

ENTREPRENEURSHIP DEVELOPMENT AS A STRATEGY FOR SUSTAINABLE LIVELIHOOD AND HEALTH PROMOTION

Cosmas Uchenna, Ugwu
Department of Health and Physical Education
University of Nigeria, Nsukka

Abstract

This paper presents the interaction between entrepreneurship, sustainable livelihood and health promotion; strategies for sustainable livelihood and health promotion and importance of entrepreneurship to health and survival. The study applied five steps of health promotion strategies in achieving sustainable livelihood. It was recommended, among others, that concerned bodies and authorities such as the national and state legislatures should develop a comprehensive national policy on entrepreneurship education and sustainable livelihood which will provide educational, economic, regulatory, health and financial support for human survival, healthy living and health promotion.

Keywords: Entrepreneurship, Sustainable Livelihood, Health Promotion, Strategies

Introduction

Entrepreneurship, sustainable livelihood and health promotion are intricately related in that health promotion depends to an acceptable extent, on sustainable livelihood and entrepreneurship development. This realization requires that the populace know, understand, appreciate and develop skills in becoming entrepreneurs for survival, healthy living and health promotion in the families and society at large. Entrepreneurship has been the focus of many studies in recent times. For instance, Hisrich, Michael and Shepherd (2005) defined entrepreneurship as the process of creating something different with value by devoting the necessary time and effort; assuming the accompanying financial, psychological and social risk; and receiving the resultant rewards of monetary and personal satisfaction. This satisfaction as applied in this context may include healthy lifestyle, sustainable livelihood and health promotion.

The above authors further highlighted some principles of entrepreneurship which are applicable to all facets of human life to include: devotion of time and efforts in the determination, pursuance and achievement of goals in life. It was in view of this principle that Nwaoga (2011) described entrepreneurship as the right and ability to set one's own goals and realizing them as much as possible through one's effort, using one's factors. Other principles as noted by these authors include: derivation of materials and personal satisfactions due to attainment of the set goals and objectives; determination of mission and vision of life due to clarity of goals of life; determination of better ways of doing things so as to facilitate achievement of set goals and objectives; and wealth creation and self-reliance for self-determination and self-esteem. In a more comprehensive definition, Entrepreneurship Centre for Miami University of Ohio (2003) presented entrepreneurship as a process of identifying, developing and bringing a vision to life. The centre emphasized that the vision may be an innovative idea, an opportunity or simply a better way to do something.

The above definitions have helped to expand the scope of entrepreneurship to include all areas of human endeavours such as politics, engineering, medicine, health, academia, social welfare and health promotion. From the investment perspectives, Gana (2001) described entrepreneurship as the willingness and ability of an individual to seek out investment opportunities in an environment and be able to establish and run an enterprise successfully based on the identified opportunities. In terms of wealth creation, Hisrich and Peter (2002) conceived entrepreneurship as a dynamic process of creating incremental wealth. As used in the present paper, entrepreneurship is a process of creating investment opportunities, running an enterprise and focusing on wealth creation for the purpose of earning a living. From the above definitions, it can be deduced that an individual who seeks out investment opportunities, runs an enterprise and focuses on wealth creation is known as an entrepreneur.

Recently, the concept of entrepreneur has attracted a good number of research attentions. A lot of authors hold different views in defining entrepreneur. For instance, Thomas and Kilmann, (2004) described an entrepreneur as an individual who surveys his or her potential business

environment, identifies opportunities to improve them, marshal resources and acts to maximize operational opportunities. In different perspective, Emmanuel (2011) describes an entrepreneur as someone who sees a gap or a need in his or her immediate environment and brings resources together to meet such needs for rewards. In the quest to survive, individuals engage in different activities and are classified based on such activity. Examples of such clarifications include: entrepreneur, intrapreneur, cyberpreneur, hobbypreneur, co-entrepreneur, managerpreneur, politipreneur, sportpreneur, familipreneur, homepreneur, womanpreneur, entertainmentpreneur, youthpreneur, engineerpreneur, acadapreneur, pastorpreneur (Emmanuel, 2011). This paper therefore focuses on the interaction between entrepreneurship, sustainable livelihood and health promotion; strategies for sustainable livelihood and health promotion; and importance of entrepreneurship to health and survival

Interaction between Entrepreneurship, Sustainable Livelihood and Health Promotion

Entrepreneurship is necessary because of the rewards as well as roles it plays in business and human survival (Ezeibe & Edafiogho, 2014). The interaction between entrepreneurship, sustainable livelihood and health promotion portrays that entrepreneurship development paves ways for skill acquisition, investment opportunities, business ideas, human development, among others, which are the basics for sustainable livelihood resulting in healthy living and health promotion. Mamman (2010) maintained that the concept of entrepreneurship is not limited to business rather it is relevant and applicable to entire life of mankind.

