Participatory Communication And Sustainable National Development In Nigeria: An Assessment of President Mahammadu Buhari Social Investment Programme in Cross River State

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Abstract
The paper sought to examine participatory communication and sustainable national development in Nigeria: An assessment of President Mahammadu Buhari social investment programme in Cross River State. The paper employed development theory as a theoretical framework to back up its views. The paper revealed that the distinguishing aspect of Buhari empowerment or social investment programme is that the programme is made open to everyone that is interested. The selection process of beneficiaries received accolades from the public because it was made free and fair devoid of partiality compare to Sure-P and graduate internship scheme (GIS) which bordered on nepotism, favourism and corruption. The paper concluded that, Buhari Social investment programme has really helped many unemployed graduates, petty traders and many idle youths and older Nigerians who are currently receiving thirty thousand naira stipends from Npower, home grown school feeding programme including pupils who relished free meal daily across primary schools in 24 States. The researcher therefore recommend that, government should not only be concerned with initiating youth empowerment programmes like other past governments or administration have done, but should focus more on how to sustain the programme in order to meet the objectives of the programme considering how Sure-P and Graduate Internship Scheme failed holistically. Secondly, proper assessment mechanism should be put in place to ensure that those saddled with the responsibility to superintend the programme are not exhibiting any form of illegality and do not possess corrupt tendencies that can deter or stall the success of the programme.
Keywords: Participatory, communication, sustainable development, national and development

Introduction
Development in Nigeria is an ongoing process, the pace of development in Nigeria seems to be slow considering the natural resources the country has. The issue of social investment programme is part of the strategies adopted by federal government to enhance development. Participatory communication has been perceived as a significant component that triggers development. Many countries of the world have employed participatory communication in development programmes and the resultant effects have been positive. This kind of communication is aimed to facilitate development and it allows the benefiting communities or beneficiaries to share their views and even the least person in the community will have his/her opinion heard, Etika (2018).

Tufte and Mefalopulos (2009, p.32) opine that "participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment". It is not just an exchange of information and experiences, it is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.

Participatory communication tends to be associated with community-driven development but it could be used at any level of decision making (local, national and international levels) regardless of the diversity of groups involved, by actively engaging stakeholders from the start and by seeking consensus around development initiatives". Participatory communication has begun to be considered a crucial tool. This is partly because many conflicts and obstacles can be prevented if addressed quickly. Genuine participation also increases the sense of ownership by local stakeholders enhancing sustainability (Tufte & Mefalopulos, 2009, p. 24).

Anaeto and Anaeto (2010, p.7) opine that "community development is all about the active involvement of community members in the issues involving all segments of the community in their own development process. Taking community development as a process, the people of a community, must first discuss and define their want and then plan and work together to satisfy those want".

Pearce (1994, p.75) states that "sustainable development is a process that must encompass every section of society and every role that one plays which include: citizens and parents, children and students, civil servants.
and teachers, business leaders and employees. Sustainability will not simply happen, neither can it be imposed by top-down authoritarian government”. Nevertheless; the transition to sustainable development will still need to be managed, planned and administered. It also needs a sense of purpose.

United Nations World Commission on Environment and Development in (1987) in Owusu (2014, p.54) states "that development is sustainable if it meets the needs of the present without compromising the ability of future generations to meet their own needs. It is usually understood that this “intergenerational” equity would be impossible to achieve in the absence of present day social equity, if the economic activities of some groups of people continue to jeopardize the well-being of people belonging to other groups or living in other part of the world. Sustainable development could probably be otherwise called equitable and balanced, meaning that, in order for development to continue indefinitely, it should balance the interest of different groups of people, within the same generation and among generations, and do so simultaneously in three major interrelated areas of economic and social environment.

**Statement of the Problem**

Participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment. It is not just exchange of information and experiences: it is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.

Social investment programme is a programme designed by Federal government to tackle the issue of unemployment in Nigeria. There is no doubt, successive governments had initiated youths empowerment programmes such as Sure-P, Graduate Internship Scheme (GIS) etc. These programmes as we know did not yield its desirous aim and objectives.

