

Public Lecture Series



RESOURCE CREATIVITY AND RESISTANCE: STRATEGY FOR GLOBAL ECONOMIC DEVELOPMENT

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RESOURCE CREATION: IN THE BEGINNING

*In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God moved upon the face of the waters. **And God said, Let there be light: and there was light.** And God saw the light, that it was good: and God divided the light from darkness. And God called the light Day, and the darkness He called Night. **Thus, the evening and the morning were the first day.***

And God said, Let there be a firmament in the midst of the waters, and let it divide the waters from the waters. And God made the firmament, and divided the waters which were under the firmament from the waters which were above the firmament: and it was so. And God called the firmament Heaven. And the evening and the morning were the second day.

And God said, Let the waters under the heaven be gathered together unto one place, and let the dry land appear: and it was so. And God called the dry land Earth; and the gathering together of the waters called He Seas: and God saw that it was good. **And God said, Let the earth bring forth grass, and the herbs yielding seed and fruit tree yielding fruit after his kind, whose seed is in itself, upon the earth:...** and God saw that it was good. And the evening and the morning were the third day.

And God said, Let there be lights in the firmament of the heaven to divide the day from the night; and let them be for days, and years: And let them be for lights in the firmament of the heaven to give light upon the earth: and it was so. And God made two great lights; the greater light to rule the day, and the lesser light to rule the night: He made the stars also. And God set them in the firmament of the heaven to give light upon the earth, And to rule over the day and over the night, and to divide the light from the darkness: and God saw that it was good. And the evening and the morning were the fourth day.

And God said, Let the waters bring forth abundantly the moving creature that hath life, and the fowl that may fly above the earth in the open firmament of the heaven. And God created great whales, and every living creature that moveth, which the waters brought forth abundantly...and God saw that it was good. And God blessed them saying, **Be fruitful, and multiply** ... And the evening and the morning were the fifth day.

And God said, Let the earth bring forth the living creature after his kind, cattle and creeping thing, and beast of the earth after his kind: and it was so. And God made the beast of the earth after his kind, and God saw that it was good. (Genesis 1:1-25).

The above passage of the Scripture, we are all conversant with, is an establishment of God as the creator of heaven and earth and all that is in it. Further in that chapter of the book of beginning, God finally created man in His own image, after His likeness, to have dominion over all that He has created with the five-count charge to;

- (a) be fruitful,
- (b) multiply,
- (c) replenish the earth,
- (d) subdue the earth, and
- (e) have dominion over everything already created.

With the above, man received the creative power of God to **tend, transform, improve, develop, explore and use the resources of the earth** to his benefits. With these classical creative efforts God completed the sixth day assignment, and took a **RECESS** on the seventh day, a great lesson about the resourcefulness of time, and the cycle of process. Thus, teaching us that **recession is a must**, as it is a crucial time for **the wise** to; (i) pause for breath, (ii) reflect over the days activities, (iii) learn from them, and (iv) plan for the days ahead. For us at Covenant University, this is our seventh year, and it is wise to that this is our second recess this year, designed to x-ray our resources, learn from them and plan for the future.

1.0 Nature of Nigerian Economy

Nigeria, the “giant of Africa” with population of about 130 million people (by the last Census figure) and estimated to be about 150 million now, is the most popular country in Africa, and is one sixth of black population of the world, hence, ranked the 8th most populous country in the world, and by the year 2025, is expected to become the 5th largest in the world (World Development Report, 2005). Covering an area of about 910,800 square kilometers, her principal trading partners are United States of America, Britain, Netherlands, Germany, France and Spain, and they are, incidentally, the country's major partners in import and export of her mono-product, oil. Nigeria is the 8th largest oil producer and has the 6th largest deposit of natural gas in the world (Bloomsbury, 2002). She has abundant solid mineral deposits that remain largely untapped. Less than 40 percent of the country's arable land is under cultivation. It is estimated that 17 million Nigerians live outside the country, and tens of thousands of them are world class professionals in various fields. Moreover, there are over 100 tertiary institutions producing more than 200,000 graduates annually, hence the availability of the basic human capital for progress (Soludo, 2007).

There are however, several challenges and pressing indicators about the Nigerian socio-economic environment, of significance and worthy of mentioning are:

- * The 6 model-types of planning experience (Perspectives, Annual, Rolling, Vision 2010, Modified Rolling Plan and NEEDS)
- * Decreasing level of per capita income (from \$870 in 1981 to \$260 in 2001, two decades later).
- * Low level of agricultural, industrial and infrastructural development rate.
- * Increasing Population of primary school students (about 16 million pupils in 2001 which is above the population of Cameroon put at about 14.6 million or Cote d' Ivore at 14.526 million) and the enrollment of fresh pupils put at a little above 3 million in the same year is about the population of Liberia which was 3.04 million in 2001). The population of secondary school students and students in higher institutions is put at a figure above 5 million just about the population of Libya 5.47 million or Togo 5.56 million or Benin Republic and Liberia put together. In other words, the population of school going children in Nigeria is more than the population of countries like Ghana or (Zimbabwe and Malawi) or (Tunisia and Libya) or (Benin, Togo, Liberia and Sierra Leone put together).
- * Above 80 million Nigerians (about two third of the population) are reported to be living below poverty line, while 19 persons of her citizens are ranked amongst the 500 wealthiest men of modern market economies.
- * Other challenging indicators are; (i) increasing population figure (see new national population policy 2004). (ii) Emerging Market (Economy) status with some cities (i.e. Lagos Ibadan, Abuja, Port-Harcourt and Kano emerging as Mega Cities,. (iii) sub-optimum mineral exploration (iv) inability to manage and sustain higher level of human

focused developmental policies. (v) bad and inconsistent governance.

Finally, one observed that since independence, the main thrust of her development strategies and objectives has been development of education, industrialization and self-reliant economy at a high cost resulting from infrastructural neglect, unethical practices, capacity underutilization, increasing poverty, corruption, and so on, against the emergence of some mega-cities status with low level of business development. While business is saddled with the responsibility of propelling other sectors to maturity, its sub division into commerce and industry are the pivots of evolution of national developmental process and industrial revolution of any modern economy.

Thus they are assigned the responsibilities of;

- * Encouraging the diversification and development of basic infrastructure, such as improvement on land, labour, population adaptability and its control.
- * Development of supportive and promotional institutions, structures and strategies basically for specific trust within the complex national expectation on her resource availability.
- * Provision of sound and acceptable business regulatory environment by regulating conflicts within the various participants responsible for implementing basic changes in the national system.
- * Provision of infrastructural facilities in the areas of health, education, water, defence, housing, and so on.

There is no doubt that the Nigerian economy is embodied with complex social and economic difficulties, more so, it exhibits the structure of a developmental economy even though the space of her development has never been taken seriously. The caravan of

Nigerian economy has, after long delay, collective will of many participants and a slumber of decades of hopelessness, started marching towards the goal of her founding fathers. With the repositioning of the budgetary system, the nature of development has particularly been taken more seriously. With the content of “Modified Rolling Plans and arrival of vision 2020”, all these presented an array of hope on the requirements of the people of this country, and more as it is being promised on the country's resource availability and resource consciousness.

Within the next few years or so, the critical indicators to watch and strive to achieve by all Nigerians are:

- * Increase Level of resource consciousness,
- * Resource appropriateness and justification of strategies.
- * Increase in revenue resistances and destruction.
- * Increase and structural composition and diversification of resources.
- * Increase in Industrial Production and value added.
- * Increase in Agricultural Production and modernization of advance development of high yielding varieties.
- * Increase in social overheads or improvement of basic infrastructures (power, irrigation, insurance, banking, education, monitoring of vital statistics and improvement of skills and productivity).

