policies and programmes to mainstream the slum communities with the city, both in terms of infrastructure facilities and social and economic development.

The present research broadly comes into the category of urban sociology where an effort is made to understand the problems of poor living slums of Raipur city. As it is known that sociology is an academic and applied discipline that studies society and human social interaction. Sociological investigation ranges from the analysis of short contacts between anonymous individuals on the street to the study of universal social processes. It is the study of the individuals, groups and institutions and their associations that make up human society. Sociology is the study of social living, social transformation, and the social causes and consequences of individual behavior. Sociologists explore the construction of groups, organizations, and societies, and how people act together within these contexts. Since human behavior is formed by social factors, the subject material of Sociology ranges from the close family to the hostile mob; from organized crime to religious cults; from the differentiation of race, gender and social class to the shared beliefs of a general culture. In fact, few fields have such broad scope and relevance for study, theory, and application of knowledge such as urban sociology. Sociology offers many distinctive perspectives on the world, generating original ideas and critiquing the old. The field also offers a variety of research techniques that can be applied to virtually any phase of social life: street crime and delinquency, how people express emotions, welfare or education reform, urban poverty, how families differ and flourish, or problems of harmony and war. Because Sociology addresses the mainly challenging issues of our time, it is a speedily growing field whose potential is increasingly tapped by those who frame policies and create programs. Sociologists understand social inequality, patterns of behavior, forces for societal change and resistance, and how societal systems work.

Urban is a common name, from the Latin 'urbanus'. The urban population comprises all persons living in urbanized areas (which contain at least one town of 50,000 and its surrounding closely settled region) and places of 2,500 or more inhabitants outside of urbanized areas. Urban sociology is the sociological study of social life and human interaction in urban areas. During the industrial revolution, sociologists such as Weber and Durkheim focused on the increasing urbanization of societal life and its effects on people's feelings of alienation and anonymity. The Chicago School has a major contribution in the study of urban sociology. Many of their answers have been refined or rejected, but the lasting influence of the Chicago School can still be found in today's teachings. Using sociological supposition, the writer explains many urban problems associated with cultural diffusion, immigration, mob warfare, pollution and more. Spatial / environmental considerations are of primary importance to this discussion. In Urban Sociology, Studs Terkel, Elijah Anderson and Elliot Liebow consider their works with regard to race, poverty, gender and ethics. These works all represent different perspectives on race and urban issues, and provide compelling support against the common stereotypes of the day. This study is pursued through urban sociology perspective.

Urbanization is an index of transformation from traditional rural economies to modern industrial one. It is progressive concentration (Davis, 1965) of population in urban component. Quantification of urbanization is very difficult. It is a time-consuming process. Kingsley Davis has elucidated urbanization as a process (Davis, 1962) of switch from spread out pattern of human arrangements to one of concentration in urban centers. It is a limited process- a cycle through which a nation pass as they evolve from agrarian to industrial civilization (Davis and Golden, 1954). He has mentioned three phases in the process of urbanization. Stage one is the initial phase characterized by rural traditional society with predominance in agriculture and dispersed pattern of settlements. Phase two refers to acceleration phase where basic restructuring of the market and investments in social overhead capitals including communications take place. Proportion of urban population gradually increases from 25% to 40%, 50%, 60% and so on. Dependence on primary sector gradually decline. Third phase is known as terminal stage where urban population exceeds 70% or more. At this stage level of urbanization (Davis, 1965) remains more or less same or constant. Rate of escalation of urban population and entire population becomes same at this terminal stage.

II. Selection of Samples for Empirical Study and the Universe

Raipur city is located in Central India at Chhattisgarh state. 135 slums are declared formally by the government located in various places within the city boundary. Some of these are situated in the heart of the city. It should be noted that out of 135 slums only few are densely populated whereas others are thinly populated. These slums have 22777 dwelling units with total population 1, 59,120. According to the demographic characteristic a list is prepared on the basis of population size and the list is stratified accordingly with two phases namely East and West phase. Two slums from each phase are taken as sample covered with all the components are selected for in-depth survey. During the process of selection of these slums, following factors are taken into consideration: (a) large population with diversified characteristics: (b) they should have been covered with socio-economic programmes. It is found that large slums are mostly situated in the East and the West part of the city. So samples are taken from the highest populated slums from Eastern and Western phase of the city as these four slums have greater opportunity to represent the slum community of Raipur as a whole.

III. Sources of data & Technique and Tools

The data have been collected from secondary and primary sources.

a) Secondary sources

Data is collected and compiled from the books, reports, published and unpublished papers, leaflets, booklets, Municipal records and Governmental circulars.

b) Primary sources

Interviews: Interviews from the field with respondents, word counselors and slum leaders have been conducted to elicit their opinions and experiences in slum life with the help of interview schedule.

IV. Conceptualizing Social and Urban Development

Society develops by building up higher and higher levels of organization. The establishments of each successive new layers of organization occur as an overlay on the foundations of the society's previous achievements. We refer to these essential foundations as the infrastructure for the next stage of development. The term infrastructure is commonly used to refer to the physical infrastructure of roads, ports, navigable rivers, railways and electric power that support economic activity. Here we give extended meaning to the term by including three other levels of infrastructure – social, mental and psychological -- that are necessary for further developmental achievements. The social infrastructure consist of all the laws, systems, administrative, commercial, productive and financial organizations like colleges, research institutes, banks, stock exchanges, courts, etc. built up during previous stages of development that serve as a foundation for future progress. The mental infrastructure includes the availability of information, the level of education and awareness in society, the technical knowledge and skills of the workforce. The psychological infrastructure consists of the collective social energy, aspirations, attitudes and values that make the society open to new ideas, responsive to opportunities, willing to change, dynamic and hard working – all of which are essential characteristics for rising to higher levels of development.

The infrastructure of highways is a physical organization of linked roads connecting major centers of population, production, trade and consumption making possible the organization of commerce, industry and tourism. The educational infrastructure consists of a network of schools, colleges and training institutions covering different levels and specialized fields making possible the dissemination of acquired knowledge and skills together with research and experimentation. The legal infrastructure includes an interdependent fabric of laws, law-makers, enforcement agencies, judicial authorities, penal institutions and legal practitioners that serve as an essential foundation for maintenance of peace, the organization of civil society and commercial activity. The established fields of knowledge in society are similarly organized into specialized subjects, branches and levels upon which further advances of knowledge are founded. Each successive level of development requires the establishment of an essential infrastructure to support it. This conception underscores the need for multiple levels and types of infrastructure for the successful development of any new activity. The results of any development initiative will depend on the strength and quality of the underlying infrastructure. Supplying missing infrastructures can have a strong energizing effect in society (World Academy of Art and Science, 1999).

Economics regards human labor as one of the inputs for production of goods and services and has evolved measures of productivity in terms of the labor cost per unit of output or value of national product. This is a very limited view of the contribution of human beings to social productivity that may be useful in measuring the overall efficiency and sophistication of economic systems, but reveals only a small part of their role in social development. Up to the advent of mechanization, the most prominent role of people in development was through physical labor - hunting in the forests, harvesting the fields, rowing boats, laying bricks for houses and roads. But even during the earliest stages of this process, the input of physical energy was accompanied by an input of manual skill, organizing capacity and intelligent discrimination as well. Over the centuries the physical, social and mental skills of the work force were developed hand in hand with the development of technology, social organization and scientific knowledge. Each advance in the methods of manufacture, transportation, communication, and exchange required a corresponding advance in the capabilities of the work force. Even with the widespread introduction of mechanized technologies during the past 150 years, physical labor remains an essential input for all but a few fully automated production processes. However, the skill and knowledge required today for manual workers to handle materials, operate and maintain machines, conform to work rules, safety regulations and management systems, perform quality audits and coordinate activities far exceed the capacities required even for many of the most highly skilled tasks in earlier centuries. At the same time, the proportion of the work force engaged in manual labor has declined radically with the shift from agriculture-based to industrial and service economies. Attributing social development to technological advances diverts attention from the fact that tremendous increases in the depth and breadth of knowledge and technical skills possessed by scientists, engineers, designers, inventors, technicians and operators at all levels and in all fields are responsible for the development, application, and utilization of these technological advances. Technological advances are not the accomplishments of the machine. They are the achievements of human beings.

The remarkable advances in the development of organizations conform to the same principle. It is the continued growth in the capacity of human beings to envisage, design, plan, distribute, systematize, standardize, organize, and integrate actions, systems and organizations into larger, more complex and more productive arrangements which are responsible for the process of social development discussed in this study.

Looking forward, we may ask what are the limits then to social development imposed by the paramount role of people in the process? We have seen that energy, knowledge, skills, attitudes, aspirations and organizational capacities are the essential determinants of human productivity. Human energy is based on physical health. It is augmented by peace, political and social freedoms. It is released by opportunities for economic gain and personal advancement. It is elevated in its expressions by education and higher values. Humanity is healthier and better fed today than at any time in the past, yet more than a billion people still live in poverty. The physical improvement in the health and nutritional levels of the poor throughout the world would provide the physical basis for far higher levels of human productivity in the future. With the elimination of wars, the spread of democratic forms of governance and market economies, the political, social and economic conditions needed to release human energies for higher levels of accomplishment are being met today more than at any time in the past. The worldwide revolution of rising expectations is one expression. In many countries today, no more than half of the population has had the benefit of even a rudimentary primary education. No country can yet claim that even a majority of its people is truly well educated. The movement toward universal education at the primary level and advancement of more and more people to higher levels of education is still gaining momentum all over the world. With each successive decade it will add immeasurably to the quality and capabilities of the work force and the development potential of society. Increasing physical security, social freedom, economic opportunity and higher education are powerful forces for the refinement of attitudes and elevation of human aspirations. The cumulative impact of these positive influences will prepare the way for far higher levels and faster rates of social development than have been achieved or conceived of until now.

As has been stated earlier, the principles of development are the same for individuals, organizations and societies. The basis for this statement should now be more evident. It is said that the process of development occurs when there is an accumulation of surplus energy, awareness of opportunities and challenges, and a strong aspiration for higher accomplishment. These conditions are applicable to individuals and organizations as they are within the societies. Individuals take initiatives to further their own accomplishments when they accumulate more energy than is needed just for their survival or maintenance of the status quo. This energy gets released when the individual becomes aware of an opportunity or is confronted by a pressing challenge. The intensity of aspiration determines the intensity of the individual's effort to exploit the opportunity or meet the challenge. When the society accepts a new type of activity, it takes steps to organize it and integrate it with other activities of the society, so that other members of the collective can acquire the necessary knowledge, skills and opportunity to take it up. The individual also organizes new behaviors, acquires new skills and knowledge, and integrates them within a total life style. The aspiring entrepreneur consciously designs new systems and organizes the new activities of his business to attract investors, skilled employees and customers. The time comes when the organized activity of the society matures into an institution that can flourish even in the absence of active organizational support. So too, a time comes when the individual's new behavior becomes a natural endowment of personality that the individual expresses naturally and effortlessly. The mature entrepreneur scrutinizes every new information and each situation looking for new opportunities, considers every new contact as a prospective investor, employee or customer, and directs all his knowledge and skill for the growth of his business.

The most discernible trend during the physical stage of development is the growth of population. In the physical period, the primary target of society was to ensure the survival of the community in the face of warfare, famine, and epidemic infection. The first result of advancement in agriculture, defense and urban settlements were an increase in population. In the contemporary age of the population explosion, growth of population is frequently viewed as a barrier to growth rather than a measure of it. But in previous centuries, population escalation has always been inadequate by the capability of society to sustain larger numbers of people. The concentration of population in early agricultural settlements led to development of fortified towns, providing physical security from external threats. The creation of towns represents the development of a higher type of physical organization. With few exceptions, these cities were very small by modern standards, rarely exceeding 100,000 population, but more densely populated than the most crowded modern metropolises. The concentration of larger populations increased the occurrence, speed and intensity of social interactions, providing far greater need and opening for economic exchange than occurred in sparsely populated rural areas. It created stress on society to continuously increase food production. It created a growing market for goods and services that encouraged social inventiveness (Macfarlane, Jacobs & Asokan, 1998).

The growth of population center like Raipur in turn depends upon and is facilitated by advances in the physical organization of the arrangement. The town is organized into sectors. Roads were laid, bridges are built, markets are constructed and ports are developed. In some instances aqueducts are built to transport drinking water and sewers are dug to carry away wastes and drain rainwater. This physical infrastructure enabled towns to grow into larger urban centers, further intensifying the number, size and variety of economic interactions. City becomes centers for government, trade, manufacturing, education, recreation and cultural activities. These compactly populated areas where people, capital and information accumulated become powerful engines for development. The population becomes far more aware of what was taking place in other places. Pioneering inventions and innovations are quickly imitated by others. The growing frequency, efficiency, speed, complexity and intensity of human interactions through the organizations of urban communities are the basis for the significant developmental achievements of the physical stage.

For the scholar, development is a particular activity of society seen in certain periods. For the social being it is an ever-present, non-stop activity whose force varies with periods and circumstances. This is true of survival, expansion, development and evolution. These are all the same activity at source with varying degrees of energy, intensity, organization, result and aims. That is why we declare that these four phenomena exist in each of them. Evolution can be called as fast moving survival and survival is evolution. Commission for Social Development measured five specific topics: (a) sharing of experiences and practices in social development (b) forging partnerships for social development (c) social responsibility of the private sector (d) impact of employment strategies on social development and (e) policies and role of international financial institutions and their effect on national social development strategies (Commission for Social Development Reports, 2003).

Development begins as a physical action. The power released by the physical is always the lowest and the awareness of the being is also at the lowest in the physical and highest in the brain. The true centre of force is vital. It is vital that energizes the body as well as the mind. Still, the physical labor releases the energy in low volumes. Mind, by lending its understanding to the vital, is capable of energizing it numerous folds. As the development experience started with the physical and essentially remains in that plane, development is necessarily slow and unconscious.

"Social development means literacy, education, good heath, and all that goes to make good health possible, like food and nutrition security, drinking water, easy availability of medical and health facilities both preventive and curative and full and productive employment. It means life for the individual in freedom and dignity, free from being discriminated against on the ground of sex, race, colour, religion or caste. It means life in security where the society in which the individual lives lets the individual live in a manner that suits him while at the same time not infringing on other people's

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rights. "Social development obviously also means living in economic security, fostered by rapid national economic development accompanied by distributive justice", (Copenhagen, March 1995).

Development, says the report (World Development Report, 1992) "is about improving the well-being of people, rising living standard and improving education, health, and equality of opportunity. Though economic development is an essential means of enabling development, but in itself it is highly imperfect proxy for progress". Social development can be summarily described as the process of organizing human energies and activities at higher levels to achieve greater results. Development increases the utilization of human potential.

Social development consists of two interrelated aspects – learning and application. Society discovers better ways to fulfill its aspirations and it develops organizational mechanisms to express that knowledge to achieve its social and economic goals. The process of discovery expands human consciousness. The process of application enhances social organization.

Social development should generate a framework around which all knowledge of the factors, instruments, conditions, agencies and processes of development can be integrated. Rather than singling out a specific set of determinants or giving primacy to a limited set of instruments, it would reveal the nature of the relationships and processes that govern the interaction of all these elements to generate developmental outcome. Rather than generate a linear formula or 'right' perspective, it would make it possible to view the whole field and phenomenon of development from multiple perspectives that are integrated and unified ways of knowing the entire, rather than divided and separate ways of viewing the parts.

Traditionally, the concept of development has been mainly considered in terms of economic growth or income. But over the years, perspectives on development and its rationale have changed. A fundamental shift occurred in 1990, with the introduction of the concept of human development (UNDP, 1990). Thus, development began to focus on people with the rationale that improving people.

Social Development Index (SDI): The analysis and measurement of social development has been made in terms of a composite index consists of both economic and social indicators in recent development discourse. For instance, Human Development Index (HDI), Human Poverty Index (HPI) and Gender Development Index (GDI) by UNDP in its human development reports (HDR) and Social Development Index (SDI) prepared by the Council in its first Report on India Social Development 2006. The SDI mainly consists of six major dimensions of social development in India namely, demographic, health, education, basic amenities, poverty & joblessness and social deprivation. Further these dimensions have been measured by various indicators.