President Mohammadu Buhari came up with social investment programme which encapsulated three programmes; Npower, Home Grown School Feeding Programme and Trader-Moni. The amazing thing is that these programme appears to be addressing the problem of unemployment and acute poverty as five hundred thousands unemployed graduates are currently benefiting from Npower programme with the sum of thirty thousand naira monthly stipend with an iPad worth ninety to hundred thousand given to each beneficiary. Also, adequate provision is also made
for non-graduates as 20,000 non-graduates are currently in the field who have been trained on audited skill centres. Equipment have been given to them to assist in the execution of their work. About eight (8.5) million children in primary schools are served free meal from home grown school feeding programme of President Mohammadu Buhari. Also, Over one million beneficiaries – market women, traders, artisans, farmers – across all 36 States and the FCT Government Enterprise and Empowerment Programme (GEEP) is also an important tool for financially empowering small businesses, artisans, market women, petty traders, and table top traders had also benefited from Federal government Trader-Moni.

In the past, the public held a gruesome perception as regards to youths empowerment programme because of the way successive governments handled their programmes, like Sure-P failed woefully because it was not properly managed including graduate internship scheme (GIS). Buhari Npower programme changed the narrative holistically because of the way it is going, beginning from the selection process which was perfectly done, and how successful the programme is going. This necessitated the accolades its had received since commencement and the federal government had expressed willingness to extend the number of beneficiaries from 500 thousand to 1.5 million in his second term. With this development, the study is set to find out if participatory communication is the secret to President Mohammadu Buhari success story and sustainability of his social investment programme, or there are other factors responsible for its success.

**Objectives of the Study**
The following are the objectives of this study

i. To ascertain whether participatory communication is used to achieve President Mohammadu Buhari Social investment programme

ii. To determine how effective participatory communication is used in achieving President Mohammadu Buhari Social investment programme

iii. To find out the relevance of participatory communication in achieving President Mohammadu Buhari Social investment programme

**Research Questions**
The following questions are generated to guide the study.

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i. How was participatory communication used in achieving President Mohammadu Buhari Social investment programme?

ii. To what extent is participatory communication used in achieving President Mohammadu Buhari Social investment programme?

iii. What is the relevance of participatory communication in achieving President Mohammadu Buhari Social investment programme?

Theoretical Framework

Development Media Theory

This theory also known as Development Press Theory was propounded by Dennis McQuail in 1987. This theory began from the Agenda setting theory espoused by McCombs and Shaw in 1972 which stated that the media tell us not to think but what to think about.

The development press theory came to be when there was limited application of the four established theories of the press to a vast majority of third world countries. These countries are vastly different from each other. The Western countries were in control of media, of which fast changing economic and political conditions led to the birth of a new approach whereby communication is used to carry out development tasks in line with nationally established policy. This led to the formulation of the development communication theory.

The developing countries overriding concern was how to use mass media for nation building. Therefore, in the interest of this task of national development, the freedom of the media and journalists needed to be curbed to an extent under the concepts of media. This theory outlined a new form of control in the society as it recognizes the fact that societies undergoing a transition from underdevelopment and colonialism to independence, and better material conditions, often lack the professional skills and even the audience needed to sustain media institutions. This is comparable to those of the first world or second world in which the four theories could take roof. Therefore, this theory was already propounded bearing in mind the concepts of development communication and development journalism, Folarin (2002).

Baran and Davis (2006, p. 12) posits that, "development media theory advocates media support for an existing political regime and its efforts to bring about national and economic development". This theory requires that until a nation is well established and its economic development well on the way, media must be supportive rather than being critical of government. Proponents of this theory argued that the role of the press in
underdeveloped countries is to catalyse the process of rural communities, national, social, political, economic and cultural development. Also, that the role of the press is not only to scrutinise and investigate government activities but to being supportive of good government activities.

Also, as the name implies, the theory relates to media in the third world nations. It favours journalism that seeks out good news, requires that bad news stories could be economically damaging to a nation in the delicate throes of growth and change. The media are seen to fulfill particular social and political duties, hence media freedom while desirable should be subordinated to national integration, socio-economic modernization, promotion of literacy and cultural creativity.

The major tenets of developmental press theory as summed up by McQuail (1987, p. 121) are as follows:

a) Media must accept and carry out positive development tasks in line with nationally established policy.

b) Freedom of the media should be open to economic priorities and development needs of the society.

c) Media should give priorities to the coverage of those areas that touch on the lives of the people. In other words, content should be development-driven and should centre on socio-economic and political lives of the people.

d) In the overall interest of development, the State has the right to intervene in media operations by the use of censorship devices, especially when the activities of the press are not in consonance with the development objectives of the government.

e) That the press in Africa should not be concerned with freedom to investigate like the press in Europe because African countries are still young and fragile in democracies which cannot withstand the pressure of criticism.