2.0 The Nature of Business and the Business System

From the **traditional school of business**, man is considered as a wanting being, who always wants and wants more. Therefore in the journey of life, “from infancy to old age” individuals seek to meet their unique set of wants and needs, some of which are biologically driven, while others are based on needs for sustainability. Man, therefore, works to satisfy these through the use of scarce resources of production, service and intellectual property right (Otokiti, 2006). Within the above purview, business

is seen as the economic activities involving making a living from a profession, by seeking employment or setting up of enterprises, which may be organized on personal (sole proprietorship), partnership, cooperative or through joint stock processes (private or public limited liabilities).

In 1900, after 200 years of growth and development in the United States, there were 5,000 millionaires, most of them self-made who started with nothing, and through hard work and sheer determination became wealthy. By 2000 the figure had increased to about 5 million millionaires, an increase of 1,000 times, and by 2006 a jump of almost 60 percent took the figure to more than 8.3 million millionaires with more than 80 percent of them self-made (Tracy, 2007). In Nigeria also, even without an official source of documenting millionaires, the National Bureau of Statistics figure of census of business enterprises shows that over 90 percent of the enterprises established in the country are owned by private individuals in the form of sole proprietorship or limited liability concentrated within the family. By every form of classification, these businesses are results of self efforts of individuals trying to break the ranks of unemployment with a 60 percent level of success (Awodun & Otokiti, 2008).

The Neo-classical School: This school sees business *literally* as *busyness* or the state of being busy in any activity. Accordingly a person who is busy farming, painting, reading, politicking, teaching, baking, footballing is doing business, because any of these activities are expected to bring him/her money, utility and prestige, or a form of satisfaction known to him. The concept sees business as meaning work, efforts and acts of people which are connected with the use of resources, the adding of value, mixture, process and procedure to create wealth.

From the foregoing also, we can derive that a business is any

enterprise which makes, distributes or provides any product, service or process for other members of the community who are either able or those unable to and willing to pay for it. Within this school, business involves producing and making the product available to the consumers, not necessarily for profit but for any form of reward, (rent, interest, commission, salary, Etc.).

The modern school; The modern concept of business considered business from the system approach. It considered business as a process of being busy for economic and non economic considerations, for production (Industry); processing (chemicalization), distribution (commerce), acquisition and organization of resources (management), conduct and direction (Regulatory), and mixing of the various resources under almost uncertain conditions and for profitability, productivity and efficiency.

Thus, the belief that money making is the objectives of business is common to practitioners, whose maximization of profit as the prevailing norm. Hence money chasing to them seems the primary economic objective of business. This position is based on the premise that companies must earn profit to exist or survive, such that additional capital could be attracted, resources and reserves created and used to build up resistance against uncertainty inherent in business.

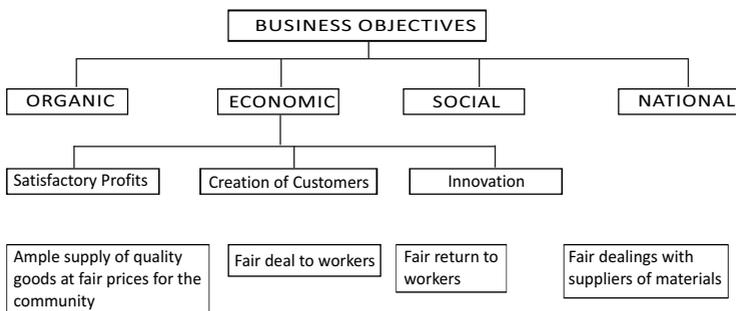
The above notwithstanding, it will be out of place to say that the sole purpose of any business is to make profit. This is synonymous with saying that eating is the sole purpose of living. Even, if we are in partial agreement with this school, it shall become impossible to pitch our tent along it, because a truly successful business cannot afford to make profit its sole objective.

Obviously, profit may be made for survival, yet it is most necessary

that the firm produces goods and renders services that produces want. It should be an acceptable firm to the community in which it operates. All these derive from the objectives of the firm which extend beyond profit maximization. Though, profit is regarded as the traditional objective of the firm, it has been proved that a firm cannot obtain profit without recourse to output maximization, revenue maximization and cost minimization. The basis of the above is explained by the profit function itself which states that the higher the gap between revenue and cost, the higher the profit generated by the firm.

From the foregoing, it is safe to conclude that business is both an activity and an enterprise. The activity engaged in by the enterprise is the business of the enterprise. At the same time, the firm responsible for these activities is called business enterprise. Business (activity) is therefore what the business (enterprise) does, and the business (enterprise) is involved in business (activity). The combinations of the business enterprises and the business activities engaged in by them all make up the business system. (See fig 1 below). The objectives of business are shown below.

Fig. 1: The Business System.



COMPONENTS OF BUSINESS

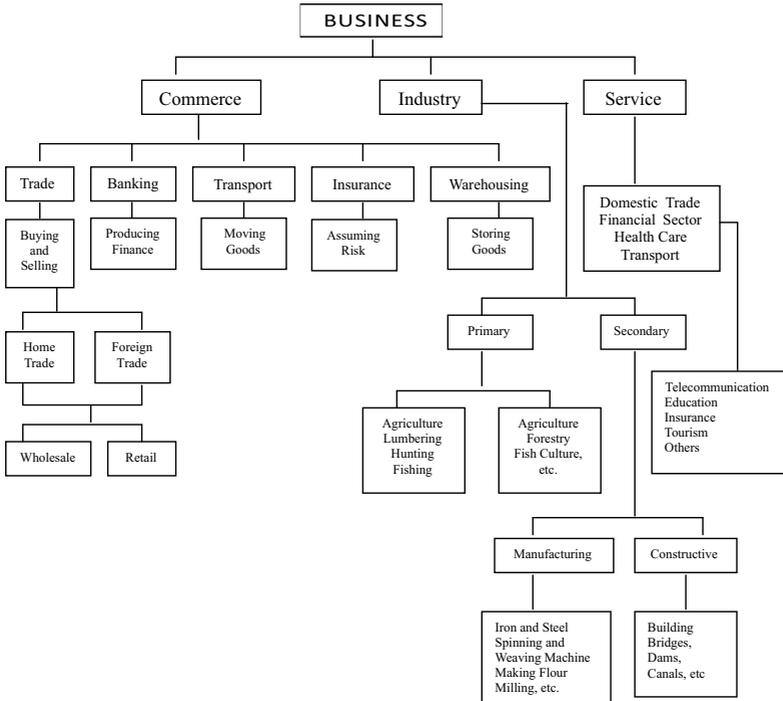


Fig. 2: Component of Business System

Business is built on the Twenty Cannons of modern productive and distributive system (See Box below). The components of business consists of manufacturing, processing and distributions of those goods, value, services, property right, which is needed and could benefit the future, by projecting into expected value, now and ensuring accurate forecast or projection of wants for now and in the future at a price affordable to the consumer. The same kind of missionary zeal marked the effort of successful businessmen in Nigeria, such as Dantata, Dangote, Folawiyo, Doyin, Odogwu, Ibru, just to mention a few. (See fig 2.1).

To sum up, “business” may be said to be any enterprise, which makes, distributes, or provides any article or service, which other members of the community need. And business transactions are essentially measured in terms of money. These measurements must show profit to the enterprise, if it is to remain in business. But money and profit are measuring devices; yet a measuring device is not a purpose (Beinhocker, 2006) and this business is built on 20 cannons of modern productive and distributive systems, 13 of them are presented in figure overleaf.