The demographic aspects are defined in terms of three indicators viz. Contraceptive Prevalence Rate (CPR), Total Fertility Rate (TFR) and Infant Mortality Rate (IMR). The health dimension includes two variables, namely, institutional delivery and malnourished children. The UNESCO's paper for the World Summit (1995) on Social Development raises the argument that development is first and foremost social. It says further "Social Development is to be the starting point of development and should determine to a large extent the priorities of development policies".

The term social development largely refers to improvements in human well being, to development that is not strictly economic or market driven, and to improvements in the quantity and quality of public of social services.

The central points of Social Development are (Srivastava, 1998):

- Economic growth is an essential but not sufficient condition to ensure social development, and strategies of development, in order to be more relevant, should focus on societies and not on economics.
- Development should be human centered and broad based, effecting equal opportunities for all to participate fully and freely in economic, social, cultural, and political activities.
- People are the ends and not means of economic progress and development.
- Economic progress should sub serve the cause of social development and ensure that development has a human face.
- Social Development and economic progress are mutually reinforcing- social development helps reduce economic inequalities and bolsters economic growth, and equitable growth creates jobs and reduces poverty.

So social development have multidimensional aspects, which covers eradication of poverty, promotion of productive employment acceleration of social integration, opportunity of quality education etc. Social well-being is also designated to enable each individual to improve his ability to take charge of his destiny by means of fruitful activities in the economic, social, cultural, moral, and political fields and to participate in the choices and decisions concerning the society in its collective orientation. To achieve these objectives social development policy must focus on the human person, equity, social justice and security together with social cohesion, respect for human rights and non-discrimination and finally the participation of the people in the whole range of development policies. Social development calls for strategic investments in health, education and social services, and necessitates access of the underprivileged to means of economic well-being.

It is widely agreed that preservation of human dignity and fulfillment of basic needs are the foremost duties of every society. While there is wide agreement on this goal, differences of opinion exist on the question of the degree to which these basics should be supplied and, as well, how they should be supplied. These differences allow for different paths of development.

From the common denominator "basic needs," one can deduct five basic goals of development: Economic growth to secure food and other requirements for the population;

- Social justice to reduce inequality;
- Employment as means of earning an income but, as well, because of its ethical and social value;
- Participation as political involvement and social sharing;
- Independence as freedom from external domination.

While individual societies may have different opinions on the priorities of these goals, in the absence of a general theory of development; one can use the criterion of fulfillment of these goals as a yardstick in development. Development is then understood as a simultaneous progress towards these five goals.

The mainstream discussion on urban development addresses issues of economic growth, and the debate on sustainable cities focuses on environmental problems. Both exclude the development concerns of the poor. A new inclusive approach to sustainable cities in India puts the perspective of poor and marginalized sectors at the centre of its vision. People-centred development, or sustainable human development, has gained increasing acceptance over the last 10 years. It emphasizes that development should be broad-based and bottom-up, redistributive and just, empowering and environmentally sustainable; seeking to meet the needs of the present generation without compromising the ability of future generations to meet their own needs (WCED1987). In 1992, United Nations Conference on Environment and Developments (UNCED) Agenda 21 outlined programmes that go beyond ecological sustainability to include other dimensions of sustainable development such as equity, economic growth and popular participation. Indeed, the principles of sustainable human development and Agenda 21 are converging.

Techno-managerial approaches to sustainable urban development treat the concept of sustainable cities as a partnership among diverse interest groups. But, as Satterthwaite (1996) comments, the consensus to move towards sustainable cities and sustainable human settlements is at best an illusion, one which allowed the international agencies to claim that they were the leaders in promoting sustainable cities, when in reality they have contributed much to the growth of cities where sustainable development goals are not met. Different groups gave different meaning to the term, but for cities to be genuinely sustainable, Satterthwaite argues that it is necessary to consider the underlying economic, social and political causes of poverty or social exclusion.

The move towards a sustainable city has to be based on an inclusive approach comprising four pillars:

- Environmental sustainability.
- Social equity.
- Economic growth with redistribution.
- The political empowerment of the disempowered.

This holistic approach incorporates the interests of the poor and the disempowered, challenging the existing systems, whether global or local that has led to unsustainable development. An equitable system could achieve sustainable human development that is employment generating, resource recycling, waste minimizing, socially sustainable and politically just. These four dimensions have to be approached simultaneously in the process of development; at present, one dimension takes precedence over the others within a fragmented and sectoral approach to sustainable development.

The urbanization process is widely acknowledged to be associated with increasing levels of national production and higher levels of per capita GDP; poverty remains a persistent feature of urban life in India, both in terms of income and immigrants' living conditions. Economic growth in cities has been found to be insufficient to achieve poverty alleviation. Government action has focused on welfare and habitat improvements under various poverty alleviation programmes but has been unable to make linkages between these improvements and increases in productivity and income for the urban poor. The weaknesses of current policies of poverty alleviation at the national level are due to certain misconceptions about poverty: firstly, that the poor represent a drain on the urban economy rather than a source of productivity; secondly, that poverty can be seen as a welfare question, with income-raising objectives left largely to national economic growth reports and assumed trickle-down development processes (Kundu, 2003). Slums are the byproduct of urbanization.

Numerous researchers are concerned with development and change in human societies followed three key trajectories of societal change. The most elementary one, socioeconomic development, has been described as a set of closely linked changes including technological innovation, productivity growth, improving health and life expectancy, increasing incomes, rising levels of education, growing access to information and increasing social complexity. The second process 'value change' comes along with socioeconomic progress when expanding markets and social mobilization diversify and intensify human activities, such as commercial dealings and civic exchange. These processes strengthen horizontal bargaining affairs and weaken vertical authority affairs that confine human autonomy. Third major process involves a society's political institutions. The most notable development in this field has been a massive trend towards more democracy. This happened in two ways during the past three decades. Most obviously, many authoritarian regimes changed into formal democracies by adopting democratic constitutions in the 'Third Wave of Democratization'. Some of the aspects of development are taken for consideration to measure the level of people participation in this process as stakeholder. Through an empirical study slum dwellers attitude and feedback are recorded regarding development.

V. General Outlook of Respondents Residing in Various Slums on Development

Table 1 : General Opinions about Social Development of the Respondents

Name of Slum	Economic development only	%	Cultural development only	%	Over all development of human being	%	Total Respondents
Kota Basti	10	58.82	3	17.65	4	23.53	17 (100%)
Kushalpur	52	52.00	21	21.00	27	27.00	100 (100%)
Gandhinagar	30	31.58	24	25.26	41	43.16	95 (100%)
Moulipara	34	38.66	12	13.33	42	48.00	88 (100%)
Total	126	42.00	60	20.00	114	38.00	300 (100%)

Source: Personal Survey-2012

Social development provides innovative, practical solutions that enhance options and opportunities for poor women, men, girls and boys. This can be macro-policies and processes promoting poverty reduction, equity and inclusion, or they can be targeted more directly at poverty reduction and empowerment, such as leading on social protection strategies and community development programmes, action to tackle violence against women and support for enhanced accountability and transparency. Table 1 shows a very general view of the respondents with some simplified criteria on social development. Some of the respondents think (42%) that social development means progress in economic life, for some others it appears as cultural and moral development and the opinion of 38% respondents is that it consists of many things such as welfare of human beings with every short of opportunity for livelihood. So these are the mixed opinions in the form of gross oversimplification.

The aim of social and economic development in their view is to improve the quality of living standards of the people. They think that state government can play a pivotal role in providing the basic minimum requirements of the people. So the social development can also be done through NGOs' active involvement in the process of development. In these slums most people think that social development means economic prosperity in life.

Table 2 : Method of Participation in Developmental Programme by Respondents

Name of Slum	By feedback	%	By asking only	%	By complaint only	%	By active participation	%	Total Respondents
Kota Basti	3	17.64	9	52.95	4	23.53	1	5.88	17 (100%)
Kushalpur	16	16.00	44	44.00	25	25.00	15	14.66	100 (100%)
Gandhinagar	45	47.37	19	20.00	21	22.11	10	10.52	95 (100%)
Moulipara	38	43.18	28	31.82	8	9.09	14	15.91	88 (100%)
Total	102	34.00	100	33.33	58	19.33	40	13.34	300 (100%)

Source: Personal Survey-2012

Both table 1 and 2 are significant from the community participation point of view. The present table 2 explains that 34% people participate by feedback process. 33.33% people superficially participate in the development programmes. 19.33% respondents participate through making complaint. Only 13.34% people have said that they actively participate while running such kind of programmes. It is clear that in feedback section that there is a huge gap between Kota Basti, Kushalpur and Gandhinagar, Moulipara. Very few people of Kota Basti (5.88%) actively participate in the development programmes. Near about one fourth population of slums except Kota Basti critically participate in such kind of programmes.

Table 3 : Participation in Development Programmes by the Respondents

Name of Slum	Always participate	%	Sometime participate	%	Never participate	%	Total Respondents
Kota Basti	1	5.88	2	11.77	14	82.35	17 (100%)
Kushalpur	3	3.00	42	42.00	55	55.00	100 (100%)
Gandhinagar	6	6.32	46	48.42	43	45.26	95 (100%)
Moulipara	1	1.14	31	35.23	56	63.64	88 (100%)
Total	11	3.67	121	40.33	168	56.00	300 (100%)

Source: Personal Survey-2012

Table 3 shows that 3.67% respondents always participate, 40.33% respondents some time participate and 56% people never participate in the development programmes of locality. From this table it is seen that for all slums very few people actively participate in the development programmes. Except Kota Basti people of other three slums sometime participate. Regarding participation of local people in development programmes Kota Basti is lagging far behind than other slums.

Table 4 : Opinions of Respondents Regarding Participation in Decision-Making Process

Name of Slum	Often takes suggestion	%	Some time takes suggestion	%	Never take suggestion	%	Total Respondents
Kota Basti	1	5.88	3	17.65	13	76.47	17 (100%)
Kushalpur	12	12.00	29	29.00	59	59.00	100 (100%)
Gandhinagar	15	15.79	42	44.21	38	40.00	95 (100%)
Moulipara	8	9.09	54	61.36	26	29.55	88 (100%)
Total	36	12.00	128	42.67	136	45.33	300 (100%)

Source: Personal Survey-2012

The counselors not only have a larger stake in and commitment to improving the living conditions of their communities, but their own importance in greater domain is decisive factor for the well-being of their communities. Therefore, peoples' involvement and participation play crucial role in bringing about change. Conscious efforts to involve them through the cooperative are made. The counselors are the key persons for implementation of any policy. Some time denial of slum dwellers' participation in the drafting of the various policies and programs for them made by the local leader is noticed. The planning process and the experience with development projects so far indicate that citizens have been totally excluded from the discussion about the location and nature of development projects, their size, their socio-environment impact, the distribution of their costs and benefits. The above table (4) shows that 45.33% respondents are never asked for their demand and requirement by their counselors, whereas only 12% people have said they are involved for local job some time. 42.67% respondents have said that some time they are given due importance for the framing plan for development of local slums. In Kota Basti it seems the decision making process is lagging behind than other slums. The peoples' participation in the decision making process is better in Moulipara.

VI. Development of Raipur City and Slums

It is evident that the new groups, who come to the city to search for entry in the development process, create a new type of residential settlement in contradiction to that of the existing urban groups. Since the new groups are mostly constituted of low-income group of rural migrants, they accept whatever accommodations are available or can be quickly stiff with waste materials or with those that can be procured on low costs on open spaces which are unusable or lying vacant. Generally the operation takes place in groups, initially consisting of relatives and kin's or members from the same caste, village, district, region or language. This process involves illegal occupancy or squatting on public or private lands. They take place independently of the authorities charged with external or institutional control of local building and planning. A very noticeable aspect of these settlements is their location to the work places.

Another major characteristic of these settlements is their neo-rural or village like pattern since the dwellers in these settlements follow traditional procedures with regard to building and physical development. It seems to be an attempt for reinterpretation of rural life in an urban condition. The process of formation of these autonomous squatter settlements makes it not only possible for large number of low income group families to get themselves cheap dwellings but also to supply labour force for a variety of urban activities at a lower costs. Thus the processes of producing autonomous settlements are manifestations of normal urban growth and as such the existence of these settlements is not the problem but that they are uncontrolled and their forms are often distorted. Unless there are alternatives for the millions of immigrants to live, these settlements will exist. It cannot also be assumed that unless the alternatives are found, the poor should not be really in the cities, but should wait patiently in the villages until rural and regional development policies can help them.

The inhabitants of low-income pockets in urban areas do not form a separate and distinctive social order. Studies of slums show that their composition is varied and that the slum population does maintain strong and close ties with the established formal and informal institutions of the urban system. Further these studies show the pattern of norms and values are similar to those of the larger society. In other words the urban poor including those forms the slums do not entirely belong to the informal sector and therefore cannot be regarded as a clearly distinguishable part of the urban economy.

It is the assumption here that the slum life should be understood in its totality. The major features of slum life are its poverty and reality of this poverty is caused by and in its turn brings about a number of other socio-cultural factors. Therefore analyzing the basic features is essential to understand its links with economic, social, cultural, political institutions. Presently the focus is given on macro as well as micro level social development of slums of Raipur city. Here the slum people are also going on under massive development programmes. The root cause of urban slumming seems to lie not in urban poverty but in urban wealth.

Slum in Raipur city developed also surrounding city center, where more affluent citizens, who have moved to the city, have abandoned property taken over by the poor. In the city slums spring up throughout the city, wherever there are markets, shops, factories, middle-class homes, and even in posh residential area--any place in need of cheap labor and services. Although the immediate environment deteriorates because of the crowding, pollution, wealthy, and middle-class families, including those who have fallen on hard times, hangs on to their properties. “The root cause of urban slumming seems to lie not in urban poverty but in urban wealth” (Verma, 2002).

Marginalized sections in the slum area lack essential services. The reason for this is in the unplanned and prohibited nature of these settlements. Drawing upon the history of development of a slum in the extended Raipur and, in particular, the acquisition of several services in the slum, interpretation are made about the ways in which slum communities develop an union to build their environment and obtain services. Some people within the slum have the organizational ability to negotiate for services in the slum and in the wider city, while others fail. This leads to speed up development in some areas of the slum and slow down in others. However, it is also observed that slums are homogeneous in this case in terms of physical attributes. There are vulnerable groups within a vulnerable community. In Raipur, the distinguishing feature of a slum is kutcha structures, meaning those structures are mainly built of mud brick, bamboo, or thatch. The term, which derives from the word for ‘crude’ or ‘unripe’, refers to a house that is makeshift, flimsy, and unfinished, as opposed to pucca, the widely known Indian expression which derives from ‘mature’ or "cooked" and which means built with good materials and designed to endure. The existing situation in Raipur with regards to land tenure in the slums, occupation and income of the slum residents, education, health, women and girls, children and adult males were understood to develop this concept. While speaking about the social development in slums, multidimensional and multi-causes explanations are needed to understand the present context of Raipur city. Hence an effort is made to understand the living condition of poor people in slum areas through this research.

With the growth of trade, attention is given to the improvement of systems of communication, and mercantile activities in Raipur received a tremendous stimulus with the opening of railways and other new lines of communications. Naturally the roadways and railways for further improvements, and airport were built. It must be noted that in very recent past the business of Raipur had a very small hinterland comprising only Bilaspur, Bhilai, Nagpur, and a small part of Madhya Pradesh. But the establishment of iron and cement industries in Raipur and its surroundings and the opening of the new lines of communication expanded this hinterland. Nevertheless, urban growth, especially in the capital territory areas, has been exploitative and chaotic, resulting in rising unemployment and low productivity work-sharing in the informal sector, squatting in teeming slums, congestion, encroachment on public space, water and air pollution and deteriorating infrastructure and services. In this context another important aspect is that of the inequality of distribution of resources especially income which has led to the deterioration of the living standards of a section of urban people. This is one of causes of the origins of slums in the city.