Therefore, the underlying fact behind the theory is that there can be no meaningful development without communication being supportive, with the media as the example.

**Conceptual Review**

**Participatory Communication**

Participatory communication means different thing to different people. Just as sustainable development means different thing to different people. Many scholars have written on participatory communication.

Jooste (2014, p.63), writes that "for development projects to be
sustainable and to actually contribute to the development of communities, communication has to be based on the participatory approach of development communication”. Dialogue, empowerment that leads to independence and cultural identity are some of the most important principles of the participatory approach. The importance of communication aimed at development first became apparent during the modernization paradigm. Modernization is considered an evolutionary shift from a traditional view to a modern society.

Participatory communication requires first of all changes in the thinking of communicators. Servaes and Malikhao (2005, p.91). Participatory communication is an approach used on a dialogue, which allows the sharing of information, perceptions and opinion among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized. Participatory communication is not just exchange of the information and experiences; it is also the exploration and the generation of knowledge aimed at addressing situations that need to be improved, Tufte and Mefalopulos (2009, p. 14).

"Participatory communication can be used in a variety of situations. It is most meaningful when used for assessing the situation, providing solutions through dialogue among representatives or all parties". This should lead to the appropriate and sustainable identification of the project/programme objectives and to the design of the related communication strategy, Mefalopulos and Lucia (1991, p. 29).

Participation has become an essential part of the vocabulary used in project proposals over the past two decades, since it recognizes the people rather than technology-oriented approaches which are required to find the right balance in achieving economic, social and environmental sustainability (Van de Fliert 2007). The underlying goal of participation is, in theory, to empower communities, groups or individuals to determine their own direction, objectives and options for change, make well informed decisions, take (collective) action to achieve their goal and monitor and evaluate if they are getting where they want to be. In practice, however, many non-participatory intervention can be observed. (Bassette 2004).

Participatory communication processes involves “participants” participation to fast-track development. The prerequisites and desirable for each of these two main roles in participatory communication process are participants and facilitator (Van de Fliert 2007). According to Stone (1989) in Jooste (2014, p.23), "unless people themselves are the driving force of their own development, no amount of investment or provision of
technology and inputs will bring about any lasting improvements in their living standards”.

To be genuinely participatory and truly effective, communication should occur among all parties affected, ensuring all have similar opportunities to influence the outcome of the initiative. Optimally, participatory communication would be part of the whole project process, from beginning to the end. Since this approach promotes the active involvement of stakeholders in investigating options and shaping decisions regarding development objectives, participatory communication also facilitates empowerment. In this way, the effects go beyond the project boundaries, spilling into the wider social and political dimension, Tufts & Mefalopulos, (2009, p. 17).

Participatory communication is a key process that brings stakeholders together to cooperate towards addressing the problem of the dissolution of the environment and natural resources. It enables them to work together towards a sustainable social change away from individual behavior change. It is a set technique to make people change their knowledge, attitudes and practices and to voluntarily engage in the activities related to natural resources management.

Social Investment Programme

Nefemi (2018) explained that the role of the Federal Government in ensuring the success of the on-going social investment programme in Nigeria. There are four broad programmes under which the social investment scheme is being executed, namely; Home Grown School Feeding Programme (HGSF), Government Enterprise Empowerment Programme (GEEP), N-Power Initiative and National Social Safety Net Programme for the Vulnerable Households.

The Npower programme is responsible for ensuring that young graduates who are unemployed have the opportunity to get recruited through enlisting for the empowerment programme. The program is responsible for the recruitment of 500,000 graduates already. The recruits are now working in every local government in this country at health centres, farms and also showing support in many areas. However, the President and the Vice President made efforts to ensure that it is a free and fair process and without partiality, favouritism or nepotism by insisting that list should not be taken from anyone.

Adequate provision is also made for non-graduates as 20,000 non-graduates are currently in the field who have been trained on different skill
acquisition. Equipment have been given to them to assist in the execution of their work. The school feeding programme that is going on in almost 50,000 schools in 26 States. Affirmatively, about 4 more States would be on board by the end of the term.

Through the process payment, is being made directly and without the middle man. The importance of Agriculture cannot be overemphasized, because over 9 million children are being fed and they are being fed with food that is grown around them. This means 6.8 million eggs every week because the children under this programme are being given an egg every week, 594 cows, 83 metric tons of fish. Rice, Vegetables, Maize, Onion, Soya-bean and other food items inclusive stimulates a lot of productivity for our farmers, while ensuring sustainable income. There is a cash transfer programme, and it is a community owned process. The people that can access this fund are not randomly selected but are selected by the community. This process is deliberate because they are going round the country.