To realize this, profit may be, and usually is, the motive or purpose of some of the individuals who engage in business. In fact business is also expected to provide good enough returns to the investors and to have sufficient amount to cover the future of business, possibility of expansion, provision of wages for workers, making innovation, supply of quality goods in sufficient quantity and at reasonable prices, fair deals to workers and suppliers of materials. All these are embedded in the other objectives of the firm such as, maximization of shareholders' wealth, maximization of workers' satisfaction and what Cyert and March (1992) called 'managerial satisficing'.

Notwithstanding the above, the most acceptable definition of business purpose is to create customers, that is, to provide goods or services, which someone needs. Thus business is profit, product, service, continuity and many others, previously listed.

We do not have to wait, despairingly, for the politicians to sort things out. While they can carry on thinking about the big things, we can all do something about the small things. A summation of all the small things will result in something big. The power is therefore in our hands, we just need to know how to use it. That power is the power of business that we all have access to, whatever our situation in life. To Hilton and Gibbons (2002), whether shopping, working, trading, investing,

teaching, we are all in business, let us just make sure it is 'good business'.

13 CANNON DEFINITIONS OF MODERN BUSINESS

(a). Business as a continuous concept:

- Business is continuity.
- Business is a going concern.
- Business is not a timeless affairs.
- Business is dynamic and
- Business is a concept lending to measurable variables.

(b). Business is a test of profitability of resource

- Business is a revenue adjustable
- Business is revenue less other adjustment
- Business is profit-efficiency + productivity

(c). Business depends on core operational principles as:

- Principles of bulk transaction
- Principle of mass reserved
- Principle of multiple
- Principle of statistical regularity
- Principle of inertia of large numbers

(d). Business is an analysis of spot and forward opportunities

- Business is forward planning and decision making
- Business is spot planning and forecasting
- Business is breakeven analysis
- Business is prediction of local international and global environment.

(e). Business is the predictability of uncertainty in environment.

- Profit is predictable options of project analysis
- Profit is predictable from capital budgeting
- Profit is predictable from investment decision
- Profit is predictable from successful project management

(f). Business is both Entre and Inrapreneurial

- Business is Franchising, Joint Venture managed trade and protectism.
- Business-men are gate holders of newness of innovation and intuition.
- Business is the predictability of uncertainty in the environment.
- They are project/products developers.
- Business can make one an Entrepreneur, etc.

(g). Business is commerce and production

- Business is trade, economic, tariff and management
- Business is export/import, payment, pricing
- Business is global search for opportunities in international level
- Business is production, operation and out/input relationship
- Business is E-Commerce, E-Business, E-Marketing, E-Payment, E-Everything, E-HRM.

(h). Business is capacity creation

- Business is ability to create new market, process, project.
- Business is ability to create new product/design, Engineering Skill.
- Business is understanding of new mix and new structure
- Business is multiplication of resources and Reduction in Resistance.

(i). Business depends on four theories namely;

- Theory of profit and reward for uncertainty
- Theory of market imperfection and monopoly
- Theory of reward for successful innovation
- Theory of predictive capability of government policy and business cycle.

(j). Business is entrepreneurship

- Business is the outcome of successful entrepreneurship
- Business is the outcome of entrepreneurship organization
- Business is creativity, entrepreneurship passion.
- Business success depends on entrepreneurial vision and mission
- Business is the outcome of good implementation

(k). Business means being busy (Busyness)

- Business is busy – ness for E & NE
- Business is being busy
- Business is wealth maximization and owner economic fairs.
- Business is for non-economic and economic reasons
- Business is a function of optimization and not maximization.
- Business is not a function of maximization

(l). Business is RC³

- Business is resource control, creativity and consciousness **RC³**
- Business is resource determinant, development and destruction **RD³**
- Business is a resource mobilization, management and movement. **RM³**
- Business is a resource resistance, recycling, revolution **RR³**
- Business is a resource revolution
- Business is resource restructuring

(m). Business is an act of integrity, security and speed.

- Business should be carried out with integrity
- Business document and information must be secured
- Business is reliable and speedy
- Business is a combination of I+S+S
- Punctuality is the sole of business

3.0 Creativity and Innovation What Link, What Difference?

Survival and prosperity in the long term requires people in organizations to create and innovate, and they need to do so as regularly and reliably as they breathe (Mauzy and Harriman, 2003). The end of the twentieth century has seen considerable interest in ways of developing and sustaining creativity and innovation in organizations. As put forward by Henry (2001), there are a number of reasons for this, foremost of which are the perceived increase in the pace of change, globalization and deregulation. This has resulted significantly in competition, and in assumption that the way forward for developed economies is to add value through creativity and innovation. In addition to the above is the shift from the industrial to the information age, and the rise of knowledge-based industries (Gates, 1999; Sloan, 2003 and Meredith, 2005).

It is essential to attempt to distinguish the two concepts at this stage. Although people tend to use them interchangeably, however, creativity and innovation differ from each other. In the words of Amabile (1996), creativity is the generation of novel and appropriate ideas, while innovation implements those ideas and thus changes the order of things in the world. To further explain the above, Mauzy and Harriman (2003) describe creativity in terms of breaking down of prior assumptions and making new connections for new ideas. Innovation however takes these new ideas and transforms them into corporate and marketplace reality.

Schumpeter (1934) gave an intermediate definition of creativity as that which saw the carrying out of new combinations of activities as the enterprise, and the individuals whose function is to carry them out as the entrepreneurs. The concept “carrying out of new combinations” includes; (i) Introduction of New Products which

consumers are not yet familiar with or a new quality of product innovation, (ii) Introduction of New Methods of production, distribution or processing that which no one yet has tested by experience in the brand of manufacturing. It also involves new way of handling a commodity commercially, (iii) The opening of a New Market where the brand of the product has not previously entered whether or not this market has existed somewhere before, (iv) The conquest of a New Source of Raw Materials, notwithstanding whether this source of supply of raw material or half of it already existed before.

Hence, creativity refers to, or is synonymous with “creative, creation or creator”. As a creation, it implies one who or that which creates or exerts the act of creation. It also constitutes the act of creating, producing, causing to exist, especially the following:

- * ***The act of bringing new things into existence.***
- * ***The act of investing with new character.***
- * ***The act of making or inventing products.***

Using our own immediate environment as an example, Canaan Land here in Ota was a bush or wild jungle some ten years ago, but it took a creative mind to see, first, a “Faith Tabernacle” seating beautifully on this land, and later, Covenant University, growing at an unprecedented pace in the history of institutional and infrastructural development in Nigeria. The creative and innovative steps of Dr. David Oyedepo in this respect cannot be over-emphasized.

A look at the various examples below will further explain these concepts.

Tea shrubs grew widely in the hills of Assam in India, but no one knew much about their importance and present economic potentialities till 1804 when Lord William Bentinck recorded his discovery of the great advantage that later resulted to India

- (i). Commercialization of Tea process.
- (ii). Her extensive development of Tea plantation and employment to over 40 million people.
- (iii). Later India became the largest producer and exporter of tea in the world. Thus, the tea

Rubber was similarly available as Neutral Stuff to the people of the Western Hemisphere for centuries. But could only be used to satisfy human wants after Charles Goodyear discovered vulcanization in 1830, this discovery by Charles not only helped to convert the Neutral Stuff in the wild Amazon basin into rubber resources for Brazil, but also opened up new producing resources and capabilities to Malaysia, Indonesia, as Nigeria was not left out.