Sustainable livelihood is an attempt to go beyond the conventional definitions and approaches to poverty eradication focusing on the various factors and processes which either constrain or enhance poor people's ability to make a living in an economically, ecologically, and socially sustainable manner (Blaikie, Cannon, Davis & Wisner, 2004). Livelihood is defined as a set of activities, involving securing water, food, medicine, shelter, clothing and the capacity to working either individually or as a group by using endowments (both human and material) for meeting the requirements of the self and household on a sustainable basis with dignity (Sally, 2011). Sustainable livelihood leads to health promotion which is achieved through entrepreneurship development.

Strategies for Sustainable Livelihood and Health Promotion

The success of every health promotion activity depends on the use of appropriate strategy. Berman, Snyder, Koziar and Erb (2007) referred to strategy as planning which is deliberate, systematic process that involves decision making and problem solving. Marlsand, Colvin, Mears and Kates, (2010) see strategy as collaborative effort and plan of action for change. The above definitions highlighted the attributes of strategy as deliberate plan, decision making, collaborative effort and problem solving. When the attribute is directed towards improvement, restoration, maintenance and rehabilitation of situations, or challenges relating to health, it is referred to as health promotion strategy. Park (2007) had earlier added that the purpose of health promotion strategy is to match limited resources with the problems, to eliminate waste and to develop the best course of action or change. To further buttress this point, Green and Kreuter (2005) asserted that in health education, practitioners and experts emphasized that good health is achieved through a system of using planned activities to bring about an improvement in knowledge, positive attitude and practices that would enable individuals to make informed choices concerning their health. This approach is applied in entrepreneurship development, as it reflects in the rewards and importance proposed by the proponents of entrepreneurship as a standard approach to sustainable livelihood and healthy living.

To make these strategies work, there is need to adopt health promotion approach. Health promotion is defined by Green and Kreuter (2005) as any planned combination of educational, political, regulatory and organizational supports for actions and conditions of living conducive to the health of individuals, groups and communities. The five strategies of health promotion as identified in Ottawa Charter were adopted to achieve entrepreneurship development and sustainable livelihood in this study. The strategies are summarized below:

1. **Building Healthy Public Policies:** In the area of entrepreneurship development, there is no known existing healthy public policy dealing on different aspects of entrepreneurship opportunities, skills and development. Therefore, there is need to articulate a holistic and comprehensive policy which understands the complex nature of the entrepreneurship

- opportunities and provides educational, political, regulatory, health and organizational support for the propagation of sustainable livelihood and entrepreneurship development.
2. **Creating Acceptable Supportive Change:** Since entrepreneurship development is based on knowledge, defined attitude, desirable practice, and skill acquisitions, the government and non-governmental agencies should show great concern in order to provide the enabling resources for effective entrepreneurship development.
 3. **Strengthening Family and Community Action:** Mobilization of individuals, families and communities for action through mass education, creating regulatory instrument for enforcement of entrepreneurship experiences, development, knowledge and supporting programs and action that promote health and livelihood.
 4. **Developing Personal Skill:** These can be achieved through both formal and informal means. Through formal means by integrating entrepreneurship programmes at all levels of education (primary, secondary and tertiary), and bringing the knowledge as close as possible to where people live and work. Through informal means by encouraging the parents to emphasize the need for being an entrepreneur before their children at homes.
 5. **Reorienting Health Services:** The Nigerian health services before now had focused more on curative and neglected to a large extent the preventive and promotive activities. The concept of entrepreneurship development which is a proactive activity to orient the populace on the need to become entrepreneurs and self-employed is more of health promotion.