National -Social Investment Programme (2018) opined that the national social investment programmes were created to overcome the failings of the past and to enshrine the values and vision of the current Administration for graduating its citizens from poverty through capacity building, investment and direct support. As a portfolio, the NSIOs are centrally coordinated by the National Social Investment Office (NSIO), which is strategically hosted today, within the Office of the Vice President to ensure:

- Objective leadership and proactive monitoring and evaluation strategic framework.
- Proper coordination and synergy amongst key ministries, departments and agencies, as well as with States and LGAs.
- A sustainable and long-term vision for social investment is built and implemented.
- Elimination of duplication of roles and responsibilities.
- Standard delivery mechanisms

Nifemi (2018) asserted that people are being trained in the various civil service sectors, the ministry and local government to either become trainers or to be informed on how to conduct Focus Group Discussion (FGD) in order for proper selection to be made. The programme is facing many challenges and that these challenges are being addressed. The organisers are now getting feedback that they cannot get sitting in a place
and it is considered a good sign. The way forward is to be cost effective in order for the states to create an institution that can be used for alleviation of poverty in a concerted manner. “Looking at the situation of things, social investment has been neglected for way too long and this on-going programme needs to be monitored properly so that it can be sustained”.

Source: N-SIP (2018)

**N-power Job Creation and Youth Employment Objectives and Focus of N-power**

N-Power is the employability and enhancement programme of the Federal Government of Nigeria, aimed at imbibing the learn-work-entrepreneurship culture in youth between the ages of 18-35. Applications are done online to create a level playing field for everyone and determine which applicants details would enable selection and direct payment through the bank accounts and BVN submitted. In addition to the N30,000 stipend paid them each month, N-Power volunteers are given devices with relevant content for continuous learning to facilitate their ability to successfully implement the selected vocation and enable them take ownership of their lives. 10,000 non-graduates in the N-Build category have been trained in 23 States, with the balance of the 10,000 having begun their own training in the skill centres that have been audited and found fit
The Buhari administration's Social Investment Programme is the largest and most ambitious social investment programme in Nigeria's history. The sum of N500 billion was provided for it in both the 2016 and 2017 budgets. But the total amount spent so far in both cycles is closer to N250 billion and that's from both budgets.

The programme has four components.
1. Home Grown School Feeding Programme (HGSFP)
2. Conditional Cash Transfer (CCT)
3. Government Enterprise and Empowerment Programme (GEEP)
4. N-Power job scheme

**Home Grown School Feeding Programme (HGSFP)**

In all the schemes, monies are paid directly to the beneficiaries. Home Grown School Feeding Programme: Now feeding over 9 million primary school pupils. The Home Grown School Feeding Programme (HGSF) aims to deliver school feeding to young children with a specific focus on increasing school enrolment, reducing the incidence of malnutrition (especially among the poor and those ordinarily unable to eat a meal-a-day), empowering community women as cooks and by supporting small farmers that help stimulate economic growth.
26 States now participating in Home Grown School Feeding Programme. The list of 26 States currently on HGSF include: Abia, Anambra, Enugu, Ebonyi and Imo (South East); Akwa Ibom, Cross River and Delta (South South); Osun, Oyo, Ondo and Ogun (South West); Benue, Niger and Plateau (North Central); Kaduna, Jigawa, Kano, Katsina, Zamfara and Sokoto (North West); Bauchi, Gombe, Borno, Jigawa and Adamawa (North East).

The number of pupils currently being fed through HGSF are over 9.2 million pupils. The number of cooks engaged to prepare the meals are 96,972 cooks. The number of small-scaled farmers that supply the locally sourced ingredients for the meals are estimated to be over 100,000 farmers. The number of public schools currently being reached by HGSF are 49,837 schools. Over N66 Billion paid out so far to the 26 participating states.

Conditional Cash Transfer: Almost 300,000 Nigerians now receive N5,000 monthly. The programme is currently implemented in 26 States + Borno IDPs and 297,973 beneficiaries in 19 States + Borno IDPs have received payment from inception to date. A total of 2,530 Cash Transfer Facilitators have been trained and 3763 groups and cooperatives have been formed. The following States are currently receiving payment: Adamawa, Anambra, Bauchi, Benue, Borno, Cross River, Ekiti, Gombe, Jigawa, Kaduna, Kano, Katsina, Kogi, Kwara, Nassarawa, Niger, Osun, Oyo, Plateau, Taraba. The programme provides targeted monthly Base Cash Transfer of N5,000 to the poorest and most vulnerable households in the country, with the sole aim of graduating them out of absolute poverty.