Slums are scattered across the city in different wards. It is estimated that many slums are located on private lands without access to basic services. The poor, not only habitat the slums of the city but are spread in squatters and informal settlements in small groups near residential colonies, market places, industrial areas, etc., deprived of basic services. This makes them more vulnerable to vicissitudes of nature and periodic threats of eviction, ejection and demolition. Authentic data are not available on the number of such settlements and their population. Another feature is that the Raipur urban agglomeration consists of outgrowth, which is presently not part of the corporation area but inextricably linked with the city both spatially and economically. In all these areas the poor population is very high and all these areas can be considered to be slums without basic infrastructure both physical and social. The number of slums and slum population in Raipur Municipal Corporation are increasing at a faster pace over the decades. The slum population as per 2001 census is over 15, 9120. The slum population has grown up substantially over the last few years and which is exceptionally high. The urban agglomeration, with growth in population is putting heavy demands on services and the urban local bodies are not been able to meet the demands and expectations.

VII. Conclusion

Contemporary discourses in the field of development often focus on the importance that should be given to different economic and social outcomes and the most effective policies to achieve them. Although this discussion has significance, it tends to distract attention from supplementary fundamental issues that need to be addressed, regardless of which goals are accorded the highest priority. A theory of development needs to start not with goals and policies to encourage development, but with knowledge of the indispensable nature and characteristics of development itself, for development is not a set of policies or programs or outcome. It is a process. In the broadest terms applicable to slum societies and historical periods, development can be defined as an upward directional movement of society from minor to superior levels of energy, efficiency, superiority, productivity, comprehension, creativity, mastery, satisfaction and accomplishment. Although the term development is most commonly applied to economic advancement, the term applies equally to political, social and technological progress as well. Indeed, it is extremely complicated to extricate any of these fields of change exclusively from the others, for they are all diverse expressions or dimensions of the wider development of the human collective. However, for the purposes of this discussion, we propose to focus on the field of economic development and consider other fields simply at the points where they most directly interact with and influence economic progress. At the same time, we will try to establish that the same process and the same principles are applicable to all other fields of social life as well. Many factors influence and determine the outcome of this process. There must be a motive force that drives social change, some essential preconditions for that change to occur, barriers that obstruct the process, a variety of resources such as capital and technology which contribute to the process, along with several types and levels of infrastructure that support it. All of these factors need to find an appropriate place in a comprehensive theory. However, there is one central characteristic that most clearly distinguishes development from other forms of social change, but whose importance may not always be appreciated because it is largely non-material in nature. The indispensable nature of the process is the progressive development of social organizations and institutions that harness and direct the social energies for higher levels of accomplishment. It is evident from the study that slum group develops by organizing all the knowledge, human energies and material resources at its disposal to fulfill its aspirations. We will try to look into the several aspects of development for the urban poor and will see how theory is translated it to action.

Infrastructural development and civic amenities are required adequately. After bifurcation, Raipur's formation as capital has brought qualitative and quantitative changes among the slum dwellers. Environmental degradation is general phenomenon in slum. Therefore, a system has to be evolved whereby the garbage from slums can be collected from each household and placed in the nearest big garbage collection depots or transaction stations, and after that it can be cleaned by municipal services. Improved hygienic conditions with increased awareness on preventive social medicine can reduce the health hazards in slum residents. It is noted that a bulk number slum dwellers don't believe in casteism, untouchablity system. A very few number of residents feel inferiority complex as they reside in substandard living condition compared with the mainstream society. Raipur slum dwellers are still far from standard quality of life. In Raipur, substantial differences exist among mainstream and slum in terms of mobility, wealth, settlement, facilities, and standard of living etc. Although only a mental outlook cannot alter the structure of opportunities available, it can increase awareness, social skills, knowledge of safe spaces for meeting, and group identification. In order to reduce deeply entrenched gender disparities and enhance women's ability to have a greater voice in decision making about their own lives. They should also devote greater effort to developing group cohesion and to improving communication, negotiation, and decision making skills. As per the data Raipur district stands in fourth position in the state. It has 0.782 education index, and rank is fourth in this regard. Health index is 0.558 and rank is again fourth for this district. Income index is 0.262 with raking six in the state. Finally the HDI is 0.534 for this district.

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Perspectives on Food Security: A Gender based Comparison of Rural Households in South East Nigeria

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Abstract- Household food insecurity remains a persistent and pressing social concern despite the economic gains that Nigeria has made over the years.The study focused on identifying the perception of male and female headed households about food security; the gaps in calories supplied as well as factors that interact to influence food supply.Primary data was collected using the farming and rural systems approach to randomly select and interview 120 households but a subsection of the sample is the basis for this study. Descriptive statistics was used to describe the perceptions about food security and gaps in calories supplied. Two-stage Least Square regression and the General Linear Model were used to determine the factors that influence calorie supply to the households as well as the influence exacted by the interaction of those factors.

Keywords: *perspectives, food security, male/female headed households.*

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PERSPECTIVES ON FOOD SECURITY A GENDER BASED COMPARISON OF RURAL HOUSEHOLDS IN SOUTH EAST NIGERIA

Strictly as per the compliance and regulations of:

Perspectives on Food Security: A Gender based Comparison of Rural Households in South East Nigeria

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Abstract- Household food insecurity remains a persistent and pressing social concern despite the economic gains that Nigeria has made over the years.The study focused on identifying the perception of male and female headed households about food security; the gaps in calories supplied as well as factors that interact to influence food supply.Primary data was collected using the farming and rural systems approach to randomly select and interview 120 households but a subsection of the sample is the basis for this study. Descriptive statistics was used to describe the perceptions about food security and gaps in calories supplied. Two-stage Least Square regression and the General Linear Model were used to determine the factors that influence calorie supply to the households as well as the influence exacted by the interaction of those factors. The results showed that the definition of food security from the respondents points of view includes the taste, quality, quantity and specific food items available to the households and that these differ between male and female heads. Also quantitative and qualitative factors interact to affect the total calories supplied to the household. Cash transfers significantly influence calories available to Male Headed Households but not for Female Headed Households.

Keywords: perspectives, food security, male/female headed households.

I. Introduction

Food insecurity is an important element of rural households because of poverty and the poor standard of living that results from it. Poverty and a low standard of living are in turn associated with poor infrastructural facilities in the rural areas and the resource endowment of the people (World Bank 2003). As such, efforts to ameliorate the food insecurity situation must tackle the problems faced by rural smallholder farmers in their efforts to increase production and have a better livelihood.This is because much of the food production in the country is by smallholder farmers who basically reside in the rural areas and are noted to be less food secure than the rest of the population (Obamiro, 2004; Ayantoye, K, et al, 2011).

This thought is at the background of several recent rural development efforts in Nigeria. Such efforts include the establishment of the Roots and Tubers Programme nationwide, the establishment of microfinance banks to enhance the diversification of income opportunities; creation of rural roads to open up the hinterland where primary production is based; release of loans by the central bank to individuals who are involved in agribusiness enterprises and farming; creation off health care facilities in rural areas e.t.c (Omonona, B. T. and G.A. Agoi, 2007, Ayantoye K et al, 2011)). These actions are taken in the right direction if supported by consistent policies. These steps are also in line with recommendations from the body of literature regarding food security (FAO, 2006 and Murphy S, 2005).

The widely accepted background for the discussion and suggestions on food security derives from the World Bank (1986) definition of it as "access by all people at all times to sufficient food for an active and healthy life." This definition encompasses production in relation to food availability; distribution and consumption. As such interventions have been focussed more on the production and distribution side, however also implied in this definition is the food requirement of the people. As suggested by Doppler (2002, 2003) food security is a situation that involves food supply and food requirement; and food requirement is a function of factors such as sex, age and current physiological status. This then implies that beyond the definition and description of food security, specific empirical data needs to be generated at the micro level which will explain the gap and what needs to be filled. He thereby, reaffirms that food insecurity is essentially a micro-level problem which requires empirical evidence.

In line with this thought, Akinsanmi (2005) statesthat "Food supply and food requirement are central components of food security situation. As such it is assumed that the underlying factors which influence food supply to the households also influence food requirement. These factors overlap in different areas such as income, physiological makeup of the individuals; and are dynamic in nature. The bi-directional relationships and inter-dependencies are obvious in specific areas such as input, farm investment and resources, etc. An overall cyclical impression is given … which is subject to time and influenced by socio cultural and macro-economic environment. In other words other

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'external' and 'internal' variants affect them. In order to influence the food security situation positively both sides need to be simultaneously addressed".

This idea raises a lot of questions related to the definition of food requirement for empirical purposes and the measurement of food supply/requirement change alongside changing family and economic conditions. It hints at metabolic and physiological requirements but also suggests that the question of 'enough food' is implicitly and simply defined to be what is available and shared within the household in a time frame; which is better defined by the individuals.

However, it has the merit of giving a real, practical and less hazy view of food security that lends itself to a reasonable level of measurement beyond being expressed by indicators. This study seeks to demonstrate the concept of food supply and food requirement and provide empirical evidence for the interactions of factors which influence both within the context of male and female headed households. The context of a comparison between male and female headed households stems from the fact that the experience and response to food vulnerability issues may be different.

The specific objectives are:

- To profile the household structure of male and female heads
- To profile the perceptions of food security by the household heads
- To profile the sources of calories in different time periods to the households
- Examine qualitative and quantitative factors which influence calorie supply and calorie requirement of the households.

II. Research Methodology

The Farming and Rural Systems Approach (FRSA) was used in this study. The approach focuses on the analyses of the development of a system, the development of the solutions to the problems and measures the future impact of change on the system. That is, it provides the philosophy, the concept and strategy for developing and introducing solutions to decision making bodies at the micro, meso and macro levels (Doppler 2002).

a) Description of the Study Area

The research was carried out in Imo state, south-east Nigeria. Imo state is one of the five states that constitute the south eastern region of Nigeria. The east occupies a land area of approximately 7,861,200 ha of land and has a population of 25,652,036 people. This translates to an average land area of 0.31ha/ person (Nwajiuba, 2002).Though the states are reasonably urbanized, the majority live in rural areas. Imo State was chosen from the region based on the knowledge of the prevailing situation.Imo state, occupying a total land area of 5,530 km2, is one of the states that make up the southeastern part of Nigeria. According to the 2006 population figures, 2,032,286 males and 1,902,613 males, that is a total of 3,934,899 people, live in the state. It has a population density of about 230 people per square kilometer. It is bordered by Abia State to the east, Rivers to the South and West and Anambra to the North. It consists of coastal lowlands to the east of Niger River. The state has original tropical rainforest vegetation. The state is known to be one of the low income states in Nigeria. The average farm income in some of the agricultural zones as at the year 2002 has been estimated to be about N60, 197.81 per annum and N7, 524. 73 per capita income.

The family structure in the state holds that the man is the head of the family (like most of Nigeria) and is responsible for the welfare of his family members. Also inheritance is patrilineal and in most rural communities; women have access to land by marriage or relationship to other men. The state has great potentials for increased food production and high income generation in the agricultural sector because it has the manpower and the natural resources required. This research can enhance the achievement of a sustainable food security situation by providing basic information for policy planning and design.

b) Data Sources and Sampling Technique

The farming and rural systems approach was used in the study. Imo state was purposively chosen because of the knowledge of the prevailing situation but a multi stage random sampling process was used to select the final respondents. It is known to have 27 Local Government Areas based on the geographical structure that it had before other states were carved out of it. Four local government areas were randomly selected; after which two villages were randomly selected from each LGA. A total sample size of 120 household were drawn from the list of names (sometimes with addresses) obtained from the village leader or his representative. The survey was carried out with the use of a structured questionnaire though the administration was interactive in approach. The questionnaire was designed to give information on different aspects of respondent's lives such as income generating activities, socio economic data, production activities, food consumed and food expenditure etc.

A Hierarchical Cluster Analysis was carried out to get natural groupings or clusters among the sample units which are homogeneous within and heterogeneous to each other. The results led to two major farming systems upon which the descriptive and comparative analyses are based.

- *Peri-Urban Farming Systems (P-UFS):* These are located in villages which are close to urban areas and cities such as Owerri and Umuahia with more

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possibilities for off-farm income. There are also major access roads to these villages. The population density is low compared with the other regions.

- *Remote Farming Systems (RFS):* These are located in more remote areas and are densely populated. They are also relatively less endowed in terms of resource ownership compared with their counterparts.These were further divided into Male Headed Household and Female Headed Households.

c) Methods of Data Computation and Analysis

Two major farming systems classified based on sex of the household head (Male Headed Household – MHH and Female Headed Household-FHH) formed the platform upon which the descriptive and comparative analyses are based.The data on calories available from own production and market purchase were computed based on the items produced or purchased and the frequency of consumption using standard conversion rates after adjusting for processing and gifts.Estimation of energy requirement for healthy individuals takes account of age, gender, body weight and activity level. The activity level, being mainly farming and a combination of 2 to 3 off-farm income sources, is considered to be high. The average net weight of 62 for male and 55 for female and high activity level were assumed. For computational reasons, food requirement is defined as the quantity available and used in the household. An alternative approach would be to make computations based on the family composition and estimated factors of energy levels (Doppler, 2002). WHO/FAO (2001) standard is used as a point of reference.

Descriptive statistics were used in profiling respondents perception while a non parametric test was used to test the class means difference socio-economic variables. The 2-stage Least Square regression was used in evaluating the factors that influence subsistence and total calorie supply, the General Linear Model was used in estimating factor influence on the dependent variables.

Stage Least Square Regression: It extends regression to cover models where the researcher assumes that the disturbance term of the dependent variable is correlated with the cause(s) of the independent variable(s). Also used for the same purpose if there are multiple endogenous variables in the model.

The General Linear Model provides regression analysis and analysis of variance for multiple dependent variables by one or more factor variables or covariates. The general form is given as

$$YM = Xb + e \qquad \text{(i)}$$

Here Y, X, b, and e are as described for the multivariate regression model and M is an m x s matrix of coefficients defining s linear transformation of the dependent variable.

The factor variables divide the population into groups. The general linear model procedure is used to test the null hypotheses about:

- Effects of factor variables on the means of various groupings of a joint distribution of dependent variables; and
- Investigate interactions between factors as well as the effects of individual factors; in addition the effects of covariates and covariate interactions with factors can be included.

III. Results and Discussions

a) Structure of the Households

The composition of the households are similar in that both active and none active members are included. However, age and the number of years of exposure to formal education are significantly different. Also the MHH seem to have more dependants than the FHH which could be because the women are widows and by culture may not have many dependants at such age. The FHH have a lower family income generated but a smaller family size compared with the MHH.

Table 1 : Characteristics of Male and Female Headed Households

Item	Male Headed Households (N=37)	Female Headed Households (N=20)
Age	59.03* (±12.551)	61.30* (±10.682)
Education...(years)	7.89** (±4.345)	3.60** (±3.872)
Family size	5.95	4.85
14-60 Years old Male	2.22	1.85
14-60 Years old Female	1.82	1.73
Mean Number :		
<14 Male	0.35	0.15
>60 Male	0.32**	0.05**
<14 Female	0.59**	0.10**

>60 Female	0.03**	0.40**
Family Income	376437.08 (±964588.35)	223806.75 (±233645.94)

Notes: * Significant at 90% confidence interval ** Significant at both 95% and 90% confidence interval Values in parenthesis are standard deviation. All tests are Mann-Whitney test

b) Perceptions of Food 'Security'

The understanding of Food Security (FS) differs among respondents (Table 1). To a large percentage it implies having a kind of food stuff at home at all times. A few consider it to mean just having enough at home, a subjective expression of not being in want. Its description in own words suggests the gaps that need to be filled for the situation to be ameliorated. The cultural perception of food is reflected in the response given e.g the perception that food security implies having a regular store of particularcarbohydrates such as 'Cassava'. It also gives an evidence of poor and unvaried diet since some respondents, particularly female headed households, consider being food secure as access to just any food irrespective of taste or quality.The expressions are similar in both groups but within each system are the vulnerable few who describe and define food security in non committal terms. These in the context of the study area may be identified as those in extreme conditions.