The iron-ore deposit in Minas Gerais in Brazil provide another possibility to support resource creation drive: The Minas deposit have been known for a long time but could not be used for the development of iron and steel industry of the country because it was constrained by the absence of the local cooking gas supplies and inaccessibility to the Island mineral resource deposits. After the induction of US aid in the form of capital, mechanical equipments and technical know-how Brazil was helped to develop an iron and steel industry, consequently leading to landmark breakthrough for Brazil allied and auto industries. Thus, the iron ore of Brazil was converted from neutral stuff into resources, only as a result of;

- (I). International cooperation.
- (Ii). Helpful attitude and policy of government.
- (Iii). Expansion of the market for the Brazilian made steel products cum able and willing labour.
- (Iv). Improved sanitation, making the fever-ridden valley to the Port of Victoria livable.
- (V). Diversification and transferability of modern technology cum its appropriateness.

Hence, resources, stems from the purposeful interaction of nature, capital and human forces, primed and kept going by demand on availability for use.

3.0 Conceptual Issues

3.1 What is a Resource?

Resource is defined severally as “means of attaining given ends”, the satisfaction of individual wants and the attainment of social objectives. Thus, anything useful or having the attitude of utility may be considered as resource. For instance, food, clothing, property and capital are all resources because they are useful and capable of satisfying human wants (Otokiti, 2004). Again, the difference can be made between the tangible and intangible concept of resources, such that resources would include not only material things like land, machinery, etc but also intangible things like good health, knowledge, freedom, industrial harmony, technological capacity, etc., since all these things have the attributes of utility. The characteristics of water, air, sunshine are not different from those listed already listed.

3.2 Resource is Functional:

As per Zimmermann (1980), the concept of resource should not be restricted to tangibility or intangibility. In his opinion, resources do not refer to a thing or a substance, but to the functional attributes, which a thing, product, process or substance may perform or the given operation/process of attaining a given end, such as satisfying a want, etc. Thus he considered a factor or process as a resource, as long as it functions as programmed or as expected. This will cease to be resource, when it ceases to be used for those functions for which it existed and it becomes a NEUTRAL STUFF.

For instance an iron ore mine is a resource when iron ore serves as useful material for iron and steel industry. However, an expansion of iron and steel industry can turn the mine to a Neutral Stuff.

What then is Neutral Stuff? Neutral Stuff is a substance that affects

man environment and nature, neither favourably nor unfavourably.

With improved knowledge and advancement of technology, the Neutral Stuff and resource relativity of yesterday or year can further be reprocessed, resulting to basic changes such as:

- (A). Rocks in the state of Neutral Stuff can be turned into granite stones for construction, etc.
- (B). Abundant white Sand (white Awori sand) can be turned to glass ware, glass ornamental, etc.
- ©. Neutral Stuff from Sunshine led to Solar Energy and can still be better used.
- (D). Cobweb from spider becomes silk material in textile industry.
- (E). Cold Air of Canada/Ice land can be pumped into hot Africa regions in exchange for hot air into Canada.
Flash Drive can be used for baby deliveries, as against pain/sorrow at child birth (only if we repent our sins).

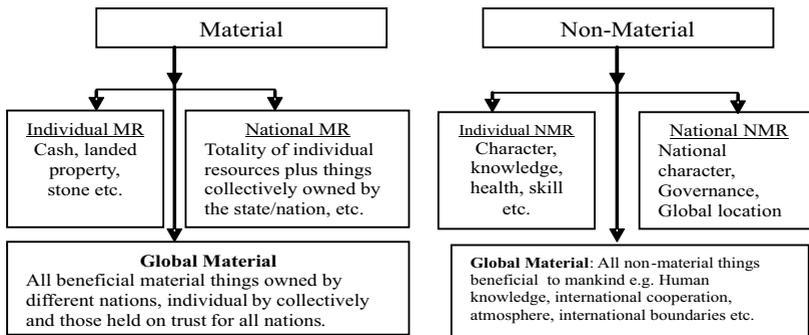
Resource knowledge is therefore the true mother of all resources since through knowledge man is able to resolve mysteries of nature and convert the “neutral stuff” of yesterday into resources of today. Knowledge of resource gives birth to other resources, such as coal, petroleum, computer, which did not serve as resources to the pre-historic man, even when these resources existed abundantly in his time as well. He knew nothing about these things and their usefulness. Then they were more of “neutral stuff”. Today, the people of middle belts of Nigeria, Latin America and some in Asia lives in poverty stricken environment mostly because they lack true knowledge about the treasures of resources that nature had placed at their disposal and within their environment.

Let us therefore take a look at Natural Regions of the world, what is the position of the equatorial people and Nigeria?

3.3 Resource Dynamism

Resources is again not something static, it is dynamic and increases in response to increased knowledge, improved art and expanding sciences. It will change in response to changing individual wants and social demands and objectives. As ends change, means must change also and must reflect every change in the purpose of the appraiser participants at district, regional or institutional level, consequently at corporate organization. The role of the state has demonstrated that social objective in time of war are different from those in time of peace. Consequently, changing and expanding wants also create new resources, for instance, the development of air craft industry, necessitated the discovery of some materials, which were (light as well as strong) and thus aluminum was discovered. Thus, resource creation is a continuous process and changes with every change in human civilization.

For optimal dynamic process, resources can be classified as (a) material, or (b) non material resources. Thus tangible things like coal, petroleum, gold and game of soccer are material resources. Similarly things like freedom, knowledge, social harmony, etc. are non material resources. Both types are dynamic and play important roles in economic development of nations. It can further be divided into three classes each, such as on the basis of individual, national and global resource disposition (See figure below).



World Conscious and Unconscious Development

To grow, every country must make choices about the level of her unconsciousness, the use of scarce resources and the possible creativity and resistances. Crucial among these are present unconscious usage of natural resources, human resources, technological resources and capital resources. If economic growth is to occur, these not only must be increased but also must be used consciously and efficiently applied and used (Viector, 2007).

In fact resources has been confirmed as one of the basis of economic prosperity of various nations. Thus different countries are at different levels of economic development, primarily because of their level of proven resources. For example, it is evident that the Western World, USA, Canada, UK are economically prosperous because they posses vast and proven resources (technology, human capital and culture) whereas most part of Africa, Asia and to some extent Latin America are quite benevolent with nature but the lack of resource consciousness, inadequate use of knowledge and initiative, made them unable to convert available huge mass of neutral stuff into resources. In fact, they are strictly speaking very unconscious. As a result their large forest resources, mineral wealth, solar-energy, Agro potential still lie unutilized and in the state of national and regional unconsciousness.

In fact, only those places where men/women has become conscious of “state of her resource” and put in place creative and conscious effort to exploit them in a planned and rational manner has he/she achieved high levels of economic development and prosperity. One can equally identified two other model states emerging from inadequate resource base, one being conscious and developed e.g. Japan, Switzerland, Hong Kong with high level of economic prosperity.

While other countries are known and associated with lack of resource-consciousness and reckless exploration. This later category is unable to rise above her traditional status of available ones. They are subjected to natural environment and dictate of nature. They toil hard, but get little reward. They mainly live in equatorial region with abundant oil, diamond, Iron Ore, etc., yet get little from these.

Thus, a resource conscious man or nation would always try to find new process, new market, new approach, new solution and new users of various things and thus increase the fund of his resources. Such man tries to own land, property, and gain access to water flow and create control over certain minerals - “thus individual resource consciousness”. Again this individual is assumed shortsighted and projects his narrow understanding of the resource concept (Otokiti, 2006b). He is selfish and looks for immediate gain, as he exploits social resources further and recklessly, thereby achieving temporary advantages, denying the society long term benefit of nature. As an optimal reaction, the society has to take care of basic national resource responsibility for lasting benefit, hence the need for Social (Society) Resource-Consciousness (SRS).