To ensure that beneficiaries establish a sustainable means of livelihood before graduating out of the programme they are continuously supported, mentored and coached to form savings groups by trained Cash Transfer Facilitators in every ward who visit them weekly to provide capacity building on life skills and basic financial knowledge as well as nutrition, hygiene, livelihood and sanitation information.

Environment: Beneficiaries (household members 18-40 years) are expected to plant and maintain woodlot or home garden, practice erosion control or maintain household sanitation depending on what the State selects. From inception to date, 297,973 households have received payment. Total number of people captured in the National Social Register as at June 2018 is 503,552. Total amount paid to beneficiaries from inception to date (December 2016 to June 2018) N12,835,110,000.00. The number of beneficiaries that have undergone awareness raising exercises to
improve their wellbeing is 297,973 beneficiaries. The number of beneficiaries that are engaged in capacity building activities to sustain their livelihood are 147,179 households.

Government Enterprise And Empowerment Programme (GEEP): Over one million beneficiaries – market women, traders, artisans, farmers – across all 36 States and the FCT. Government Enterprise and Empowerment Programme (GEEP) is also an important tool for financially empowering small businesses, artisans, market women, petty traders, and table top traders. GEEP (MarketMoni, FarmerMoni, TraderMoni) has given N26.4 billion in interest-free loans ranging from N10,000 to N350,000 disbursed to more than 1.06 million market women, traders, artisans, farmers across all 36 States of the country and the FCT. Under GEEP, 56% of the loans have gone to women.

GEEP comprises of FarmerMoni, MarketMoni and TraderMoni

Loans distributed (MarketMoni) – 347,458
Loans distributed (TraderMoni) – 709,101
Loans distributed (FarmerMoni) – 5,200

FarmerMoni loans start at N300,000 and are for farmers in farming clusters, via farm aggregators. A BVN is required for FarmerMoni. The loans are disbursed to the farmers' bank accounts, but the aggregator regulates the use of funds to ensure inputs, fertilisers and farming best practices are provided. The MarketMoni is a short tenor interest-free credit of between N50,000 and N300,000 for small businesses – medium-scale traders, market women, artisans, and youth in market associations – under the auspices of their cooperative societies. The cooperative societies help to ensure that these sums are returned.

There are currently close to 500,000 small businesses that have accessed that loan.

Already, under the MarketMoni scheme, 349,000 new bank accounts have been opened.

TraderMoni – 2 million petty traders got N10,000 interest-free loans by December 2018

TraderMoni is a microcredit loan for the bottom of the pyramid trader, and is expected to empower two million petty traders by the end of the year, is designed to help petty traders expand their trade through the provision of collateral free loans of N10,000. The loans are repayable over a period of six months.

Under the scheme, beneficiaries can get access to a higher facility ranging from N15,000 to N50,000 when they repay N10,000 within the
stipulated time period. When a beneficiary pays back the first loan, he/she immediately qualifies for a second loan of N15,000. After payback of the second loan, such a person qualifies for a N20,000 loan, and then N50,000, and then N100,000. The micro-credit scheme was first formally launched on August 7, 2019 in five markets in Lagos State – Mushin, Ikotun, Agege, Ketu, and Abule Egba areas.

TraderMoni has since been formally launched in 10 states, including Lagos, Kano, Abia, Akwa Ibom, Katsina, Osun, Kogi, Oyo, Cross River; Bauchi and Abuja (Federal Capital Territory). It was launched in the following states in 2019:

- Lagos (August 7)
- Kano (August 18)
- Abia (August 20)
- Akwa Ibom (August 21)
- Katsina (September 1)
- Osun (September 3)
- Kogi (September 8)
- Cross River (Sept 12)
- Oyo (Sept 13)
- Abuja (September 19)
- Bauchi (October 23)

The Buhari Administration is using TraderMoni to take financial inclusion down to the grassroots, the bottom of the ladder, considering the contribution of petty traders to economic development. The N-Power Programme: 500,000 young Nigerian graduates employed under the scheme. The scheme is the largest post-tertiary employment programme in Africa, comprising N-Power beneficiaries that are paid a monthly stipend of N30,000 and are deployed as volunteers into various sectors of need in the public space, such as health, agriculture, education and public finance.