Table 2 : Male and Female Heads of Households' Perspectives on Food Security

Item	Male Heads of Households (n=37)	Female Heads of Households (n=20)
FS in Terms of 'Quantity'	**Frequency (%)**	**Frequency (%)**
Number of meals	5	6
More of a particular food Item	55	43
Variety of Foods	22	24
Enough	12	15
Just Eat	6	12
FS in Terms of 'Quality'		
Tasty	4	6
Nutritious/Balanced diet	82	78
Better mode of preparation	10	10
Any food eaten	4	6
FS in Terms of A Food Item		
Cassava	38	19
Other Carbohydrates	15	32
Foods containing Proteins	43	43
Any Food Stuff	4	6

Table 3 : Food Consumed During Cash and Food Shortage Periods

Item	Male Headed Household (n=37) %	Female Headed Household (n=20) %
"Garri"	50	30
Any Food	6	8
Normal diet	16	23
Fruits and vegetables	12	14
Rice	16	0
Fish/Meat	0	22

Diverse descriptions of how farm families cope during the periods of food and cash shortage include the consumption of low quality food or meals that they normally would not like such as 'rice'. The irony of the expressions here is that fruits and vegetables which are healthy are consumed more when 'culturally' accepted foods are missing. These are sourced from nearby forest and farms and are not necessarily part of own production. The consumption of meat and fish by the FHH is not as a major component of a meal but as being the main component of a poorly prepared source. The consumption of 'garri' by over 50 % of the respondents at as such period explains why a constant supply of cassava is considered as being food secure. The information given further highlights the deficiencies in the current meal pattern and areas where positive changes are required (Table 2).

c) *Calorie Availability: Sources and Time Periods*

Farm families depend on the output produced and purchases from the market to meet their nutritional requirements. These two sources are the major supply of food to the households, some households may receive food stuffs as gifts but these were accounted for as produced items because it is customary to share and 'exchange' food items in the culture. The resultsshow that the farm and market supplies are relatively lower in the female headed households. This could be as a result of lower output or limited cash available. An average adult in the household falls short of the expected energy consumption value (Table 3).

Table 4 : Subsistence and Market Supply of Calories In Relation to Total Food Supply

Item	Male Headed Household (n=37) Kilocalories	Female Headed Household (n=20) Kilocalories
Subsistence Supply	320,000	210,000
Market Supply	30,000	39,000
Total Calorie Supply	350,000	249,000
Average Total Energy/Day	11,667	8,300
Average Total Energy/Person/Day	1,944	1,660
WHO/FAO DAILY STANDARD	2,500	

IV. Explanatory Variables Explaining Calorie Supply and Requirement

a) *Quantitative factors influencing calorie availability*

The assumptions made are that several variables can have direct impact on the calories available to the individuals. Increased off-farm income is expected to increase purchasing power of the families; transfers if in favour of the rural families, will also have a positive impact. However, the issues of personal preferences and goals may limit the overall effects.

Table 4 shows that net transfers have a higher impact on calorie supply among the male headed households while days lost to illness significantly impacts it in the female headed households. In both cases and as expected, off-farm income influences calorie supply through market purchases and own production. The estimates as indicated in Table 5 are negative for net transfer. That is the male heads transfer more in terms of cash and in kind than they receive. This points to family dynamics such as a child being sent to live in town with other people and thus making it necessary to make food available to such host families and stipend to the child. It is positive for the female heads but does not significantly influence food supply. Contrary to expectation, thevariable 'days lost to illness' has a positive estimation. This could be an indirect effect of non commensurate wage earning on labour use.

Table 5 : Factor Effects on Calorie supply and Calorie Required

Source	F MHH	Partial Eta² MHH	F FHH	Partial Eta² FHH
Corrected Model	6.913**	.386	4.426**	.454
	7.982**	.421	5.059**	.487
Net transfers	12.398**	.273	.204	.013
	15.239**	.316	.420	.026
Days lost to illness	5.787**	.149	12.054**	.430
	5.899**	.152	13.909**	.465
Off-farm Income	7.429**	.184	.063**	.004
	8.529**	.205	.100	.006

Notes: *Significant at 90% confidence interval **Significant at both 95% and 90% confidence interval

MHH: Calorie Supply R^2 = .39 Calorie Required R^2 = .42

FHH: Calorie Supply R^2 = .45 Calorie Required R^2 = .49

Table 6 : Factor influencing calorie availability

	Calorie Supply Estimates		Calorie Required Estimates	
	FHH	MHH	FHH	MHH
Net Transfer	0.09	-0.59**	0.65	-0.65**
Days Lost to Illness	0.7**	0.33**	3.73**	0.33**
Off-farm Income	0.05	0.46**	0.32	0.48**

*Notes:** Significant at 90% confidence interval ** Significant at both 95% and 90% confidence interval
MHH: Calorie supply $R^2 = .39$ $F = 6.9$** Calorie Required $R^2 = .42$ $F= 7.98$**
FHH: Calorie supply $R^2 = .45$ $F= 4.43$**, Calorie Required $R^2 = .49$ $F = 5.06$**

b) Qualitative factors influencing calorie availability

This is assumed to have the capacity to influence rational behaviour in food choices or behaviour. Among poor male and female headed households, scarcity of resource and the attitude towards it are possible factors that influence the perception of food risk and the decisions taken to avoid or mitigate it. The results as shown in table 6 indicate that the rights to land and the attitude towards resource management have a stronger impact on food supply in the female headed household. Expectedly, the interaction between the two variables has a higher impactin the male headed households but the partial impact of the variables is lower than those of the FHH. Rights to land, attitude to owned resources are critical issues that need to be resolved in achieving food security in the area.

Table 7 : Effects of qualitative factors on food supply and Food Requirement

Source	F MHH	Partial Eta² MHH	F FHH	Partial Eta² FHH
Corrected Model	5.291**	.460	14.761**	0.45
	5.032**	.448	17.077**	0.35
Rights to Land	5.515**	.262	14.761**	0.50
	5.217**	.252	17.077**	0.50
Attitude to Own Resource	8.262**	.210	0.40.	0.103
	7.839**	.202	0.38	0.098
Rights * attitude to owned resource	6.407**	.292	0.50	.124
	6.117**	.283	0.50	.122

*Notes:**Significant at 90% confidence interval ** Significant at both 95% and 90% confidence interval
MHH: Subsistence supply, $R^2 = .46$ Total food supply $R^2 = .45$
FHH: Subsistence supply, $R^2 = .45$ Total food supply $R^2 = .35$

V. Conclusion

Food security/ insecurity as defined by the persons concerned elucidates the importance of socio cultural factors in its understanding and why they may not view themselves as being food insecure. The ability to capture estimated kilocalories consumed by an individual in a day and by the household members in a month lends credibility to the poor food situation particularly for the vulnerable ones. Capturing the factors that influence both food supply and requirement while eliminating endogenous variables lends credibility to the fact that both supply and requirement side must be put into consideration while designing interventions else a less than optimal response will be obtained. The importance of the interaction of factors to influence both reiterates the importance of 'cultural Shifts' in order to achieve food security. This is also underscored by the fact that the households compared have similar socio-economic background but differ significantly only in the influence of qualitative factors on their food security situations.

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Middle Class: Definition, Role and Development

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Abstract-

a) Research Problem

Middle Class is solely capable to bind higher and lower classes into society as the organization of citizens. Our research, therefore, can be regarded as a sustainability study of society.

b) Research Objectives

The first appearance of the term is typically associated with the origin of capitalist formation. The question is: what is the correspondence between the origin of a socio-economic phenomenon and its denomination? What is the role of Middle Class in the establishment / development of non-capitalist societies?

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MIDDLE CLASS DEFINITION, ROLE AND DEVELOPMENT

Strictly as per the compliance and regulations of:

Middle Class: Definition, Role and Development

Anna Tarkhnishvili [α] & Levan Tarkhnishvili [σ]

Abstract-

a) Research Problem

Middle Class is solely capable to bind higher and lower classes into society as the organization of citizens. Our research, therefore, can be regarded as a sustainability study of society.

b) Research Objectives

The first appearance of the term is typically associated with the origin of capitalist formation. The question is: what is the correspondence between the origin of a socio-economic phenomenon and its denomination? What is the role of Middle Class in the establishment / development of non-capitalist societies?

c) Research Methods

The methods include both empirical (collection and analysis of socioeconomic / historical data) and theoretical (socio-philosophical understanding of basic trends and forecasts).

d) Key Findings

In the post-Darwin science, any member of any society is neither a citizen nor a social actor but merely, a primate participant of struggle for survival. Middle Class, more then the other two classes, has to oppose this severe motivation (will to power or thirst for money) set to prevail over the civics.

e) Implications of Findings to Theory and Practice

The dogmas of "protestant capitalist ethics" agree with those of the struggle for survival. Perhaps, some amendments are desirable, in order to avoid "permanently intermittent" economic depressions?

I. Introduction

Almost everybody seems to know, what is called "the middle class", and even to belong to it. However, the most obvious things about this, one of the most important concepts in social sciences, often turn out to be not so certain, while the middle class appears to be a misleading concept. So, actually, our initial question turns to grow out into the following, more accurate, question: What do we know about the Middle Class?

Then, what should we do about this knowledge: perhaps, it imposes certain obligations, or galvanizes us into actions? (what kind of actions and/or obligations are these?) Roughly speaking, if we ARE the Middle Class, what are our duties towards the other classes and the entire state / society? If we are NOT, how should we identify the other being the Middle Class, and what is the way to establish good relations with them (in the case, we deem it desirable or necessary)?

II. Currency of the Issue

The very first step should be to show why and how has the problem of middle class gained currency in our days (actually, over the last quarter of the 20th century). The second step should be to try to fully understand what a Social Class is in general. Then we shall concentrate on the history and the present status of the middle class in the context of the society and its development.

In accordance with the results of the social researches conducted in many different regions/countries worldwide (Eastern Europe, FSU/NIS, USA, Latin America, Far East), the groups of people who are the middle class, in accordance with the economic criteria (i.e. the income level adequate for decent education, apartment, retirement, etc.) and the groups of people who regard themselves as the middle class people, differ: *these are the different groups of the population.* Economists estimating income levels, sociologists analyzing labor market and the focus-group survey data – all they provide quite different numbers and distinguished paradigms/parameters.

For instance, a middle-class standard of living in the United States has come to mean having "a secure job, a safe and stable home, access to health care, retirement security, time off for vacation, illness and the birth or adoption of a child, opportunities to save for the future and the ability to provide a good education, including a college education, for one's children" (i). At the same time, this standard of living belongs no more to the middle class of the American population: such is the conclusion of National Opinion Research Center (NORC) at the University of Chicago, one of the largest independent social research organizations in the United States (ii). More and more families of the country think they still are the middle class but in fact, they are a "paycheque-to-paycheque group of people" that has to save on almost everything, from toll calls to shopping. And that's the economists' conclusion. Both sociologists and economists agree that *there is no more* American middle class in the usual sense.

When and how do working class representatives become the middle class members? How it comes that the latter transform into upper class figures (if any)? Are there any criteria except for average

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annual income? Do the national/racial, cultural, religious and other differences play any role? Are there any borders and margins (maybe, some "marginal groups") between the classes? – all these questions require responses.

Additionally, the common measures of what constitutes the middle class vary significantly from country to country. For instance, the American middle class criteria were inapplicable to citizens of the Soviet Union, and are inapplicable to the societies of most Eastern European and FSU countries, even to those of Western Europe. However, the vast majority of the Soviet Union households did have certain grounds to identify themselves as middle class: they did have stable job, decent vehicle and recreation, not much affected housing and property, (plus, last but not least, free medicine and education in the Soviet Union)…

When poor countries start to get the maximum benefit from cheap labor through international trade and, but before they price themselves out of world markets for cheap goods, then "the poor start entering the middle class by the millions.

In February 2009, The Economist announced that over half the world's population now belongs to the middle class, as a result of rapid growth in emerging countries. It characterized the middle class as "having a reasonable amount of discretionary income, so that they […] have roughly a third of their income left for discretionary spending after paying for basic food and shelter" (iii). This allows people to buy consumer goods, improve their health care, and provide for their children's education. By this parameter, the number of middle-class people in Asia exceeded that in the West sometime around 2007 or 2008.

The Economist's article pointed out that in many emerging countries "when the peak of the population curve crosses the threshold into the middle class, the number of people in the middle class grows enormously" (ibid.)

Three years ago, a working paper by the OECD (Organization for Economic Co-operation and Development) estimated that "1.8 billion people were now members of the global middle class" (iv). While, in accordance with The Economist's prediction, "the surge across the poverty line should continue for a couple of decades and the global middle class will grow enormously between now and 2030" (iii).

III. Preliminary Definitions

These are the normative socio-economic and "historical" definitions of Middle Class: (1) "A class of people intermediate between the classes of higher and lower social rank or standing; the social, economic, cultural class, having approximately average status, income, education, tastes, etc." and (2) "A class traditionally intermediate between the aristocratic class and the laboring class".

First Comment. The middle class is the aggregate of social groups holding an intermediate position between the ruled and the rulers, as they used to say in the past (reference is to the Definition (2). Now, there seem to be neither the ruled nor the rulers, because the market economy and democracy obviously "equalized" the society in both developed and developing countries.

Second Comment. The above definitions both sound (and really are) too broad, almost indefinite. It is well shown in an ironic, and yet, quite legitimate comment made by Dante Chinni: "Everyone wants to believe they are middle class… But this eagerness…has led the definition to be stretched like a bungee cord — used to defend/attack/describe everything… The Drum Major Institute … places the range for middle class at individuals making between $25,000 and $100,000 a year" (vi).

The plain and common definition in general use is, as follows: "the middle class is a class of people in the middle of a societal hierarchy" (vii). Actually speaking, this definition only shows the range of application, that is, the societal hierarchy (hierarchy being "the establishment of a dominance-subordination relationship among" individuals (viii)). However, the above definition says nothing about the class itself, giving no reference to its essence, its descriptor/s and patameters.

Weberian socio-economic theory gives the answer to the question "in the middle (and in terms) of what the middle class is?": "the middle class is the broad group of people in contemporary society who fall socio-economically between the working class and upper class" (ix). Again, as a matter of fact, this definition helps to obtain more accurate information about the range of application (the aforementioned "middle of a societal hierarchy"). However, several questions still remain. The major question is: Why do the economic calculations and estimations clash with the sociological/anthropological descriptions and evaluations, as regards for borders between the working class, the middle class and the upper class?

The classical definition of the middle class can also be found in the Weberian socio-economic terms (obtained with the use of functional – or stratification – approach). Here, the middle class is defined as that consisting of professionals or business owners who share a culture of domesticity, sub-urbanity and a level of relative security (in the form of socially desired skill or wealth) against social crisis (cf. with The Ultimate Middle class – American History Information). Mostly, other sociological definitions of middle class follow Max Weber. Some modern theories of political economy consider a large middle class to have a beneficial, stabilizing influence on society: it bears neither possibly explosive (revolutionary) tendencies of the lower class, nor absolutist (or oligarchic) tendencies of the upper class. Thus, the middle class is considered as composed of (quasi-)elite of professionals and managers who are largely immune to economic downturns and trends such as out-sourcing which affect the statistical middle class (x).

A contrary approach/opinion is taken from FactCheck.org: it sounds negative, even discouraging: *"Q: Is there a standard, accepted definition of what constitutes the "middle class"? - - A: No, there isn't. "middle class" means different things to different people – and politicians". (xi)*

In short, we have faced here an enigma or paradox. The counter-argument to this ironic (and apparently logical) statement could be that the middle class is a promiscuous mass. Anthony Giddens, a British sociologist, describes the Middle Society as a heterogeneous environment, the mixture of highly unstable (fluent) "old middle class" and somewhat more stable but less numerous, called "modern middle class" (xii).

Taking into account the previous views, we come to the more detailed and in-depth definition of middle class. The middle class is a social group of the people with the income more or less stable and sufficient for the satisfaction of a wide range of material and social requirements. The hallmark of this class is its high educational attainment. "The functions of middle class include the introduction of new products and innovations, reproduction of expert labor, and perhaps, support to long-term peace and stability in society" (xiii). What is more, the middle class is assured with certain economic independence and the liberty in the selection of the field of economic and market activity. These independence and liberty are said to be impossible without either sufficient income or social "intermediacy".