3.5 Resource Destruction and Nature:

The reference to resource creation, disruption or resistance can better be captured with an understanding of NATURE. **Nature refers to things and matter of this planet, so far as they are unaffected by man.** Nature forms the basis of all resources provided in state of nature. For instance, sunshine, water and air, are available to man alike. But most other things are available to man in the form of “neutral stuff” and can possibly be converted into resource by man's knowledge, ingenuity, skill and hard work only. The extent of which we can destroy unprogressive history,

replace inappropriate technology with high and appropriate skills and techniques. The destruction of poverty, inequality, old methods, go-slow, corruption, ritual killing, etc. should be replaced with progressive skill, advance creation of scientific knowledge and cultural development. Thus, we can resist or destroy;

- Old pattern of planting yam and replace it with yam seedling.
- Old approach of child delivery, with improved scientific process, free of pain and tears.
- Old belief on rain expected and replaces with man made rain.

Nature therefore provides not only resources, but also need for resistance. If only man can make a u-turn and call for forgiveness of the sin of Adam and Eve, then harmful things like barren land, unproductive soil, typhoon, hurricane, floods, and poisonous insects, which are all natural resistance to the will of God can be destroyed and replaced by God through man's skill, knowledge and ingenuity.

3.6 Man and Resistive Capacity of Nature

We noted that nature offers certain thing freely to all; air to breath, water to drink, friendly climate, etc. But, such free gift of nature are only few and can support only small number of people. Other gifts of nature are there but it looks limited to an uncivilized man. Only man/woman who is wise enough to overcome these resistances can enrich themselves through hidden treasures of nature.

Thirdly, resources are damaged by man beyond repair due to ignorance of the laws, ecological deformation and possible reckless exploitation. Such action and attitude must be globally restricted.

3.7 Needs for Resource Consideration:-

The pace of change in our world is accelerating to a threatening effect on management capacity. The origin of this can be traced not only to advancing technology, but also to unprecedented rise and growth in world population, a rise faster than rate of economic growth but associated with rising demands, against the limits of our existing resources. A look at World population “Drama” explains this better.

The Population Drama

Difference in Years.

1650-1925 (275yrs)	{	1650 AD → 500 million	}	x 4
		1925 AD → 1.960 Billion		
1925-2000 (75yrs)	{	1950 AD → 2.510 Billion	}	x 3
		1975 AD → 3.986 Billion		
2000-2075 (75yrs)	{	2000 AD → 6.406 Billion	}	x 2
		2025 AD → 9.065 Billion		
		2075 AD → 12.210 Billion		

Nigeria Population Palava

		I 1989	II 1991	2025
1.	China	1113.9	1147	14752
2.	India	832.5	866.5	12288
3.	Bangladesh	110.7	118.6	218.4
4.	Pakistan	109.9	125.6	210.4
5.	Indonesia	-	189.3	272.7
6.	Nigeria	103.4	112	338.1
7.	Brazil	147.5	155	245.8
8.	Russia	-	148	368.2
9.	USA	266.2	252	311.9
10.	Japan	122	173	132.2

Source: World Development Report, 1991 and 1993 for I&II and World Resource 1988/89

It is difficult today to understand the magnitude of population growth. For instance in Nigeria alone those born before 60s have seen more population growth during out lifetime than what occurred during years before independence. Considering the world population, indices on growth in the last 50 years (5 decades) is significantly greater than the growth in population since the first man “Adam” was created. (See population drama).

Concerning the world economy, the rate of growth of the economy is even faster, for example, the economy of the world has expanded from \$4 trillion in output in 1950 to more than \$20 trillion in 1995 (A period of 45 years). Within the decade alone (between 1985 and 1995) the growth in the world economy was more than the output

of the world from the beginning of civilization up till 1950 (\$4 trillion).

The countries whose industrialization drive started from around the 90s have grown much faster than those who industrialized before then mainly because they drew from resources, experiences and technology of those who went first. For instance, the East Asia grew their economy at an average annual growth rate of 2.5 percent consistently for about two decades. However, the benefits of this rapid global growth have not been evenly distributed. About 20 percent of humanity has remained perpetually below subsistence level with the gap between income of the richest 20 percent and the poorest 20 percent growing geometrically.

3.8 Growth in World Economy:

With growing population and first global economy growth, which later turned to recession or depression, the demand for natural resources foods, infrastructure, etc of the world, continue to grow at a phenomenal rate. Since 1950,

- the demand for grain has tripled,**
- consumption of seafood has quadrupled,**
- the use of water has tripled,**
- demand for principal grains (wheat, rice, etc.) and other non manufactured products (beef and mutton) has also tripled, timber has tripled, and paper demand has increased six fold amongst others.**

Thus, these spiraling human demands for resources are beginning to outgrow the capacity of the earth's natural and resources systems, bringing about the challenge for Resource Creation, Consciousness and Resistances in the midst of resource constraints.

3.9 Resource Resistance

This is another side of the story. Just as resources are to be created by modern science and technology, backed by wants, they can also be destroyed and sometimes re-converted into neutral stuff with technological advancement, changes in human resource deteriorating tendencies, including resistance of negative and anti development factors. For example, with the expansion of iron and steel industry, many small iron-ore or tins bases, that were previously producing smaller quantity of iron-ore were abandoned and turned into neutral stuff.

Similarly, the rubber plantations in Nigeria, Malaysia and Indonesia ousted the wild rubber of Brazil from world market. With the induction of modern technology and arrival of synthesis rubber, the traditional Brazilian, Malaysia and Nigerian competitiveness in world rubber market was robbed. The understanding of resource resistance therefore helps the control of health care system, hinders man imagination, increase, reduce or create optimal usefulness of available resources. **Hence resource creation, resistances and destruction is continuing process, which will expand and possibly contract in response to human wants and actions.** The totality of resources in a particular time, place or location is by taking both resource creation and resistance together such that aggregate human satisfaction is a function of resource creation and resource resistance and not resources creation alone. $TR = RC + RR$ (not RC alone).

It is the essence of both security and opulence, the foundation of power and wealth. In time of war as well as peace, they affect destiny alike. Even if we considered the physical universe as a constant, resources as means of attaining given ends are ever changing, and negative usage can be resisted thereby reflecting our increasing changes and needs and advancement.

For example: the usage of atomic energy for productive purpose is a form of resource but to the extent of its usage for destruction, it is a form of resistance. Such that the extent to which atomic energy can be added to human welfare or satisfaction depends on the combined effects of its uses and misuses and not its creation alone.

3.9.1 Distribution of Resources:

Resources from nature are very unevenly distributed over the earth's surface. Various parts of the world differ with regards to climate, soil relief features, locations, water bodies, natural vegetation, mineral wealth, etc. First-class fertile soil is found only in few spots, whereas the world arable land is made up only 40 per cent of world land (exclusive of the Polar Region). The uneven distribution of population and wide differences in economic development and living standards are direct outcome of this uneven distribution of natural resources. Both in terms of availability, frequency easiest of operation of the nature of resources can be classified into four main parts.

a.	Resources which are found every where.	Ubiquitous	Example, Sunshine, Oxygen, Air (but not nitrogen)
b.	Resources which are found in many places.	Commonalities	Arable land, Forest, Labour.
c.	Resources which are found only in few places.	Rarity	Petroleum
d.	Resources which are found in one place only.	Iniquity	Cyrolite

3.9.2 Resources and Business Participants

Firstly, the frequency of business and occurrences of these resources are significant to production processes. This relationship involves a combination of two or more types of resource materials. For example, the production of steel requires particular combination of iron-ore, coal, lime stone, manganese, etc. In most cases, individually each of them may be a commonality while the workable combination may be a rarity. The solution is optimal resource creativity and mixture by the business participants.