The N-Power is a job employment and empowerment scheme for hitherto unemployed Nigerian graduates under the Buhari Administration’s National Social Investment Programmes (N-SIP). All N-Power beneficiaries were given the opportunity to select and own electronic devices/tablets for continuous learning as they grow, depending on the selected vocations of entrepreneurship and to boost the Knowledge Economy. A web-based application was used to select candidates and so provided a level-playing ground for all applicants with no room for
favouritism. The N-Power Programme, have been able to offer skills development programmes digitally to over 500,000 young Nigerians between the ages of 18 and 35. Based on conservative projections, the N-Power scheme would provide jobs for at least 10 million Nigerians by 2023, Nifemi (2018).

**Development**

Amodu (2007), in Anaeto and Anaeto (2010, p. 4) in looking at development, says "that it is the process of positive socio-economic change in the quality and level of human existence which is aimed at raising the standard of living, the quality of life and human dignity". For Oladipo (1996), in Soola (2013, p. 13) development in general is the process of economic and social advancement which enables people to realize their potentials, build self-confidence and live a life of dignity and fulfillment. It is a process aimed at freeing people from evils of want, ignorance, social injustice and economic exploitation. Rogers (1976) in Wilson (2005, p.124) explains that "development is a widely participatory process of social change in a society, intended to bring about social and material advancement (including greater equality, freedom and other valued qualities) for the majority of the people through their gaining greater control over their environment".

(Mefalopulos 2008, p.5) opines that "development refers to improvements in the way of managing natural and human resources in order to create wealth and improve people's lives. Development is a multi-faceted concept. Generally, it means the improvement of the well-being of the individuals and betterment of the quality of his or her life". Inayatullah (1975) in Moemeka (2000, p.7) defines "development in a holistic perspective as change toward patterns of society that allow a socially greater control over its environment and over its own political destiny, and that enables its individuals to gain increased control over them".

Rogers (1976) posits that development refers to social change and material advancement including greater equality freedom and other valued qualities, for the majority of the people through their gaining greater control over their environment. Development is a type of social change in which new ideas are introduced in a social system for higher per capital income, living standards by modern methods and improved standards by modern methods and improved social organization.

It is a continuous process of harnessing resources in a manner compatible with culture for quality, liberty, freedom, justice, happiness and
progress. It is a spontaneous non-linear, irreversible process inherent in all societies, it implies structural differentiation and functional specialization which can be stimulated by external factors.

**Development Projects in Nigeria**

Development is about man; and man is both the subject and recipient of development. The word, “development” implies growth or advancement in the life of a person or society. Amodu (2007), in Anaeto and Anaeto (2010, p.4) in looking at development, says that "it is the process of positive socio-economic change in the quality and level of human existence which is aimed at raising the standard of living, the quality of life and human dignity".

Etika (2017,p.184) avouched that "development in Nigeria is an on-going process and it is dynamic. It is dynamic because it cuts across various strata of human endeavour, ranging from education, Agriculture, Business, Health, Mining, Transportation, Housing etc, all these are development projects that harnessed human coexistence".

The three tiers of government have different development projects they carryout, some have been achieved while many have failed holistically as the result of weak policies, lack of political will, corruption, selfishness and depleting state of the economy, though, some are yet to be completed.

A lot of non-profit organisation or non-governmental organisation have long ago keyed into development programmes/projects in Nigeria. Like National Agency for the Control of AIDS (NACA). NACA focused on HIV/AIDS related matters, and other international funding bodies like UN, USAID, World Bank, EU, UNICEF etc, have been pretty supportive of development as they help to fund most community projects; like provision of boreholes, provision of lavatories and rejuvenation of dilapidated school buildings and many more projects in Nigeria and even across other African regions and the world at large.

Some of the projects funded by World Bank and other agencies are; road project, water project, provision of palliative materials for IDPs, funding of school blocks or buildings, provision of interim and personal lavatory as well as other social amenities that enhance human co-existence.

**National Development**

According to Lawal and Oluwatoyin (2011, p. 2), national development is the overall development, collective socio-economic, political as well as religious advancement of a country or nation. This is best
achieved through development planning, which can be described as the country's collection of strategies mapped out by the government. National development cannot just occur if the general population of a given nation is not developed.

Ahiajwo (2007, p. 7) noted that, “national development is the sum total of the results of the functional relationship between manual and intellectual labour of a nation in the struggle for self-sustenance. Therefore it involves everything that is done within a nation with a view to uplifting the standard of men, women, and materials.”