So, the characteristic feature of the middle class seems to "hold the keys of the social progress" (xiv), actually, holding together the most qualified and motivated experts with the highest potential of civil activity and the deepest civil/social cognizance. This class is endowed with the excellent social prestige while it is performing the functions of technological and economic progress in a society.

IV. History of the Concept

The first text where the term of "middle class" appears is "The Suppliants" by Euripides. His compatriot and "father of European philosophy", Aristotle read his own thoughts into the words of the ancient Greek playwright: "The most perfect political community is one in which the middle class is in control, and outnumbers both of the other classes" (xv).

In the Middle Ages, the (concept of) middle class was consigned to oblivion. The revival of the term – and, in all likelihood, of the class itself – began after the renaissance, in the age of great geographical discoveries (and conquests). The class was getting firmly established during – and due to – the industrial revolution, and it had become strong enough after the bourgeois revolutions of the 17th century. In terms of the Western political economy, the term "middle class" is first attested in James Bradshaw's 1745 pamphlet Scheme to prevent running Irish Wools to France (xvi).

In this treatise, the middle class was defined as the class sufficiently rich to purchase more expensive stuff only to encourage the com-patriot manufacturers or to invest in the interests of the state of which the middle class people feels patriot. It is a really precious point: the middle class can defend the economic development and political interests of its country.

To this effect, the definition provided by T.H.C. Stevenson is particularly interesting; this definition contains a different meaning: "The chief defining characteristic of membership in the middle class is possession of significant human capital" (xv). Members of the middle class do possess a significant capital means. Although, it is uncertain whether they spend these capital means for the sake of local manufacturers and the state, or for some other purposes, locally or globally.

Researchers usually cite the following components of middle class: a steady job and the ability to save for retirement, afford a home, and educate children. This is far from mere numbers, even high ones. Concept of middle class became widely disseminated (almost predominant) in the 1920-ies. It was also a hike in middle class identity.

Actually, all the definitions given to middle class by various scientists, institutions and even fields of knowledge (political economy, economics, anthropology, etc.) are quite different, sometimes almost contradictory, and even now, there is a persistent source of confusion around this term. This confusion "derives predominantly from there being no set criteria for such a definition" (xix). Just the opposite, there are too much criteria, in terms of different perspectives and disciplines.

Another option could be to give the definition of middle class "not in words but in numbers": for instance, "the statistical middle class includes all those households with income ranging from $25,000 to $100,000" (xx). There is just one shag to it: on the one hand, "some of the households, while actually being in the middle and thus sometimes referred to as being middle class, cannot, however, afford the middle class lifestyle" (xxi), and, on the other hand, a number of households with much lower average incomes believe they are a middle class people, according with focus-group surveys". The best answer/remark to such a "numeric definition" is given by Dante Chinni, (see above).

V. Why a Class?

First of all, what does a social class mean? Sociologists identify it as "any group of citizens who share the equitable socioeconomic conditions". However, the only thing that we certainly know so far is that there, evidently, should be more than one individual who sort him/herself as middle class. So, we definitely talk about of a group. But there might be social groups of several different types: social aggregates, social unit, social network. After, we endeavor to show what is specific about Social Class and why the middle class is a social class.

Social Aggregate is a concept that has two meanings. First, it means the totality of social units (individuals, households, clans, etc.) that is the result of their spatial approaching. During this approaching, these social units do not alter due to the establishment of an aggregate, unlike certain convergence (community of ideas, interests or opinions) that emerges in other social groups where the above social units are interconnected. Apparently, this is not the case of the middle class, the members of which are closely bound. Second, Social Aggregate is the aggregation of the individuals who share certain behavior or characteristics (for instance, demographics) but are not socially organized, i.e. social category or nominal group are not common for them). So, basically, the Social Aggregate is the result of the random scatter of various individuals, households, etc., and is only based on accidental indicators. We have found that middle class, based on scientifically valid psychological and anthropological phenomena, is the result of the tendencies far from being accidental.

Social Unit is an organization regarded as a part of a larger social group. In different contexts, Social Unit may include administrative body, military force, political entry, working party, etc. As we see, different members (or member groups) of the middle class may and do participate in various social units but definitely, there should be no "overlap" between "social class" and "social unit".

Social Network is a social structure made up of a set of actors (individuals or organizations) and the dyadic ties between them. The social network perspective provides a clear way of analyzing the structure of whole social entities. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, network dynamics. Thus, the middle class is a very open and mobile structure with dominant communication, also considered as a Social Network describing a social structure determined by the ties through which any given social unit connections represent the convergence of the various social contacts of that unit. What is essential is that social phenomena should be primarily conceived and investigated through the properties of relations between and within units, instead of the properties of these units themselves – this is the Axiom of the Social Network Approach to understanding social interaction. Thus, one common criticism of social network theory is that individual agency is often ignored.

Social Class. In common parlance, the term "social class" or, more strictly, "socio-economic class" is usually defined as "people having the same social, economic, or educational status", e.g., "the working class"; "an emerging professional class", etc. But etymologically, the term "class" is derived from the Latin classis, which was used by census takers to categorize citizens in terms of their wealth, in order to determine military service obligations. Such meaning had remained for the entire epoch of feudalism. Roughly speaking, during incessant medieval wars it was important to demarcate the extent to which is a peasant armored, and to know, whether is he in position to hold a brigade, does he avail a horse or is he merely an unmounted warrior. Neither level of comfort nor annual income was much important at that time.

Science rivals such as Weber and Marx both defined social classes as the groups with same or similar economic basis. The difference was however that Karl Marx positioned social classes in the realm of industrial relations: Bourgeoisie or the owners of the means of production exploit Proletariat i.e. those who produce goods and services, while Max Weber positioned social classes in terms of labor market, and, on the basis of type of property and services used for income, he acknowledged two different socio-economic classes: owners (Besitzklassen or réntier) and acquirers (Erwerbsklassen). The first was defined as "a class of persons living on income from property / investments and/or having a fixed income, as from lands or bonds". That was the Pluralist Concept of Classes: there are so many classes as many there are forms of property.

In short, as regards for the middle class, Karl Marx was an acknowledger of two antagonist classes: Proletariat and Bourgeoisie. Max Weber believed that the development of administrative personnel in a jural state would make the middle class more and more vital/essential (as an educated class).

However, Marxian bipolar paradigm as well as Weberian multi-polar model both could hardly find a place for the middle class.

It is comparatively easy to demarcate a group of income: it is just a segment of percents. It is, however, much more difficult to define a social class. We found the useful approach and paradigm in magnificent "Human Action" by Ludwig von Mises. German sociologist uses the concept of "Ideal Type" that has nothing in common with either statistical average or midrange value. Many of the Ideal Type's "aspects may neither be reduced nor subject to any numerical determination [...] The main reason is that a statistical average define the behavior of a class or type, which has been already determined by the description referring to some other features the reference to which is not given therein. The class or type belonging should be known by the moment when the statistics can start its research of some individual features and/or …or the midrange value" (xxiv). Ludwig von Mises comes up with the following conclusion: "It is logically impossible to belong to a social class / group on the basis of statistical average or midrange value".

So, we can research certain features of certain groups, classes and categories ("How many doctors are there in Senate"; "How many staff members aged from 30 to 45 y.o. are there in the head office of Norfolk Schools Credit Union", etc.). However, no statistical calculations can let us define the group belonging any single group member. There should be some criteria and characteristics to let us know "who is whose".

As we shall see, this is particularly right as far as the middle class belonging is concerned. It is not difficult to tell so called lower class from upper class: just engagement and income level will be enough. But it can be difficult enough in the particular instance of the middle class! Apparently, there can or should be some psychological, social, even national grounds for this "middle class Weltanschauung".

VI. Sub-Divisions of Middle Class

The middle class is the most mobile, so to say, "vertically mobile" class.

Upper middle class, made up of professionals distinguished by exceptionally high educational attainment as well as high economic security. It consists mostly of "white collar" professionals whose work is largely self-directed. Most of them are highly educated. These professionals typically conceptualize, create, consult, and supervise. Upper middle class employees enjoy greater autonomy and are more satisfied with their careers than non-professional middle class individuals. A household incomes commonly exceed $100,000.

Says Dennis Gilbert: "The upper middle class has grown... and its composition has changed. Increasingly salaried managers and professionals have replaced individual business owners and independent professionals" (xxvi). The lifestyles and opinions of the upper-middle-class become increasingly normative for the entire society. According to sociologists such as Dennis Gilbert, James Henslin, Joseph Hickey, and William Thompson, the upper middle class constitutes 15% of the population (xxv).

Middle-middle class. This term is applied to those at the actual center of the income strata, while this class may be composed of the households whose annual incomes is from 80% to 120% of the national median household income.

Lower middle class consists of semi-professionals. These are people in technical and lower-level management positions who work for those in the upper middle class. They have lower educational attainment, considerably less workplace autonomy and lower incomes. A group of authors are fair using the following description for the lower middle class: "They enjoy a reasonably comfortable standard of living, although it is constantly threatened by taxes and inflation." (xxvii).

VII. Middle Class: Search Criteria

Economic Level. The First Method. Traditionally, those households who spend no more then 30% of their monthly income on house rent/purchase may be categorized as middle class. So, many authors propose operational definitions of this Level: "75% and 125% of the national median should be used as the extremes. <…> 75/125 Method means almost 25% of the U.S. population is the middle class people" (xxviii).

The Second Method is based on the "indices rating households on an income-to-needs basis (xxix)". A score of one signifies household income that borders on the poverty level. Using this ratio, approximately 50 % of American households "appeared" the American middle class in 1989 (which is, obviously, not the same thing as "Asian middle class" or "European middle class").

So, from the economic standpoint, middle class is the main tax-payer, the key interior investor. The economic behavior of the middle class people is aimed at the evaluation of the professional expertise/competence of market players.

Journalist Chris Baker examined the ambiguous meaning of the term "middle class". He interviewed a man who earned about $100,000 a year and a woman who made $35,000, both of whom said they were middle class. Jared Bernstein, an economist at the liberal Economic Policy Institute, came up with no generally accepted, but a broad definition: "There are working families who can <…> have some investments, but they depend on each paycheck for their well-being" (xxxi).

Professional criterion. Notably, in most modern Western societies up to 60% of the economically active population are engaged in the sphere of services (mostly, medical and educative services; "economically-active population" is the term applied to the population aged between 16 and 60 and engaged in economic activities). The professional profile of the upper middle class includes professors, lawyers, doctors and top managers, while the representatives of lower and middle-middle class work in retail sales, inn-keeping, public service establishment, chain of restaurants / fast-food, repair shops, ateliers, etc.

Certain middle class sectors (varying from country to country) are engaged in the sphere of industry (as additional to that of services). Typical job openings for the middle class members are small- and middle-scale enterprises display several key branches of the up-to-date industry, including partner enterprises that produce separate parts and assemblies for various tools, machines, lathes, etc.

Educational Level. Middle class representatives are remarkable for permanent emphasis on education: they always have advanced post-secondary education. In American Demographics, Elia Kacapyr argues that education continues to be the most important weapon for providing upward mobility (xxxii). Generally speaking, high educative level is considered as an upper middle class criterion, despite the fact that many entrepreneurs and business owners lack higher education.

Social Level ("Class Consciousness" Level). Most polls suggest that 90 % or more of Americans consider themselves to be "working class", "middle class" or even "upper-middle class". The results of these polls can be found at Survey by USA Today and Gallup Organization (May 2006). (xxxiii).

Political Level. What do politicians mean when they mention "middle class"? Each politician may be talking about a different group of people (depending on his/her target audience which varies from country to country). For example, Democratic presidential candidate John Edwards calls for "tax breaks to honor and strengthen three pillars of America's middle class: savings, work, and families". (xxx). Republican candidate Mitt Romney, meanwhile, has proposed eliminating "taxes on dividends, capital gains, and interest on middle class families."

As regards for the political point of view, it is up to the middle class to determine the priorities and value orientations for the electorate. The political orientations are based on the following: law-abiding citizens should protect human rights and principles of democracy.

Spreading its own social, cultural and political views and values "upwards and downwards", the middle class becomes a society integrator.

Last but not least: in domestic relations, middle class is referenced to be on guard of family values.

VIII. History of Middle Class

a) Origin of Middle Class

Ancient Greek city-state – "polis" (π όλις) – became the motherland of middle class. Communities of subsistent farmers in Ancient Greece were not as rich as those in the empires of Egypt and Mesopotamia, so they were not only challenged but also encouraged to replace (and improve) the tribal and communal relations and land ownership. As the matter of fact, their land plots on the Peloponnesus were much smaller and less fertile. Therefore, mostly one single household – instead of kingdom or empire – was obliged to get engaged in the agricultural activities. So, familial and citizenship social network prevailed over clan relations, and this NEW social unit fundamentally differed the ancient Greek civilization from all its historical predecessors. It became the bud of the middle class. This class was called "demos" – the social layer between propertyless class of slaves and the "lamina" of oligarchs; those citizens of demos were hated by both yet trying to "knit together" the society of a city-state. The power and authority of the demos was always against tyranny – the power of oligarchs, - and its name was "democracy": the power and authority of the free and educated class. That class had "schole" (σχολή) – a pause, the free time to teach and to rule, to explore the laws and mysteries of the nature, to be creative. They became the class of poets and scientists, patriot rulers and philosophers.

b) Middle Class in Roman Republic

Ancient Greek colonists brought their civil tradition to the Italic peninsula. The success of Ancient Rome in the conquest of the kingdoms established by its neighboring tribes, and the origin of the Roman Republic were the result of the legacy of the democratic polis tradition – in short, the middle class. However, the founder of the Roman Empire, Gaius Julius Caesar was a middle class by origin.

In fact, it can be said that to be a Roman citizen meant being right between the layer of slaves and the emperor. The middle class people could be poorer or richer but the most important thing was: they were free, they could vote to choose leaders, that is, they could take part in Roman politics. After all inhabitants of the Empire ("barbarians") were granted Roman citizenship by the constitutio Antoniniana the middle class, the class of rulers, - and later the Western Roman Empire – collapsed.

c) Middle Class after the Dark Ages: Origin or Revival

Middle Ages were not the right time for Middle Class. The establishment ("re-naissance") of the middle class commenced after what we know as Renaissance (so called Quattrocento). The following factors caused or lead to the factual triumph of the middle class in the 16-19th centuries:

(1) First, the colonial exploitation of the 16th century drastically raised the standard of living (and the level of wealth) among the bourgeois. While the nobility owned, and the peasantry worked the countryside – that is, both nobility and peasantry were attached to the countryside and the agrarian production – a new bourgeoisie arose around mercantile functions in the city. Ironically speaking, these "town-dwellers" (literal translation of "bourgeoisie" or "burger") were not noble but they had noble metals in abundance: they had so much capital that they could rival the original nobles.

(2) In fact, to be a capital-owning millionaire was the essential criterion of the middle class identity during the industrial revolution. The industrial revolution was the second major factor that eventually lead to the bourgeois revolutions in several western countries. Since then, middle class is constantly pro-innovative, that is, the class of strong partisans of both technical and social reforms/innovations);

(3) Bourgeois revolutions shouldered aside the "out-of-date" nobility for the sake of "new lords, new laws", full of energy and initiative. First, the middle classes helped drive the French Revolution; later, the French Revolution would lend a hand to the middle class people.

The colonial expansion, the industrial progress and, finally, the bourgeois revolutions equated the middle class to the original meaning of capitalist. The bourgeoisie is defined by Friedrich Engels as "the class of capitalists, who own the means of social production and are the employers of wage labor" (xxxv). In this sense the bourgeoisie does not include the intermediate middle class whose labor is supervisory and intellectual.