Secondly, a mere physical presence of a resource does not automatically make it available. In a competitive price economy,

only the lower cost resource – combination may be used. For example, Aluminum is very common, and its absolute known value often is extremely limited. Thus, tin, rather than aluminum, is exploited due to cost of recovery and market prices hence, the business of resource cost consciousness.

Thirdly, rarity varies in its effects. Rarity of a vitally important material is of much greater concern than the rarity of dispensable luxury. For example, the rarity of oil reserves is a matter of greater concern than the lack of Gold and Silver. In another way, rarity of aluminum is particularly significant for aircraft industry, but not so in the case of kitchen utensil industry. For the former, it is a must because of its lightness and strength hence, business consideration of centralization and diversification capacity of resources.

Fourthly, in business system, resources must take into consideration the flow and fund characteristics. The flows are self renewable and their supplies continue permanently e.g. Sunshine, or Hydro-power. Fund resource includes extractible fund resource and revolving fund resources. Coal is example of extractible while iron-ore is revolving resources. In most cases iron-ore is used in the form of steel or cast iron for making permanent fixtures like rails, machines, etc. Business proposition and concern is that if protected against rust these resources can be recycled, reprocessed and reused.

Thus in business and globally so, we call for resource resistance, either as flow or as fund. Our limited land, our forest and the fishes will continue to remain flow resources so long as their rate of exploitation does not exceed the rate of their annual increment, the reverse is a dangerous possibility that must be resisted.

4.1 Requirements for Resource Creativity and Resistance

(A). Resistance to Crossing Threshold of sustainable yields:
This represents a stage that signals a fundamental change in the

relationship between the consumer and that which is being consumed. Lester Brown, (1996) gave an organization example that a university living off endowment, can operate indefinitely as long its needs do not exceeds the income from the endowment. But that it may find itself in trouble whenever it get to some points and begins to draw down and down on the principal amount of her endowment.

Now that, the demand of this generation exceeds the income of “the sustainable yields” it is difficult to find an exception of where “ $DD < \text{yields of Resources}$ ” in any developing country. Infact all major food producing countries are losing topsoil from erosion either by wind or water fall. For example,

- In Africa countries: Range lands are degraded by overgrazing and flooding.
- In Europe: Air pollution and acid rain are major problems.
- Oceanic countries: Oceanic fisheries are fished out or beyond capacity of sustainable yields, threat of oceanic state disappearing.

The implication is that our failure to stabilize the population size before exceeding the limit of resource availability e.g. oceanic fisheries implies possible rising of seafood prices in nearest future.

- (i) The rivers/channels cannot be left out to support agro activities. In fact some of these rivers got dried before they reach the sea.
- (Ii) The seasonal wastage of oranges, pineapples, guava, cashew nut, yam tubers: the refusal to plant new seedlings of cocoa trees and Kolanut, etc are negative signal of our generation inaction on the threshold crossing.
- (Iii) Irresponsiveness to meeting housing demand, increasing traffic jam, go-slow, robberies of lives and properties, insensitive educational policies from primary to professional levels are highly inhibitive to economic development.

- (iv) So is the demand for firewood, Lumber, while demand for paper is overwhelming the sustainable capacity of forests in most states or countries.
- (v) The wholesale deforestation of south western Nigeria who supplies lumber to Europe and its over spreading effect into Eastern Nigeria and middle belt cannot but be mentioned.

Thus threshold crossings often trigger complex chain of events that can challenge our very existence as a nation. The excessive demand for forest product leads to deforestation which in turn results to unprotected soil level in turn a major cause of epidemic, land pollution and induced illness and wholesale rise in death rates.

(b). Resistance to Food Shortage

The present business system can no longer deny the realization that we may be facing a shortage of food from both land based and oceanic sources. Few thoughtful researchers have asked. Can we avoid catastrophe? The answer is possibly yes, but again not if we are sleeping and watching events. The solution to catastrophe is greater than the level of our present consciousness, or as now being contemplated. The business sector should now be conscious of need for multi-disciplinary team approach involving agronomists, demographers, technologists, along with resource forecasters and the economists.

(c) Resistance to Climatic Change:

One other element of resistance is the threat of climatic change “the concentration of carbon dioxide in the atmosphere”, for example we recorded 360 parts per million (ppm) – This is reportedly higher than at any time in the past 150,000 years and not different from the position in 1980's when increased in other greenhouse gases such as chlorofluorocarbons (CFCs) and their

substitute (HCFCs) and (HFCs), nitrous oxide etc, all emanating from many sources, including some unimagination agents such as landfills, rice paddies, coal mines and oil refineries; together the combined effects of these gases would be capable of trapping as much heat as would be generated by more than 300,000 nuclear plants.

Additional indication of need for resource resistance have emerged at national and regional levels, at national level, this year alone, the hamattan that usually signal, the arrival of relief and agro – harvesting came very late, the early signal rain also failed to come. Similarly, deforestation as a result of domestic local processing excessive heat, frequent droughts, water shortage. According to World Development Report (2005) “The availability of water is already the main constraint on Agro, particularly as cropland irrigated are getting depleted.

Some parts of Nigeria that usually receive plenty rain fall are now drier. One other possible effect that should be restricted is that the effect of dry land, which is moving south ward, creating possible decline in harvest of Kogi, Ekiti, Kwara, Bauchi, Osun, Oyo, Edo etc. thereby and further creating adverse effect on food security in many zones. These are capable of impinging the business system of this and many other developing countries, moreover that they are all harmful resource resistance indicators that needed to be anticipated early enough.

(d). Resistance to increased Vulnerability and Catastrophes

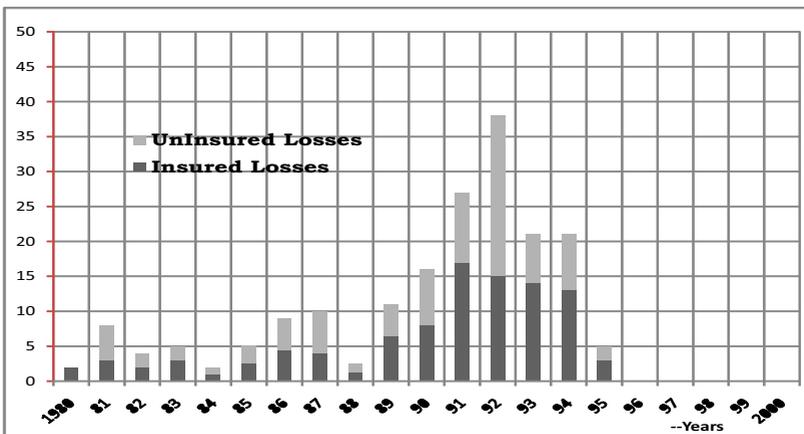
The insurance industry reaction to series of disturbing signals is not unexpected. Their increased vulnerability to natural catastrophes was no longer a random occurrence. The failure of this body to act and develop a concrete insurance policy would leave the industry and investors highly vulnerable to a much truly disastrous consequence. Amongst possible area requiring urgent national consciousness are:

- (i) Increasing frequency of weather related disasters.
- (ii) Increasing financial losses and expected reabsorbing treat. Particularly as the industry rate and average have always been based on law of averages.
- (iii) Possibility of bankruptcy of the industry and increasing the trend of their abandoning certain forms of protection. Hence government may have to step in as insurer of last resort.
- (iv) Increasing indicator of society losing trend of vital buffer against the dangers of accelerated changes in industrial environment

In addition to the above, the business multiplier effect is significant. For example insurers experiencing high fire- related claims would lobby for sticer building codes that could help reduce the frequency of fire.