Therefore, federal government should draw up national development plans and policies based on the perceived needs of their citizens. Many include an emphasis on reducing poverty, provision of affordable and available housing and community development. The goal of all national development is to improve the lives of the citizens in question with the resources the country has. It must be visualized in its broadest context if it is to meet the expectations of the citizenry for a more elevated standard of living. Accordingly, the most all-encompassing goal of development is the progressive realization of the abilities and talents of each individual for his/her own satisfaction and enhancement of the good of the community and the nation. This is what is meant by the concept of human development, or people-centered development. This overall concept and goal is adopted as the principal guiding orientation of the national development. Fulfillment of the following broad national objectives has been established as a precondition for the achievement of that broad goal.

a) Rapid growth of incomes of the population in general
b) Poverty alleviation/reduction
c) Satisfaction of basic social and economic needs.
d) Sustainment of a democratic and fully participatory society.

To achieve the above national development objectives, there should be constant and joint effort to harness the forces of nature and human potentials for their own material wellbeing, Oshie (2018).

**Sustainable Development**

Oshie (2018) The concept of sustainable development implies, first, the integration of environmental issues with the imperatives of economic development in order to meet the immediate needs of populations today without undermining the aspirations of future generations. However, the definition of the term “sustainability development” has been expanded to
include the ideas of fairness and interdependence, not only between generations, but between the countries and people of the earth. Social, cultural, economic and natural environments, whose harmonious development is essential to the welfare of humanity and of nature, are also included in the concept. Sustainable development can only be achieved in a long-term perspective. However, this cannot be done reactively, but rather through applying the principles of proactive and strategic planning and management.

Thus, the concept of sustainability has been adapted to address very different challenges, ranging from the planning of sustainable cities to sustainable livelihoods, sustainable agriculture, to sustainable fishing, and the efforts to develop common corporate standards in the UN Global Compact and in the World Business Council for Sustainable Development.

According to Uche (1999, p.20) "sustainable development is a challenging social process where decisions need to be made about the relationship rights, needs of present and future at local, national and indeed global levels". The different objectives of the society, social economic and environmental need to be integrated where possible, and trade-off where there is incompatibility. Institutional and individual roles and responsibilities have to change, so that new patterns of behaviour will foster sustainable development.

Pearce (1994, p.75) agrees that "sustainable development is a process that must encompass every section of society and every role that we play; citizens and parents, children and students, civil servants and teachers, business leaders and employees". Sustainability will not simply happen, neither can it be imposed by top-down authoritarian government nevertheless, the transition to sustainable development will still need to be managed, planned and administered. It also needs a sense of purpose.

European Commission (EC) (2006) in Owusu (2014, p.58) says that "a project is sustainable when it continues to deliver benefits to the project beneficiaries and/or other constituencies for an extended period after the implementers' financial assistance has been terminated".

Redclift (1992, p.30) asserts that "sustainable development is defined by people themselves, to represent an ongoing process of self-realization and empowerment and the bottom line in practical terms, is that, if people are not brought into focus through sustainable development, becoming both the architects and engineers of the concept then it will never be achieved anyway, since they are unlikely to take responsibility for
something they do not own themselves”.

According to the classical definition given by the United Nations World Commission on Environment and Development in 1987 in Ineji (2012, p.41) “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.

Issues of sustainable development range from the human environment-climate change, desertification, deforestation, pollution and other challenges confronting the human society that called for the urgent attention.

It is usually understood that this “intergenerational” equity would be impossible to achieve in the absence of present day social equity, if the economic activities of some groups of people continue to jeopardize the well-being of people belonging to other groups or living in other parts of the world. Sustainable development could probably be otherwise called equitable and balanced, meaning that, in order for development to continue indefinitely, it should balance the interest of different groups of people, within the same generation and among generations, and do so simultaneously in three major interrelated areas economic, social and environmental sustainability.

**Empirical Review**

Numerous studies have been carried out by communication scholars on the impact of participatory communication in sustainable development. These studies have revealed the active role of participatory communication in sustainable development in Nigeria. These studies have also suggested methods/approaches of participation in achieving project objectives.

Study conducted by Owusu (2014), titled “The role of Communication in Sustaining Development Projects”: The case of Ejura Sekyedumase Municipality, Ghana, focuses on how experienced development agents/planners use communication, participatory communication and development communication to achieve project objectives and sustainability; using both primary and secondary sources of data in order to establish facts and to make the work more empirical. Findings revealed that, active participation of communities in all aspects before, during and after project implementation can be a strong indication of sustenance of the projects. This can be achieved by communicating to the communities to be aware of the need to contribute through participatory communication. The study further indicated that though there were other
political, social and cultural factors, the absence of participatory communication to bring about the intended development resulted in lack of sustenance of some of the projects.