IX. Middle Class as National Class: Stories Worldwide

a) Middle Class in China

Middle class should definitely be something special for Zhongguo – the Middle Kingdom or Middle Country (a Chinese name for China). As early as Confucius (4th century BC) invented the term to describe a society of modest means: Xiaokang. In the ancient use, it could be loosely translated as a "basically well-off" society in which the people are able to live relatively comfortably, albeit ordinarily. Three thousand years later, Chinese leader Deng Xiaoping breathed new life into the term: Xiaokang society became the eventual goal of Chinese modernization in 1979.

"The vision of a xiaokang society is one in which most people are moderately well off <…>, but in which economic advancement is not the sole focus of society. <…> Economic growth needs to be balanced with sometimes conflicting goals of social equality and environmental protection". (xviii)

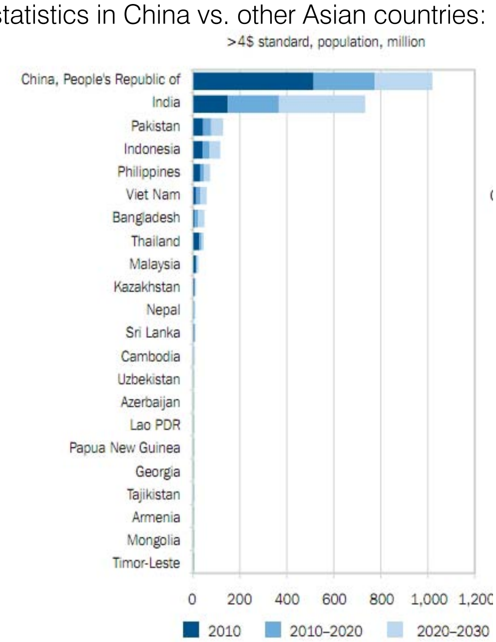
The revival of the concept of Xiaokang Society was in part a criticism of social trends in mainland China in the 1990s under Jiang Zemin, in which many in China felt was focusing too much on the newly rich and not enough on the rural poor. Furthermore, there has been a fear in some circles that Chinese society has become too materialistic placing material wealth above all other social needs". But the fact is: regardless of very hard social and economic situation in almost devastated China, the social (and after, economic and political) reforms appeared not as dramatic as they could be (and not as destructive as in the USSR).

The paramount leader Deng Xiaoping declared: "To get rich is glorious!" and "Poverty is not Socialism!" The subsequent economic reform in China impressed the world: the number of its people in abject poverty had felt from 250 million to 20 million. Over the past 30 years, the People's Republic of China is the world's second largest economy (by nominal GDP and by purchasing power parity) after the United States (xxxvi), and also the world's fastest-growing major economy, with average growth rate at 10% (xxxvii). In addition, China is the largest exporter and second largest importer of goods in the world.

The target of "Xiaokang society" will be achieved by 2020 if only the country keeps annual economic growth at a minimum of 7%: the last year, China's per capita GDP had already broken the $2,000 mark!

These are theory and practice of the China's middle class. As regards for the Asia's middle class, it is growing dramatically relative to other regions of the world (with an average middle class representative earning $2 to $20 per day). Back in 2008, about 56 % of developing Asia's population was considered middle class (against only 21 % in 1990 (xxxviii).

The following Pareto Table (from the same source) is the best way to reflect the comparative middle class statistics in China vs. other Asian countries:



b) Middle Class in Latin America

Official reports say, the middle class constitutes up to 65 % of the total population of the Latin American countries (while only in Chile the level of middle class is attaining as much as 77 %!). Back in 1990, it was slightly over a half (53%) but the entire region has survived serious changes in the realm of social and economic environment, since then. So today, the region of Latin America with its 286 millions of the middle class members has ceased to be "the world of the poor".

Now, as José Juan Ruiz indicates, “the average per capita income in these countries is $10 per day” (xxxix).

One more quotation from same analyst: “Mexico … has a middle class twice as large as that of Spain, while the Brazilian middle class is some 1.25 times larger than its Spanish equivalent” (ibid.)

Some analysts predict that “by 2030, more than 100 million Latin American will cross the threshold of the $10,000 per capita annual income, and this will greatly influence the standards of request and consumption”, says Joaquin Vial, Chief Economist, Global Trends at BBVA Location (xl). No doubt, this will happen for the benefit of not only South America.

All theorists of middle class as well as researchers of the Latin American countries and societies agree that, first of all, it is education that requires a second “regional ‘push’”, because it is education that stands for “the most potent weapon for improving social mobility and broadening the middle classes” (xli).

Among five “new middle-classers” three are from Brazil: according to Getulio Vargas Foundation (Fundação Getulio Vargas, São Paulo), by 2010, the Brazilian middle class topped 50% of the total population of the country (ca. 160 millions) (xlii). The second leading country in the region is Mexico, although its middle class has not grown unlike that of Brazil, Chile, Peru or Columbia. Just the opposite: the numerous middle class that was in existence these two decades ago had strongly minimized; “what has grown though is the number of households below the poverty line”. According with the Enrique Dussel’s explanation (Universidad Autonoma Metropolitana, Mexico), close economic contacts with the USA allowed the Great Financial Crisis and the Great Recession to “infiltrate” in this country. The same way, up to 30% of the Argentina’s middle class grew poor in 2001 (ibid.).

Another country with “once-mighty middle class” is Uruguay. By the last decade of the last century, its middle class had the larger percentage but the repeated economic crises elbowed the Uruguay’s middle class aside in favor of oligarchs.

“The main problem with the middle class in Latin America is that it is very vulnerable, that is, very close to poverty line”, says Enrique Dussel (xliv). In accordance with his calculations, there are three obvious leaders or three biggest middle class segments (in percent): Chile (77%), Uruguay (72%) and Argentina (71%). The countries with the smallest segments include Columbia (61%) and Peru (57%). However, the car sales in Peru had grown by 54% (from January to September 2010), over not more than eight months.

c) Middle Class in the United States

Almost common description constitutes that the American middle class is an aggregate of social groups whose annual income ranges from $25,000 to $100,000. Obviously, this space is too broad: it is even wider than the quantity distance between these numbers – twenty-five thousands and one hundred thousands. That is why William E. Thompson and Joseph V. Hickey (xlv) put forward a five-class model of the American middle class, in which the middle class consists of the two subgroups, as follows:

Average representatives of an upper middle class (up to 15% of the population) are also called “professional class” or “white collars”. They are distinguished by high educational attainment (advanced post-secondary education) as well as high economic security. They normally earn around $100,000 a year.

A lower middle class (about 33%) usually consists of college graduates/ graduating seniors (associates and bachelors) as well as semi-professionals. Compared to the former, representatives of this subclass have lower educational attainment, considerably less workplace autonomy, and lower incomes. The professional profile of the lower middle class includes school teachers, sales and transport workers, manual laborers, lower and middle managers, etc., who constitute the majority of the middle class.

d) Middle Class in Western Europe

Vast literature about the status and the recent trends, as regards for the middle class in the countries of Western Europe, may be summarized in the Analyst Insight by Media Eghbal: “the share of middle class households' total disposable income has fallen in the decade before 2007, as average disposable incomes have not increased much beyond inflation”. Several tables indicating the steep prices rise and huge fall in most households’ incomes between 1997 and 2007 are evidential” (xlvi).

In 2008 and later, the situation had even worsened, since the sharp increases in food and energy prices squeezed Western European middle class households. In the UK, Spain and other countries, the purchasing power of lower middle class households is undermined and confidence is low.

Soaring prices cause industrial and political unrest: first come strikes. Unsuccessful strikes tend to repeat and know no end, while successful strikes can trigger further inflation. It should be said, however, that a wave of strikes is sweeping through Western Europe: “France, Germany, the UK, and smaller economies have seen industrial action in a range of sectors, from teachers to railway workers, demanding wage increases” (ibid.). In some places, like Germany and Greece, strikers succeeded in securing substantial pay rises for employees.

To resume the aforementioned, the today’s middle class in most Western European countries is caught in a vicious circle. So far, no decisive effort to find out the solution of this problem has been made.

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e) Middle Class in USSR/FSU

In this section we shall discuss several post-Soviet countries at the background of the middle class status in the Soviet Union.

i. *RUSSIA*

Both Soviet and Russian experts recognize par excellence there was no middle class under Soviet regime. Moreover, most Soviet analysts denied the very possibility of the middle class existence and the validity of the concept: following Karl Marx they tolerated only a very flexible and mobile, temporary phenomenon between the antagonist classes of the ruler and the ruled.

At the same time, if there is a sign of equality between the middle class and well-to-do section of the population we could call the vast majority of the Soviet population (between the late 1960ies to the late 1980ies) "the middle class people", because all they – from workers and teachers to engineers and scientific officers – could easily afford to purchase a vehicle (mostly or definitely, a Soviet brand), to pay for lodging, to choose almost any corner of the Soviet Union for their holiday (at least, biyearly)… Additionally, free secondary, graduate and post-graduate education, also free health protection and almost unbelievable stability...

The only thing was that the Soviet people totally lacked a necessary global attribute of the middle class: freedom!

ii. *Kazakhstan*

Normally, a middle class family has ca. 50,000 Tenge (~$700-800) income per family member, a three-room apartment and two or three vehicles. As a rule, though, the real estate is a "Soviet heritage" (because most families got their apartments in so-called "period of stagnation" / 1960-1970-ies), the vehicles are almost same age as the apartments (since a Western term of "middle class" is applied to the local situation, the "descriptors" should be compared, too), and the income may widely fluctuate. So, as most Kazakhstan's analysts conclude, although the market-style reforms seem obvious the ostensive proof of these reforms – that is, clearly segmented middle class – is not given in point of fact. "Middle class should be the basis of a society, and yet, it is not a predominant factor" in the Kazakh society (xlvii).

In short, the Kazakhstan's middle class shares some of the same problems currently haunting other FSU countries: this class is immature, even "unformed"; also, it is too fragile: the recent Financial Crisis "transformed" many of the middle class households back into the lower class. The same thing happened in the Ukraine, Russian Federation, most countries in the Middle Asia and South Caucasus.

f) Middle Class in Eastern Europe

Development of middle class society may be taken to measure a degree of modernization of post-communist societies, of their transition to market system. Using survey data from both Poland and international studies Henryk Domanski examined both the main impediments and driving forces on this route. First, he showed that the main candidates to the post-communist middle class were higher managers along with intellectuals and owners. As regards for the development of cultural and economic liberalism, Domanski argues this is the middle class orientations.

According to the European Social Survey 2004/2005 data, post-communist societies prove to be still less liberal than Western countries. The "mentality lag" displays also in ratings of occupational prestige in Poland where business and managerial positions are marked with lower evaluations than expected. Henryk Domanski's position is that "confronted with harsh reality of the market relations, emerging middle class society will be more enforced than willingly accepted" (xlv).

g) Middle Class in Georgia: A Migrant Class

A number of Russian sources prove that "the labor migration is one of the primary sources of the middle class generation in a number of advanced countries". At the same time, in the majority of developing, poor and post-crisis countries, both migration and labor migration are primarily the initiative of the middle class: lower layer people cannot afford to leave the country and go abroad, while the motivation level of upper class members is really low if any.

Georgia is primarily a country of origin of migrants with flows directed mainly towards the Russian Federation, United States, Greece, Germany, Turkey, Austria, and a number of other EU member states such as France and Spain (International Organization of Migration, 2008). As a typical post-Soviet country Georgia has been seriously affected by out-migration after its independence proclaimed in 1991. The last 2002 population census in Georgia registered a drop of some 20% from the number of population registered in the 1989 census. "The largest part of this drop is due to emigration. Georgia for the period of 1989-2005 has the second highest net migration proportion after Kazakhstan in the Commonwealth of Independent States (xlv).

The problem is, however, that "Georgian official statistics on migration … is based since 2004 on the data on passenger-flows provided to the Georgian Statistical Office by the Georgian Border Department. This data informs only about the gross numbers of entries and exits and for this moment no practice to track individual comings and goings" (xlvi) in order to classify or range migrants is on place. Therefore, we may only make a proposition that, in accordance with the above thesis of the Russian analysts, a huge number of the middle class people has left the country.

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The following may be considered as an indirect evidence of the leading role of the middle class in the out-migration: the out-migration from Georgia (mostly to USSR and CIS countries) topped out in 1989-1992. In these years, the quantity of, conventionally speaking, middle class, or just comparatively well-to-do section of population was much higher then that after the civil war (1991-1992) and the Abkhazian conflict (1992-1993).

Georgian official statistics insists on the point that there is no evidence of large scale emigration from Georgia since 2004, even contrary, an opposite tendency of in-flows to Georgia is mentioned for two last years. However, a different picture is revealed if the numbers of asylum applicants are compared: emigrants from Georgia continuously apply for political asylum in third countries. The number of asylum applications by Georgians has increased steadily since 2000 and this development so far peaked in 2009, when 11,000 nationals of Georgia applied for political asylum abroad, that Georgia moved from the 21st place of source countries of asylum-seekers (2006) in 44 selected industrialized countries to the 10th place (2009) in only four years (xlvii).

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Socio- Economic Impact of Craft Management Strategy for the Successful Performance of Small Scale Business in Port Harcourt Metropolis, Nigeria

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Abstract- The fact that small business need to apply management strategy in their operation has been well supported by literature, but little is known about the need to intelligently choose and apply these strategies. The objective of this study is to investigate if craft management strategy has any relationship with the successful performance of small business. This is to divorce the belief that the failure of small business in Nigeria is attributable to lack of craft management strategies. The survey design was used from which inferences were drawn about the population under study. Using a combination of Top man's formula and random sampling technique, 48 participants were drawn from the population of small business operating in Port Harcourt Metropolis.

Keywords: strategy, crafting, fit-driven, stretch- driven, inertia, risk-averse.

GJHSS-C Classification: FOR Code : 199999, 150314

SOCIO- ECONOMIC IMPACT OF CRAFT MANAGEMENT STRATEGY FOR THE SUCCESSFUL PERFORMANCE OF SMALL SCALE BUSINESS IN PORT HARCOURT METROPOLIS, NIGERIA

Strictly as per the compliance and regulations of:

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Onyeaghala Obioma, H. [α] & Udisi Lawrence [σ]

Abstract- The fact that small business need to apply management strategy in their operation has been well supported by literature, but little is known about the need to intelligently choose and apply these strategies. The objective of this study is to investigate if craft management strategy has any relationship with the successful performance of small business. This is to divorce the belief that the failure of small business in Nigeria is attributable to lack of craft management strategies. The survey design was used from which inferences were drawn about the population under study. Using a combination of Top man's formula and random sampling technique, 48 participants were drawn from the population of small business operating in Port Harcourt Metropolis. The duration of the operation of these businesses ranged from five years and above. Out of the sample size of 48, only 42 respondents properly completed and returned their questionnaires. Validation scales were used to collect data which were analyzed with Chi-square and Contingency coefficient analytical tools. Chi-square was used to test relationship in hypothesis one, while Contingency coefficient was used to ascertain the level of significance in hypothesis two. Results revealed that craft management strategy has relationship with the successful performance of small business. This relationship was found to be significant. We therefore propose that owners of small scale business should creatively and intelligently choose management strategy that would address the problem variables identified in this study. This will help them survive, grow and contribute to economic development.

Keywords: strategy, crafting, fit-driven, stretch- driven, inertia, risk-averse.

I. Introduction

The socio-economic importance of small scale business cannot be overemphasized. Stroke (1992) says that the small business sector has shown a remarkable revival and has grown more numerous, employing more people and responsible for more output in the development world. In the United Kingdom, according to Stroke the number of firms employing fewer than 200 people grew from 1.8 million in 1979 to 2.5 million by 1986, providing over half of all private sector employment. Accordingly, the total number of self employed people has also risen rapidly from 1.9 million in 1979 t0 3.4 million by 1990.

Today, there is great interest in the fortunes of the small business with all party support. The entrepreneurship programme of the federal government of Nigeria is a good example of this support and policy initiative aimed at promoting the growth of small business in recognition of their importance to the health of the economy. Against government effort in encouraging their growth, research evidence has shown that small business had continued to fail over the years. Statistics indicate that one quarter of small business fail in the first two years, and half in the first five years (Strokes).