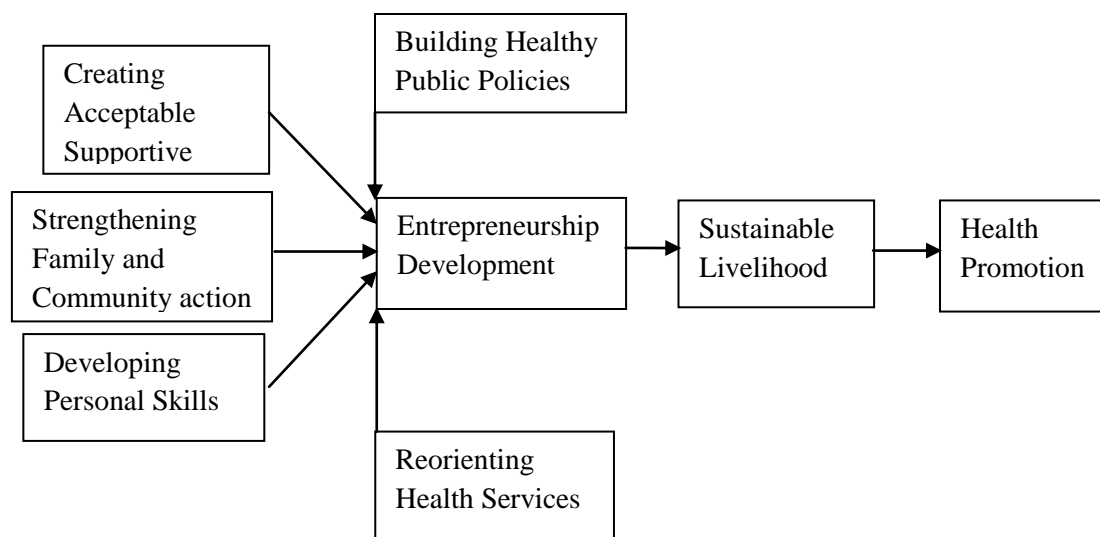


Figure 1: Schematic Representation of Health Promotion Strategies for achieving entrepreneurship development and sustainable livelihood (Ilo & Mbama, 2012).

Importance of Entrepreneurship to Health and Survival

Literature evidence has shown that entrepreneurship is an important aspect to human health and survival. For instance, Manu-Nelson and Thongo (2003) emphasized that entrepreneurship has a lot of rewards and importance to human health and survival. The authors summarized the rewards of entrepreneurship as follows:

- Self-actualization/ fulfillment
- Sense of freedom and independence
- Provides benefits and jobs (investors, suppliers, bankers, subcontractors, work force, and customers).
- Economic goods (products/ services, incomes for workers and profits for shareholders).
- Independence – being one’s own boss
- Economic power.
- Profit maximization
- A satisfying way of life

- Opportunity for servicing one's community and society
- Protection of business and property
- Optimal utilization of one's life.

Manu-Nelson and Thongo (2003) further highlighted some of the importance of entrepreneurship to include:

- Employment creation: Entrepreneurs create employment for themselves and others. They are employers and hence assist in solving the unemployment problems in society.
- Promotion and utilization of local resources: Another area in which entrepreneurship has contributed significantly to developing economies is in the use of local resources. When entrepreneurs utilize local resources, the values for these resources increase.
- Decentralization and diversification of businesses: Entrepreneurs are able to identify business opportunities and locate these businesses in suitable areas, including rural communities.
- Promotion of technology: By being creative, entrepreneurs are able to contribute to the utilization and development of technology
- Capital formation: Entrepreneurship increases capital formation and investment

In addition, Emmanuel (2011) observed other importance of entrepreneurship to include:

- Promotion of entrepreneurial cultures: By projecting successful images, entrepreneurs become models that can be copied by young people
- Equitable distribution of income and wealth: Entrepreneurship also ensures equitable distribution of income and wealth in the economy through its existence in every part of the country.
- Interdependence of businesses: Another contribution of entrepreneurship to the economic development of a nation is the propagation of independence among businesses. Since no business is an island, enterprises relate to one another through either buying or selling to different businesses and competing with many others (Ezeibe & Edafiogho, 2014).
- Conservative of foreign exchange: Entrepreneurship also plays a significant role in the Nigerian economy in the area of foreign exchange conservation. With rapid development of small and medium-scale business since the indigenization Decree 1972, importation of certain essential items has drastically reduced and local production of such items have been on the increase (Ezeibe & Edafiogho, 2014). Through import substitution, Nigeria has been able to conserve her foreign exchange, which in turn has boosted the country's Gross National Income (GNI).
- Maintenance of competition: Entrepreneurship also maintains competition in the economy.