The survey further revealed that communities as well as institutions faced some challenges in sustaining the implemented projects. One major challenge identified was the non-involvement of the communities in the formulation and implementation of the projects. This was because the communication before, during and after the projects was not enough and communities did not get to understand who was responsible for the operation and maintenance of the projects. Also, the communities were challenged with low expertise in repairing the projects as they did not receive enough training on how to repair the projects when they developed faults. Communication will have informed project implementers that the communities do not have knowledge in repairing major problems and so would have provided them trainings to that effect. Thus, from this perspective, it becomes sacrosanct to note that engaging the beneficiaries to participate in a project via participatory methods of communication is key to project effectiveness and sustainability.

In another study conducted by Jooste (2014) titled “Participatory Communication and Perceptions amongst Staff Members at a Tertiary Education Institution;” using a quantitative research method in order to collect the data and a literature study conducted to explore the premises of the nature of the participatory approach in development communication for social change; the research findings revealed that within the larger paradigm of heteroglossia there is room for improvement. This study pointed out the various areas for improvement and offered theoretically grounded recommendations which participatory communication was recommended.

In Tufte and Mefalopulos (2009) work titled, “Participatory communication: A practical Guide” asserts that, participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized. Participatory communication is not just the exchange of information and experiences, it is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.

To be genuinely participatory and truly effective, communication should occur among all parties affected, ensuring all have similar
opportunities to influence the outcome of the initiative. Optimally, participatory communication would be part of the whole project process, from beginning to end. Since this approach promotes the active involvement of stakeholders in investigating options and shaping decisions regarding development objectives, participatory communication also facilitates empowerment. In this way, the effects go beyond the project boundaries, spilling into the wider social and political dimensions.

Proper applications of participatory communication methods and tools are not enough to ensure a project's success. Broader contextual requirements are also needed, namely, a flexible project framework (especially in terms of timelines); a politically conducive environment, allowing open and transparent communication; and an enabling attitude by key stakeholders, including project management. Close adherence to these factors is essential for a high level of participation, while lack of these preconditions usually results in lower participation.

Conclusion and Recommendations

Participatory communication is a salient aspect or approach of communication that fast-tracks development projects. To achieve success, means that priority should be given to the component of participatory communication when undertaking and initiating development programme.

The focal point of the paper was to find out how participatory communication has been used in achieving President Buhari social investment programme and how effective participatory communication has been used in achieving social investment programme of President Buhari. The distinguishing aspect of Buhari empowerment programme is that the programme is made open to everyone that is interested. The selection process had received accolades from the public because it was made free and fair devoid of partiality compare to Sure-P and GIS which bordered on nepotism, favourism and corruption.

The paper found out that Buhari Social investment programme has really helped many unemployed graduates, petty traders and many idle youths and older Nigerians who are currently benefiting thirty thousand naira stipends from Npower, home grown school feeding programme including pupils who relished free meal daily across primary schools in 24 States. More so, TraderMoni, MarketMoni and FarmerMoni etc is also there. These are lucid indications that prove how effective participatory communication has helped Buhari Social Investment Programme to achieve its desired objectives, as it is evidenced in Npower, Home grown
feeding, TraderMoni and conditional cash transfer etc.

National development is achievable if government across all levels employ the right approaches that foster development. Appropriate attention should be given to participatory communication component because during the period of implementing and executing the project, effective participatory communication usually occurs between the government, its agency and the beneficiaries which helps to enhance a smooth process.

1. Participatory communication has been identified by experts as a veritable tool that aids development, so government and her agencies should adopt it when initiating development programmes.

2. President Mahammadu Buhari’s administration is so far doing well in terms of delivery development projects to the public, one of it is Social Investment Programme which cuts across every level of the society.

3. Incoming or the next government should employ President Mohammadu Buhari’s style when initiating development programme such as youth empowerment so as to tackle the problem of unemployment in the country.

4. Government should not only be concerned with initiating youth empowerment programme like other government or administration have done, but should focus more on how to sustain the programme in order to achieve the objectives of the programme considering how Sure-P and GIS failed holistically.

5. Proper assessment mechanism should be put in place to ensure that those saddled with the responsibility to superintend the programme are not exhibiting any form of illegality and do not possess corrupt tendencies that can deter or stall the success of the programme.
References