Informed observation had shown that many of the small business operators enter into business feeling that they have what it takes to make it. Most are not conscious of the fact that small scale businesses are vulnerable to constant change which affects plans. It is reasoned that small business finds it difficult to creatively and intelligently choose and implement strategy. The growing thinking is that since the business is owned and managed by one man, his philosophy may influence decision. The shared values and belief of the owner can equally make the method of operation dogmatic, creating strategic inertia for the business to function well.

This hinges on what Strokes had said, that "one of the principal causes of failures within the controllable environment of the small business is lack of competence in choosing appropriate strategy." This may mean that choice of strategy is limited. But Pryor, Tombs and White (2013) had said "in order to ensure long-term survival and success, major change or improvement initiatives should be implemented in conjunction with the use of various management models".

Perhaps, many owners of small business have a very narrow concept of how to choose appropriate strategy that can give result. Eventually, they tend to

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wake up from slumber when rapid changes which seems to be the rule of the game sweep across their operation dramatically. Drucker (1980:45-47) applauded this observation saying:

> .*"When a business is successful is when it is most likely to have its resources allocated appropriately to things that will produce, to the goals that did challenge, to the needs that were unfulfilled. Unless challenged, every organization tends to become slack, easy going and diffuse. It tends to allocate resources by inertia and tradition rather than by results. Above all, every organization tends to avoid unpleasantness. In changing times, a business needs to be able both to outride sudden hard blows and avail itself of sudden unexpected opportunities. Most small business seems to stick in the middle i.e., when sales are declining or when it introduces a new product, when competition is rife and when the operating environment becomes more changing and challenging".*

Aluko, Badamosi, Odugbesan and Osua- gwu (1998) say that every business operates in turbulent or changing times. These changes require strategies, to formulate new strategic plans and also implement new strategies involving operation, the product or service, the customer or consumer, the markets and distribution networks among others. It is reasoned that since the challenges of business may not be the same, so is the need for different strategies. This is why plans may differ for each business in different circumstances. For instance, Lewis et al, (1995) had said that issues of competitive strategy are likely to be especially important for the small firms. Perhaps, the owners of small business do not see the need for specific strategy to match with specific situations. Could this be that they do not understand that failure with match plans according to situations may hurt their operations?

The researchers have therefore feared that lack of craft management strategy may make small business to miss performance by a significant margin. This development may impact heavily on the successful operations of small businesses, and may negatively affect socio-economic indicators and national development. It is on this backdrop that this study is designed.

a) Objectives of the Study

The general objective of this study is to ascertain if craft management strategy has any thing to do with the performance of small business. This is to divorce the belief that the failure of small business in Nigeria is attributable to lack of creative and intelligent choice of management strategy.

Specifically, this study seeks to achieve the following objectives:

i. To examine if craft management strategy has any relationship with the successful performance of small business operation in Port Harcourt Metropolis.
ii. To ascertain if there is significant relationship between craft management strategy and successful performance of small business operation in Port Harcourt Metropolis.

b) Hypotheses

Ho_1: There is no relationship between craft management strategy and successful performance of small business operation.

Ho_2: There is no significant relationship between craft management strategy and successful performance of small business operation.

c) Significance of the Study

Available literature has shown that research has been carried out in other areas of management strategy vise-a-vis small business performance (Porter, 1985). But a vacuum seems to exist in the area of intelligent choice of management strategy for small business. This study will benefit potential and practicing small business owners/managers, employees and the society in the following ways: Given the obvious but different experience encountered by small business operators, the study will trigger creative and innovative ideas that can make them remain on top of situations at all times.

This is in view of the fact that an intelligent choice of strategy will help small business match circumstance with appropriate strategy. Above all, when small business copes with the increasing challenges of the day, they will survive and grow, make profit for owners, retain their employees and contribute to economic development of the state.

II. Literature Review

a) Conceptual Framework

i. Concept of Small Business

Small businesses have been identified as catalyst for economic growth, one on which the country can build a strategy for rapid industrial transformation (kehinde and Adeguwon, 2013). Osim (2010) sees them as foundation for accelerated industrial development in an effort to achieve macro-economic objectives; full employment, income distribution, development of local technology and stimulation of indigenous entrepreneurship, mitigation of rural urban migration, support and linkage of the industrial sector by training of semi-skilled and non-skilled manpower as well as the manufacturing and supply of spare parts and raw materials to large scale industries.

Amazingly, people have wrestled with the definition of a scale business as such it has been very difficult to pin down an acceptable definition. The central bank of Nigeria (2001) defined a small scale business as one with capital investment (including land, building, machinery, equipment and working capital) not exceeding ₦250,000, and employing not more than fifty persons.

According to Stroke (1992), the 1971 Bolton committee of enquiry report on small firms defined a small business by three characteristics: (1) personalized management by its owner (2) small share of its market (3) independent ownership. It also classified them depending on the industry such as; manufacturing with 200 employees or less, construction with 25 employees or less, road transport having 5 vehicles, retailing making £50,000 per annum turnover or less and miscellaneous services £50,000 per annum or less.

Bolton report advocated support for the small business sector on the grounds that small firms have several special contributions to make as follows:

(1) An outlet for enterprising individuals who would not necessarily flourish in larger environments.
(2) The most efficient size of unit in some markets.
(3) Specialist suppliers or sub-contractor to large companies.
(4) Suppliers to specialized markets, too small for large companies.
(5) Competition to prevent monopolies.
(6) Innovators of products and services.
(7) A breeding ground for new industries.
(8) The 'seedbed' for tomorrow's large companies and their leaders.

In Nigeria, a careful observation has shown that small businesses seem to be numerous in commerce and service industry, and many of these businesses are owner managed.

ii. *Concept of Strategy*

The term strategy itself is subject to multiple understandings and definitions. Strategy means plans ahead of time. Thompson, Strickland and Gamble (2007) defined strategy as management action plan for running the business and conducting operations. Strategy deals not just with the unpredictable but also with the unknowable (Mintzberg and Quinn, 1991).

For Aluko, Badamosi, Odugbesan and Osuagwu (1998), strategies are plans to carry out values and performance objectives of a company, the art of using organizational resources for the goals defined by the organization with minimum risk. Strategy could be described as a long-term commitment of resources to achieve a specified goal in a competitive environment. It is a firm's conception of how best its objectives can be achieved in face of competition, changing resources, and changing environment. It deals with the generation and alignment of programs to meet predetermined goals.

Strategy can be described as the identification of the purpose of the organization and the plans and actions to achieve that purpose. Strategy determines the direction and focus of an organization. Lynch (2006) sees it as all about finding market opportunities, experimenting and developing competitive advantage over time, the linking process between the management of the organization's internal resources and its external relationships with its customers, suppliers, competitors and the economic and social environment in which it exists.

Strategy requires marshalling resources for definite missions, planning alternative strategies in anticipation of changing contingences, and creating flexible conditions in structure and employee attitudes so that positions can be altered advantageously. The organization develops these relationships from its abilities and resources. Hence, the organization uses its history, resources, knowledge and various concepts to explore its future actions.

Many small business owners misconceive strategy for tactics but Weihrich and Koontz (2005) explained that the action plans through which strategies are executed are known as tactics. They maintained that strategies must be supported by effective tactics. Mintzberg and Quinn, (1991) noted that the essence of strategy is to build a posture that organization can achieve its goals despite the unforeseeable ways external variables may actually interact.

Aluko et al are of the opinion that strategy helps to make fundamental decision about the future direction of an organization, its purpose, its resources and how it interacts with the world it operates. Porter (1985) says that the "understanding of strategy is not exclusive to any level or cadre of managers; it involves every one who has responsibility over men and materials, existing market, market-share, or customers, consumers or clientele".

iii. *Strategy Crafting*

Thompson, Strickland and Gamble (2007) state that crafting of a strategy is a managerial commitment to pursue a particular set of actions in growing the business, attracting and pleasing customers, competing successfully, conducting operations and improving the company's financial and market performance. This is to say that crafting a strategy involves creativity and intelligent choice of the 'hows' of an organization.

The 'hows' are explained by Thompson et al ibid as: how management will grow the business, how it will build a loyal clientele and outcompete rivals, how each functional pieces of the business (research and development, supply chain activities, production, sales and marketing, distribution, finance and human resources) will be operated, how performance will be boosted.

Smith, Grimm and Gannon (1992) suggest that before choosing a strategy the environment of business must be assessed and the strategy evaluated. The effectiveness of each strategy is contingent on the opportunities and threats that exist in a firm's external environment and the possibilities permitted by firm's unique resources, capabilities, and core competencies. This hinges on what Weihrich and Koontz (2005:127) had said, that:

> *present and future external environment must be assessed in terms of threats and opportunities. The evaluation focuses on the competitive situation as well as on economic, social, political, legal, demographic, and geographical factors. The environment is scanned also for technological developments, for products and services on the market, and for other pertinent factors in determining the competitive situation of the enterprise. Similarly, the firms' internal event should be audited and evaluated with respect to its resources and its weaknesses and strengths in research and development, production, operation, procurement, marketing, products, and services. Other internal factors important for formulating strategy such as human and financial resources, company image, organization structure and climate, planning and control system and relation with customers should be assessed.*

Drucker (1980) reasoned along the same line when he said "any business needs to know its strengths and to base its strategy on them". Aluko, Badamosi, Odugbesan, and Osuagwu listed the criteria for evaluating strategy as:

(i) Strategy must be ethical
(ii) It must be workable
(iii) It must have adequate line horizon
(iv) It must be explicit for evaluation and implementation
(v) It must have acceptable risk level
(vi) It must be appropriate in view of the available resources and capabilities
(vii) It must be consistent with the internal and external environment.
(viii) Strategy must not conflict with police

b) Review of Related Literature

Drucker (1974) opines that managers must manage change, for change is an opportunity and a threat, insisting that effective management of change requires changing strategy. Porter suggests that the formulation of a strategy requires the evaluation of the attractiveness of an industry and external environment.

However, Weihrich and Koontz had warned that some profitable opportunities may not be pursued because failure in a risky venture could result to bankruptcy of the firm and advised that strategic choice must be considered in light of the risk involved. Another critical element in choosing a strategy according to them is time. They insisted that even the best product may fail if it is introduced to the market at an inappropriate time.

The reaction of competitors must be taken into consideration for instance, when IBM reduced the price of its personal computer in reaction to the success of Apple's Macintosh computer, firms producing IBM-compatible computers had little choice but to reduce their prices as well. This illustrates the interconnection of the strategies of firms in the industry. But Porter maintains that the focus should be on the kind of competition within an industry, the possibility of new firms entering the market, the availability of substitute products or services and the bargaining position of the suppliers as well as the buyers or customers.

According to porter, firms competing for positions in the industry choose from among generic business-level strategies in order to establish and exploit a competitive advantage within a particular competitive scope.

Hitt, Ireland and Hoskisson (2001), Weihrich and Koontz, Thompson et al, and Porter identified generic or specific strategies applicable in a variety of industries. These are: cost leadership, differentiation, focused cost leadership, and focused differentiation or focus on market segment. A cost leadership strategy is an intelligent set of actions designed to produce or delver goods or services at the lowest cost relative to that of competitors, with features that are acceptable to customers (Lower cost than rivals, or the ability to differentiate and command a premium price that exceeds the extra cost of doing so).

Achieving lower costs helps rivals improve their performance and market standing. Having lower cost than rivals derives from the firm's ability to perform activities differently than rivals; being able to differentiate indicates a capacity to perform different activities. Cost leadership in the industry is achieved through economies of scale.

Differentiation is supplying a product or service that will be perceived by the customer as different or somehow unique; Organizations that pursue differentiation strategy compete by offering products or services that are differentiated from those of their competitors in some way. The organization charges a higher price based on the differentiated product or service features which may include: exceptional customer service, quality depend ability, availability, innovation or image or pursues product superiority or personalized-customer service or the development of competencies and capabilities that rivals cannot match. Some target the higher end of the market, while others go after the middle or low end. For example, Toyota of Japan- the producer of Lexus and Associated Bus Company (ABC Transport) of Nigeria, are good examples of organizations that adopt differentiation strategy.

Focus is concentrating on serving a particular target group, segment, or market niche. A focus strategy occurs when an organization targets a specific, narrow segment of the market and thereby avoids competing with other organizations that target a broader segment of the market.

Some competitors position themselves in only one part of the industry's chain of production/distribution activities (preferring to be just in manufacturing or wholesale distribution or retailing), concentrating their energies on a narrow product lineup or decide to operate in only one industry, For instance, Korean Hyundai specialized or concentrated by producing lower priced cars.

Companies that pursue a focus strategy may compete in their niche market with either a cost leadership or a differentiation strategy. The focus strategy is supported by Drucker (1980:43-45) who said conceivably that:

> *resources can be productive only if they are concentrated; Fragmentation inhibits results and suggested that concentration strategy may be suitable to small businesses that are operating in a single market or a limited number of markets, probably with a limited range of products or services. He shads light that concentration of resources on results also requires a systematic commitment to "corporate weight control" or the abandonment of one less promising or less productive effort for every new effort taken on. A new activity or effort in a staff should not be sanctioned unless an old and less productive one is being sloughed off.*

According to him, "feed the opportunity and starve the problem is the rule".

There are other strategies which organizations might consider. The basic types according to Perrault and McCarthy (2002), Johnson and scholes (1999) are:

(1) Market penetration means trying to increase sales of a firm's present products in its present markets – probably through a more aggressive marketing mix. Market Development means trying to increase sales by selling present product in new market. This may involve searching for new uses for a product,

(2) Product development means offering new or improved products for present markets. Product development entails innovation that can be driven in two broad ways: the processes of "fit" and "Stretch". Fit–driven innovation requires high–quality information about changing customer needs and the creativity to know how to better provide for these needs. Stretch-driven innovation requires resources and competences of the organization (particularly people, technologies and business processes) can be exploited to create new products and market opportunities.

(3) Diversification means moving into totally different lines of business – perhaps entirely unfamiliar products, market or even levels in the production marketing system. This involves direction of operation which takes the organization away from its present markets and its present products at the same time i.e. extending the operation into new and profitable markets, opt for wide product lines, engaging broadly or narrowly into related or unrelated industries, via acquisition, joint ventures, strategic alliances or internal start ups e.g. General Motors which has a complete product line ranging from inexpensive to luxury cars and Japanese Sony corporation, which manufactures a variety of products like television video audio, information technology products etc (Weihrich and Koontz).

(4) Consolidation is concerned with protecting and strengthening the organization's position in its current markets through its current products. Consolidation does not mean standing still. It requires considerable innovation to improve the value for money of the organization's current products or services.

(5) Vertical integration or up stream vertical integration is when a firm is producing its own inputs or raw materials.

(6) Forward or down stream vertical integration is when a firm is involved in disposing of its outputs (Ahungwar, 2007).

(7) Acquisition is where an organization develops its resources and competences by taking over another organization.

(8) Merger; occurs when organizations come together voluntarily. This is likely to be because they are actively seeking synergistic benefits. A good example of organizations that adopted this strategy is Daimler in Stuttgart of Germany and Chrysler of Detroit in United States of America (Weihrich and Koontz).

(9) Retrenchment strategy is by controlling its operation temporarily

(10) Withdrawal or Liquidation strategy is by terminating an unprofitable business or even dissolving the firm. A company may withdraw completely or partly when the organization is unable to secure the resources or achieve the competence levels of the leaders in the market overall or the niches or segments of the market.

Business may pursue other kinds of strategies; some are partially or fully integrated with operations to local or regional markets, some opt to compete nationally, internationally or globally (Weihrich and Koontz). Thompson et al suggest that if a company wants to gain sales and market share at the expense of competitor, it should opt for offensive strategies; frequent launching fresh initiatives of one kind or another to make the company's product offering more distinctive and appealing to buyers. They stressed that a strategy stands a better chance of succeeding when its is predicted on actions, business approaches and

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competitive moves aimed at (1) appealing to buyers in ways that set a company apart from rivals (2) carving out its own market position. Simply coping what successful companies in the industry are doing and trying to mimic their market position rarely works they reported.