Request for tougher safety standards for automobiles for crash - resistant bumpers, seat belts, air bags, to avoid billions of Naira loses associated with national and global resource unconsciousness.

Economic losses from Weather related natural Disasters World Wide 1980 - 95



Source: Minich Reinsurance Company

(E). Resistance of Threat to Survival of Small States.

This paper is not to address issue in the Niger Delta region, but it suffice to say that our leaders should exhibit reasonable resistance against any form of production destruction, kidnapping and underdevelopment of the region. Neglect from history can cause a nation great misfortune.

I will therefore prefer to draw your attention to issues around the Nigeria oceanic region, namely, Farnandopo, Mt Isabel, Sao Tome & Principe, Nicober Island (United Oceanic Islands, (UDI). Ironically, I am not too sure if they are listed as member of ECOWAS, but they constituted strategic neighbor to oil prospecting efforts of Nigeria.

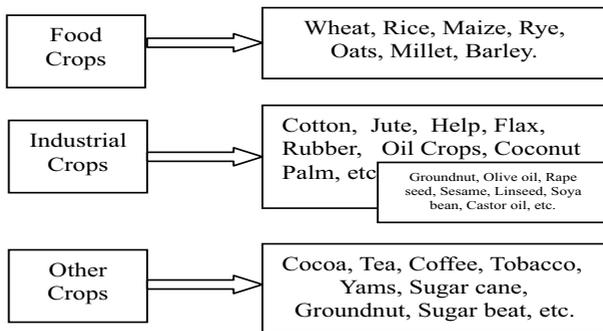
They are however members of the Alliance of small Island states (AOSIS) – (36 nations in all) that are particularly facing, identical threat of (i) rising seas (ii) Green house effects and (3) declining income generation capacity, which by implication of a “one meter rise in sea levels” would all have disappeared. Again, the Niger Delta experience could be a small joke because these five (5) small states and some archipelagic nations together could therefore constitute significant international bloc to protect, the survival and therefore oil prospecting opportunities of Nigeria.

(F). Resistance to decreasing Agro Productivity

Agriculture refers to the art of raising plants from soil, tilling of land by conscious, and determined efforts of man in order to utilize soil, technology, environment to his benefit. It also includes all human effort for quick and better growth, management and composition of vegetation and associated elements e.g. animal production, etc.

The nature of resource creation and resistance will therefore affect climate, soil, (coarse/fine, luminous, compact, tenacious) topography, economic, methods of cultivation. Intensive, extensive, humid, irrigation, dry farming are all possible victims.

Principal Agricultural Crops likely to Suffer from Resource Optimization



Till very recently and on global basis, agro was a clear success story. Yields of Corn, Maize, Wheat, Cocoa, Rubber, Rice, Millet, were successful. World Production of principal crop out passed growth of population for most countries. World prices carried down chronic hunger associated with Asia, Latin America therefore became part of history, but Africa continent was left behind with low productive capacity (See Africa and World Indices).

Share of Africa in Selected World Food Production (Million Metric tons)

	Wheat	Rice	RYE	Maize	Oats	Millet	Cotton
World	232.4m.tons	366.5m.tons	69.1	349.7	152	52	14290
Africa	3.4	4.5	0.021	16.2	1.2	9.3	1242

Source: FAO Production Year Book 1997

Forest Resources 1980s ("000" hectares)

	Extent of Deforestation	Level of Reforestation	Managed Closed Forest	Projected Closed Forest
China	333	4552	13019	X
India	147	120	32557	6779
Indonesia	620	187	40	13620
Brazil	2323	346	5322	4660
USA	193	1775	102362	31198
Pakistan	9	7	410	15
Nigeria	400	14	14725	X
Japan	x	240	X	4311
Bangladesh	8	9	795	25
Ghana	1718	3	1167	379

Source: UN Food and Agro Organization. UN Economic Commission for Europe

Land Cover and Settlement (Land Area & Use) Land Use (000 Hectares) 1983 - 85

	Cropland	Permanent Pasture	Forests and Woodland	Wilderness Area
China	160890	285696	134532	182247
India	168550	11867	121698	1538
Indonesia	20680	11867	121698	14536
Brazil	165000	565280	40128	237297
USA	189915	241467	265188	36008
Pakistan	20423	5000	3033	3156
Nigeria	30352	20950	14700	2042
Japan	4781	614	25198	x
Bangladesh	9127	600	2131	X

Source: UN Food and Agriculture Organization and World Resource 1988-89

Globally Threatened Animal and Plants Species, Wildlife and Mineral Reserve of Nigeria

Globally Threatened Animal Species (Mid 1980-90s)	Mammals Number of Species known 274	Birds n=7	Reptiles n=5	Amphibians n=9	Swallow tail Butterflies n=1
CITES Reported Trade in Wildlife and Wildlife	% of CITE Reporting required n = 0	Life Primate Export = 8 Input = 0	Raw Ivory/Kilogram n = Nil n = 217	Birds Live Parrots Import. Export 1 2413	
Globally Rare and Threatened Plant Species	Number of Plant Species n = 4	Endemic Flora as Reverences of total n = 5	No. of Rare Threatened Plant Species n = 9	Completeness of Data on Rare and Threatened Plants	Red Data Book or List n = 0
Major Resource of Selected Minerals	Bauxite n = x	Copper n = x	Iron Ore n = x	Lead Manganese xx xx	Tin n = 20 Zinc Xx

Source: World Resources, World Resources Institute

The success in agro sector was then associated with modern advancement in technologies, scientific advances in new seeds, fertilizer, pesticides and possibly extensive irrigation. Don't forget this copious food production has a less viable success – e.g. unsustainable farming, - which overdraws and degrades natural resources also overdrawn loan facilities of banks etc. In fact if the country was a bank disbursing loans to all sectors, the agriculture world is the biggest debtor. For five (5) decades there was resource over exploitation, drained natural capital resources in many areas and thereby limiting opportunities for future growth and resources borrowing.

Resistance Indicators on Agro Yields:

Rice: Yields of rice have barely inched up between 1995–2005 while

Wheat: Yields have shown no gain when compared with grains.

Grains: Grain is a major key global indicator of global food production. Food processing via grains have decreased each year and presently at lowest levels ever.