Conclusion

Based on the foregoing, it is obvious that there is a strong link between entrepreneurship development, sustainable livelihood and health promotion. Entrepreneurship exposes individual to different areas of specialization for sustainable livelihood which eventually results to healthy living and health promotion. Entrepreneurship development could be properly introduced at all levels of development and education through appropriate means or strategy. Five stages of health promotion strategies were applied for the achievement of sustainable livelihood and entrepreneurship development.

Recommendations

Based on the conclusion of the study, the following recommendations were made:

- Concerned bodies and authorities such as the national and state legislatures should develop a comprehensive national policy on entrepreneurship education and sustainable livelihood which will provide educational, economic, regulatory, health and financial support for human survival, healthy living and health promotion.
- Curriculum planners at all levels of education (primary, secondary and tertiary) should integrate entrepreneurship development education into all subjects, courses, lessons and programmes of school in such a manner that entrepreneurship sensitization becomes one of the competences

acquired when one comes in contact with the educational system at all levels using up-to-date tools in the study of entrepreneurship.

- Government, ministries and concerned non-governmental organizations should undertake radical awareness creation amongst the populace on the need for entrepreneurship development as a tool for sustainable livelihood and health promotion
- Routine workshops, seminars, and conferences as well as training and retraining of teachers should be properly organized to enable them acquire the needed competences in impacting on their students, the knowledge, attitude and skills for becoming entrepreneurs.

References

- Berman, A., Snyder, S., Kozier, B. & Erb. G. (2007). *Fundamentals of Nursing (8thed.)*. New Jersey: Pearson Prentice Hall
- Blaikie, P., Cannon, T., Davis, I., & Wisner, B. (2004). *At Risk: Natural Hazards, People's Vulnerability, and Disasters*. New York, NY: Routledge
- Entrepreneurship Centre for Miami University of Ohio. (2003). *Concept of Entrepreneurship*. Entrepreneurship Centre for Miami University of Ohio.
- Emmanuel, C.L. (2011). *Entrepreneurship: A Conceptual Approach*. Lagos: Pumark Nigeria Limited.
- Ezeibe, A.B.C. & Edafiogho, D.O.C. (2014). *Entrepreneurship Development and Business Management*. Enugu: Grand-Heritage Global Communications
- Gana, J.S. (2001). *Entrepreneurship*. Kaduna: Jofegan Associates
- Green, L.W. & Kreuter, M.W. (2005). *Health Programme Planning: An Educational and Ecological Approach (4thed.)*. Boston: McGraw-Hill.
- Hisrich, R.D. & Peter, M.P. (2002). *Entrepreneurship (5thed.)*. Singapore: McGraw-Hill Higher Education.
- Hisrich, R.D., Michael, P.P., & Shepherd, D.A. (2005). *Entrepreneurship (International Ed.)*. Boston: McGraw-Hill
- Ilo, C.I. & Mbama, I. (2012). Environmental Education as a Strategy for Sustainable Development and Health Promotion in Nigeria; *Nigerian Journal of Health Education*. 16(1): 49-61
- Mamman, A. (2010). *Entrepreneurship development and poverty alleviation in Nigeria*. Kaduna: Joyce Graphic Printers and Publishers.
- Manu, G., Nelson, R. & Thongo, P. (2003). *Know about Business Entrepreneurship Education in Schools and Technical Vocational Training Institution*. A Publication of International Training Centre of the ILO. Tarin
- Marlsand, D., Colvin, P.L., Mears, S.C., & Kates, S.L. (2010). How to optimize patients for geriatric fracture surgery. *Osteop Int.*; 21:535-546
- Nwaoga, C.T. (2011). *Evaluation of Business Opportunity in Introduction to Entrepreneurship*. A Publication of Centre for Entrepreneurship and Development Research, University of Nigeria, Nsukka. Timex Enterprises
- Park, K. (2007). *Preventive and Social Medicine (20thed.)*. Jabalpur: Banarsidas Bhanot.
- Thomas, K.W. & Kilmann, R.H. (2004). *Thomas-Kilmann Conflict Mode Instrument*. Sterling Forest, NY: Xicom, Inc.