Risk-averse companies often prefer conservative strategies, preferring to follow the successful moves of pioneering companies whose managers are more entrepreneurial and willing to take the risks of being first to make a bold and perhaps pivotal moves that reshapes the contest among market rivals (Thompson et al).

While Smith, Grimm and Gannon (1992) assert that non of the business-level strategies is inherently or universally superior to the other, Thompson et al, opine that companies have considerable freedom in choosing the 'hows' of strategy as there is no shortage of opportunity to fashion a strategy that both tightly fits a company's own particular situation and is discernibly different from the strategies of rivals. They noted that an opportunity that is attractive for one firm may not be attractive for another.

Attractive opportunities for a particular firm are those that the firm has some chance of doing something about – given its resources and objectives. This may have triggered Drucker (1980:43) to say:

> *In turbulent times, any organization - needs to control the assignment of its resources. It needs to think through where the results are likely to be. It needs to know the performing and productive resources within itself, and especially the performing and productive people. Organized, continuous, disciplined efforts are needed to commit these resources to actual and potential results.*

Successful strategies get their start when a creative manager spots an attractive business opportunity and intelligently selects strategy to match such opportunities within the firm's resources. Even if a manager cannot find a breakthrough opportunity, the firm should try to obtain a competitive advantage to increase its chance for profit or survival. Competitive advantage means the firm has a marketing mix that the target market sees as better than a competitor's mix.

A competitive advantage may result from efforts in different areas of the firm – cost cutting in productions, innovation, research and development more effective purchasing of needed components, or financing for a new distribution facility. Similarly, a strong sales force, a well known brand name, or good dealer may give it a competitive advantage in pursuing an opportunity. Whatever the source, an advantage only succeeds if it allows the firm to provide superior value and satisfy customers better than some competitor.

Boone & Kurtz (1982) said that the private enterprise system requires firms to continually adjust their strategies, product offering, service standards, operating procedures, and the likes. According to Lynch (2006), every organization has to manage its strategies in three main areas:

(1) The organization's internal resources
(2) The external environment within which the organization operates
(3) The organization's ability to add value to what it does

c) *Theoretical Framework*

The study hinges on the theory of managerial excellence orientation presented by Thomas Peters and Robert Waterman (1982). According to Jaja and Zeb-Opibi (1999) the main assumption of this theory is that "certain excellent" companies; those with a long-term history of success, do things in a systematic fashion that sets them apart from others. This is to say, successful performance of small business entails intelligent selection of management strategy that makes their operations unique in the eyes of others.

III. Method

a) *Sampling Technique*

This study adopted a combination of Top man's formula and the systematic random sampling technique. The Top man's formula was used to determine the sample size from infinite population at first instance, and systematic random sampling used to further bring the sample to a more manageable size. The small businesses selected were in operation in Port Harcourt Local Government Area since five years back. It is expected that these business should have had challenges within the period under review which necessitated carefully thought plans.

To achieve this, a pilot survey was carried out. 60 small businesses were randomly chosen and their owners made to understand the meaning of a craft management strategy. They were asked to agree or disagree with the question, 'do you like craft management strategy? Out of the 60 respondents, 45 agreed while 15 disagreed. These responses were used to determine the proportions; 'p and q' as shown below.

Top man's formula

$n=\frac{ze^{2}pq}{e^{2}}$........................... Equation (1)

Proportion of responses (agreed and disagreed)

Agreed is 45/60. Therefore, p=0.75

Disagreed is 15/60. Therefore, q=0.25

By substituting in equation (1), using 'z' as 90% or 1.96 and 'e' as 5% or 0.05

$$n = \frac{1.96\ {}^{2}0.75 \text{ x } 0.25}{0.05^{2}},$$

$$n = \frac{3.8416\ x\ 0.1875}{0.0025},$$

$$n = \frac{0.7203}{0.0025},$$

n= 288 approximately.

This computed sample size (288), was further made more manageable by systematically selecting only 48 which served as the sample size of the study.

b) Sources and Method of Data Collection

The questionnaire was the major instrument employed for the collection of data, although face to face interview was used during the pilot test to ascertain sample size from infinite population. The questionnaire was simplified with validated scales to enhance the collection of data on the variables of interest. It contained a brief explanation of the meaning of a craft management strategy to enhance the understanding of the concept by respondents. The questionnaires were distributed to respondents for completion and were retrieved three days after.

i. *Data Analysis and Test Statistic*

Data were collated, presented on contingency tables and analyzed using Chi-square for hypothesis one, and Contingency coefficient to test hypothesis two. Out of the 48 questionnaires distributed, only 42 were properly completed, this gave a response rate of 87.5%.

Test of Hypothsis One:

Table 1 : Shows Response for the Measured Dimension, 'does craft management strategy has any relationship with successful performance of small business?

Option	Score for Responses (observed frequency(O)/ Expected frequency (E)	
Strongly Agree	28	(18.66)
Agree	12	(3.42)
Disagree	2	(9.52)
Total Score	42	(31.6)

Expected frequency was calculated for each of the cells from this contingency table. The Row and Column total (v) were calculated using the formula; v= (r-1) (c-1)…… Equation (2)

Substituting in equation (2) for r and c, v= (1-1) (3-1) = 2. Therefore at 10% or 0.01significant level, we have xt2= 0.01,2.

According to Osuala (2001) Chi-square ($X^{2)}$ $=\sum\left(\frac{0-E}{E}\right)$………….Equation (3)

Substituting in equation (3) for O and E, ($X^{2)}$ $=\sum\left(\frac{0-E}{E}\right)$

$$\sum\left(\frac{28-18.66}{18.66}\right)+\sum\left(\frac{12-3.42}{3.42}\right)+\sum\left(\frac{22-9.52}{9.52}\right)$$

$X^2 =$ 4.67 + 21.5 + 5.9 = 32.1.

Therefore computed value (X^{2C}) = 32.1

Test of Hypothsis Two:

Table 2 : Shows Response for the Measured Dimension, 'what level of significance do you think craft management strategy has with successful performance of small business?

Option	Score for Responses (observed frequency(O)/ Expected frequency (E)	
Highly Significant	24	(13.7)
Significant	13	(4.02)
Not Significant	5	(5.9)
Total Score	42	(23.62)

Expected frequency was calculated for each of the cells from this contingency table. The Row and Column total (v) were calculated using the formula; v= (r-1) (c-1)…… Equation (4)

Substituting in equation (2) for r and c, v= (1-1) (3-1) = 2. Therefore at 10% or 0.01significant level, we have xt2= 0.01,2.

According to Osuala (2001) Chi-square ($X^{2)}$ $=\sum\left(\frac{0-E}{E}\right)$………….Equation (5)

Substituting in equation (3) for O and E, (X^2) $=\sum\left(\frac{0-E}{E}\right)$

$$\sum\left(\frac{24-13.7}{13.7}\right)+\sum\left(\frac{13-4.02}{4.02}\right)+\sum\left(\frac{5-5.9}{5.9.}\right)$$

$X^2 =$ 7.74 + 20.05 + 1.3 = 29.17.

Therefore computed value (X^{2C}) = 29.17

Therefore to ascertain the level of significance, the contingency coefficient (C) was used. According to Osuala (2001), contingency coefficient formula is given as: $\frac{\sqrt{x\quad 2}}{N+x2}$…………………………. Equation (6)

Where (X^2 is computed value of chi-square in equation (5) and N is total of observed frequency

Substituting in the formula for C, $\frac{\sqrt{29;17\quad 2}}{42+29.17x2}$

$c = \frac{\sqrt{29;17\quad 2}}{71.17}$

$C = \sqrt{4098}$

C = 2.02.

c) Decision Rule

At 10% level of significance and 2 degrees of freedom (0.01,2), reject null hypotheses if calculated value (X2c) is greater than table value (X2t), i.e, reject Ho if X2c > X2t, or otherwise.

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IV. Result

Recap of formulated null hypotheses:

Ho_1: There is no relationship between craft management strategy and successful performance of small business operation.

Ho_2: There is no significant relationship between craft management strategy and successful performance of small business operation.

Test of hypothesis one indicates that calculated value (32.1) is greater than table value (0.0201), we reject null hypothesis and accept the alternative.

Test of hypothesis two shows that calculated value (2.02) is greater than table value (0.0201), we reject null hypothesis and accept the alternative.

V. Discussion of Findings, Conclusion and Recommendation

The result of the test of hypothesis one (Ho1) depicts that there is relationship between craft management strategy and successful performance of small business operation. This is to say that craft management strategy is very useful for small businesses operation. Empirical evidence supports this finding, for example, that private enterprise system requires firms to continually adjust their strategies, product offering, service standards, operating procedures, and the likes (Boone & Kurtz 1982).

In consonance with this result also are the findings of Perrault and McCarthy (2002), Johnson and scholes (1999), Thompson et al (2007), Hitt et al, (2001), Weihrich and Koontz, (2005) and Porter (1985). Their sub-summed findings reported that firms can do the following to keep themselves apart from others: provide more or different features, better product performance, higher quantity, stronger brand image and appeal, wider selection of models and styles, bigger/ better dealer network. Low interest financing, higher levels of advertising, stronger product innovation capabilities, better customer services capabilities, stronger capability to provide buyers with customer made products.

This study's analysis of hypothesis two (Ho2), has confirmed that there is significant relationship between craft management strategy and successful performance of small business operation. Studies in support of this finding are that of: Thomas J. Peters and Robert H. Waterman, Jr. (1982) in Jaja and Zeb-Opibi (1999) which said that certain "excellent" companies; those with a long-term history of success, do things in a systematic fashion that sets them apart from others. That of Lewis et al, (1995) who said that "issues of competitive strategy are likely to be especially important for the small firms".

In addition, Thompson, et al (2007) reported that crafting of a strategy is a managerial commitment to pursue a particular set of actions in growing the business, attracting and pleasing customers, competing successfully, conducting operations and improving the company's financial and market performance.

These research findings have shown profound need for careful choice of strategy. Based on the findings and discussion, we therefore recommend that practicing and potential small scale business owners should creatively and intelligently choose management strategy that can make their operations unique, this will help them to achieve successful performance and socio-economically contribute to the well being of the nation.

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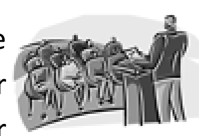

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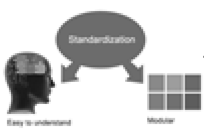

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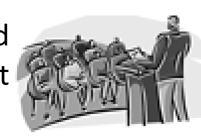

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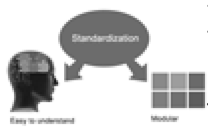

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One must be persistent and creative in using keywords. An effective keyword search requires a strategy and planning a list of possible keywords and phrases to try.

Search engines for most searches, use Boolean searching, which is somewhat different from Internet searches. The Boolean search uses "operators," words (and, or, not, and near) that enable you to expand or narrow your affords. Tips for research paper while preparing research paper are very helpful guideline of research paper.

Choice of key words is first tool of tips to write research paper. Research paper writing is an art.A few tips for deciding as strategically as possible about keyword search:

- One should start brainstorming lists of possible keywords before even begin searching. Think about the most important concepts related to research work. Ask, "What words would a source have to include to be truly valuable in research paper?" Then consider synonyms for the important words.
- It may take the discovery of only one relevant paper to let steer in the right keyword direction because in most databases, the keywords under which a research paper is abstracted are listed with the paper.
- One should avoid outdated words.

Keywords are the key that opens a door to research work sources. Keyword searching is an art in which researcher's skills are bound to improve with experience and time.

Numerical Methods: Numerical methods used should be clear and, where appropriate, supported by references.

Acknowledgements: Please make these as concise as possible.

References

References follow the Harvard scheme of referencing. References in the text should cite the authors' names followed by the time of their publication, unless there are three or more authors when simply the first author's name is quoted followed by et al. unpublished work has to only be cited where necessary, and only in the text. Copies of references in press in other journals have to be supplied with submitted typescripts. It is necessary that all citations and references be carefully checked before submission, as mistakes or omissions will cause delays.

References to information on the World Wide Web can be given, but only if the information is available without charge to readers on an official site. Wikipedia and Similar websites are not allowed where anyone can change the information. Authors will be asked to make available electronic copies of the cited information for inclusion on the Global Journals Inc. (US) homepage at the judgment of the Editorial Board.

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Tables: Tables should be few in number, cautiously designed, uncrowned, and include only essential data. Each must have an Arabic number, e.g. Table 4, a self-explanatory caption and be on a separate sheet. Vertical lines should not be used.

Figures: Figures are supposed to be submitted as separate files. Always take in a citation in the text for each figure using Arabic numbers, e.g. Fig. 4. Artwork must be submitted online in electronic form by e-mailing them.

Preparation of Electronic Figures for Publication

Even though low quality images are sufficient for review purposes, print publication requires high quality images to prevent the final product being blurred or fuzzy. Submit (or e-mail) EPS (line art) or TIFF (halftone/photographs) files only. MS PowerPoint and Word Graphics are unsuitable for printed pictures. Do not use pixel-oriented software. Scans (TIFF only) should have a resolution of at least 350 dpi (halftone) or 700 to 1100 dpi (line drawings) in relation to the imitation size. Please give the data for figures in black and white or submit a Color Work Agreement Form. EPS files must be saved with fonts embedded (and with a TIFF preview, if possible).

For scanned images, the scanning resolution (at final image size) ought to be as follows to ensure good reproduction: line art: >650 dpi; halftones (including gel photographs) : >350 dpi; figures containing both halftone and line images: >650 dpi.

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Figure Legends: Self-explanatory legends of all figures should be incorporated separately under the heading 'Legends to Figures'. In the full-text online edition of the journal, figure legends may possibly be truncated in abbreviated links to the full screen version. Therefore, the first 100 characters of any legend should notify the reader, about the key aspects of the figure.

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Before start writing a good quality Computer Science Research Paper, let us first understand what is Computer Science Research Paper? So, Computer Science Research Paper is the paper which is written by professionals or scientists who are associated to Computer Science and Information Technology, or doing research study in these areas. If you are novel to this field then you can consult about this field from your supervisor or guide.

TECHNIQUES FOR WRITING A GOOD QUALITY RESEARCH PAPER:

1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

2. Evaluators are human: First thing to remember that evaluators are also human being. They are not only meant for rejecting a paper. They are here to evaluate your paper. So, present your Best.

3. Think Like Evaluators: If you are in a confusion or getting demotivated that your paper will be accepted by evaluators or not, then think and try to evaluate your paper like an Evaluator. Try to understand that what an evaluator wants in your research paper and automatically you will have your answer.

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5. Ask your Guides: If you are having any difficulty in your research, then do not hesitate to share your difficulty to your guide (if you have any). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work then ask the supervisor to help you with the alternative. He might also provide you the list of essential readings.

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11. Revise what you wrote: When you write anything, always read it, summarize it and then finalize it.

12. Make all efforts: Make all efforts to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in introduction, that what is the need of a particular research paper. Polish your work by good skill of writing and always give an evaluator, what he wants.

13. Have backups: When you are going to do any important thing like making research paper, you should always have backup copies of it either in your computer or in paper. This will help you to not to lose any of your important.

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15. Use of direct quotes: When you do research relevant to literature, history or current affairs then use of quotes become essential but if study is relevant to science then use of quotes is not preferable.

16. Use proper verb tense: Use proper verb tenses in your paper. Use past tense, to present those events that happened. Use present tense to indicate events that are going on. Use future tense to indicate future happening events. Use of improper and wrong tenses will confuse the evaluator. Avoid the sentences that are incomplete.

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19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

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21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

23. Multitasking in research is not good: Doing several things at the same time proves bad habit in case of research activity. Research is an area, where everything has a particular time slot. Divide your research work in parts and do particular part in particular time slot.

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

Writing a research paper is not an easy job no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record keeping are the only means to make straightforward the progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear

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Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
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- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

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The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

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- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

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The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
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- Do not take in frequently found.
- If use of a definite type of tools.
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- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

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- Resources and methods are not a set of information.
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- Leave out information that is immaterial to a third party.

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The principle of a results segment is to present and demonstrate your conclusion. Create this part a entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
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Approach

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- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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