These indicators are against the position of increasing world population, estimated at about 8billion by 2015 (with Nigeria becoming 5th - 6th largest country in the world). This will be associated and accompanied with increase in urbanization and decreasing income, (both of which further contributes and disturbs our unconsciousness on demand for food in Nigeria)

5.0 Solutions to National Underdevelopment and Lack of Resource Creativity and Mismanagement of Resistant Capacity

Environment of Resources:

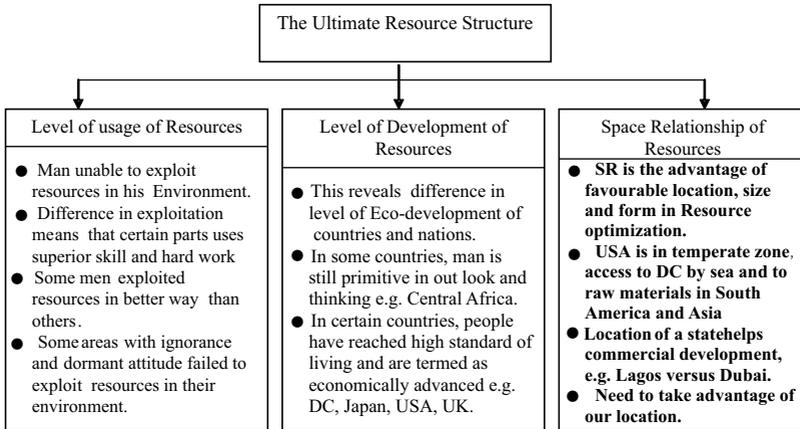
Environment refers to all the surrounding, which man live and work and those supportive or inhibitive to his immediate

existence. People in different parts of the world differ greatly in for of environment: physical appearances, dress, invention, innovation, manners and ideas. They eat kinds of foods; build houses that range from grass huts to sky scrapers. Differ specially in way of work, occupation, by which they earn a living. Differences in language, government, education, religion are quite obvious. Then, some people are creative and inventive, while others are unconscious and merely copy their ancestors; even then, they still copy badly.

Some of these differences are biological, cultural, some as a result of contrasts in the natural or physical environment, sometimes connected with features such as oceans, mountains, rainfalls, forest and global locations again on population density, stage of civilization, government policy, etc.

In simple words, “environment to watch for refers not to surrounding in which man lives and works alone. Not the surface of the earth, but totality of land, ocean, air, etc. According to the Webster's Dictionary, 'e' refers to the surrounding conditions, influences or forces that affect, modify, the aggregate of social and cultural conditions of man.

The factors to urgently watch for is the natural and physical environment of resources , which are divided into proximate and ultimate sectors. The proximate are presented above while the ultimate ones are (i) Differences in level of usage; e.g. by man resources creativity, control and consciousness (RC^3)(ii) Differences in the level of resource e.g. resources destruction, development and determinants RD^3 (iii) The space relationship of location, size and form. See Box below.



For these environments to be creative and meaningful the underlisted are possible suggestions:

6.0 Business Perspective and Locational Options

Nigeria's absolute location as compared to her insular status must be exploited to maximum benefit. Nigeria equatorial location is helpful to Solar-energy development, mineral deposit and sea-route optimization. Nigeria's Peninsularity (Peninsular locations) are under-utilized from the point of foreign trade and commerce. Her location on ocean routes provides commercial development on a large scale but her lack of conscious effort made it inhibitive. In this connection the importance of Suez Canal to countries of Middle East and Asia; that of Panama Canal route to South American countries deserves mention. The commercial outlook of UK, Norway, Japan, Australia, New Zealand is due to their insular location. What then has Nigeria made of her location.

Our study of Nigeria relative location reveals her unconsciousness growth potentialities and economic possibilities.

- Her location, close to Pacific Rim, to Latin America has not been well articulated and commercialized.

- Her strategic location or points of military advantage are sought by contending powers eagerly but without development focus.
- Within international bodies, her capacity for political dispute settlement, Ota in Nigeria is 'a' political strategic location for world leaders; Minna were initially and strategically emerging.

In Nigeria, raw materials from petroleum, to Human resource are again under utilized, so are resources on river Niger, Benue, Ogun river. (But for house construction). The glass sand of Ilesa, Igbokoda are left without much usage.

(a). Resource Creativity of Wind Power and Energy Generation

We should be able to create wind power; which is closer to taking over the possibility of larger share of electricity generation in the future. The development of energy based on wind turbines that is cost competitive is another welcome possibility. The call goes further to areas of other resources. By then wind, sunlight, water fall that are abundant in almost all part of the world would grow to replace fossil.

(b). Paper Recycling Revolution

Our waste from paper is awesome; the paper waste has not been seen as a resource. In fact, what once seemed a burden is likely to be a major source of break through in “high technology small industries” (Otokiti, 1987). With rising demand for paper in most sectors: including schools, government demand and increasing trust of the people on recycled products, recovered paper is likely to grow faster than the supply in fibre and related materials. This is likely to more than doubled, particularly in a depression period.

The possibility of large capital inducement by MNC could make the sector most attractive. Strategies and structure must be activated to ensure recycled waste get manufactured. Again there is good news,

the relationship between paper revolution and world's forest can help the recycled effort. From profitability dimension, recycling recycle paper is highly profitable in billion of Naira, coupled with improved technology. To make recycled paper appear smooth, possible area where more profit is expected from are de-inking, cross-crossing and layering technique.

Thus, Recycling is likely to become a conscious revenue tool for developed and more likely developing countries. It is strategically vital for restoring the natural balance of economic system, for real, and possibly that

- Our Trees will be left standing, and the species living in them, below them and among them will not only survive but multiply abundantly.
- Nylon will no longer filter the street, block the gutter, suffocate the animals, but will be generating millions of naira and tremendous employment as well.
- For metal resources, this is a flow, recycling will become even continuous, profitable, with high multiplier effect, employment effect, income effect. It is a kind of resource capable of generating other kinds of resources, like many raw materials, value added, etc. The list includes also aluminum can, tin metal, etc.
- Electronic casing, auto casing, pack casing, glass/bottle, etc are but few of possible member of the recycling club. Consequently we should expect smoke, batteries waste, tall grass, liquid wastes and industrial by products like beer brewing, paint with fewer solvent but to mention a few.

(c). Metals and Possible Resistances

It seems that we are not conscious of the associated danger with some of these metals and effect of human health. Only 1,600 out of possible 16,000 tons of Cadmium were so far recovered, with others escaping into the environment. For Lead, only 106,000 out of 189,000 tons of industrial wastes were recovered. Some major

recovery will again occur only when factories refused to let lead and other heavy metal out. We are expecting closed – cycle processes that can reuse these mineral metals.

(d). Employment Dimension.

In terms of employment, the switch to recycle product will more than triple the existing level. As many countries of Europe, Australia, Asia and Africa are going through unemployment, possible areas to watch for are employment in the recycling industries, while wood processing can only but help employ, few more job are likely to be lost daily at saw mills, book binding, etc. Thousand of timber makers are daily hospitalized, rejected in the society, with increasing job losses in timber felling, recycling and related productive activities like veneers production, panels, pulp and paper from saw milling, recycling processing is job intensive than extraction. Reprocessing recycling can be sustained indefinitely as they do not rely on finite supplies of harvestable trees. This implies that a shifting from tree processing out of virgin material to recycled material world will move production toward the more job intensive parts of our manufacturing process and far away from job losing area.

The addition of bicycle and train to list of competitors for resources optimization is evolving an interesting scenario. This Bicycle - train combination is most likely in developing countries with population more than 100 millions. The job creation effect, between the bicycle and possible multiplier effects on (i) Deep well management (ii) Bore hole maintenance (iii) Auto parts replacement capacity, etc. are yet to be worked out in Nigeria.

(e). Consciousness and Resistance in City/Town Management

In our developing or developed-developing world, particularly the areas consisting of India, Pakistan, Nigeria, Brazil, Indonesia, etc; people will be visiting to cities –, whereas in the developed – rich

world, of USA, Canada, UK, they shall be fleeing the cities to country-homes. By next year, there will be 30 cities of more than 8 million people. Between them, they will house or failed to house 46 million people.

- Imagine in 1950, only New York and London had more than 8 million people.
- By next year, New York will have dropped to ninth position; London will drop right out of the league of mega cities.
- The West cosmopolitan capital will wither; only New York will make top 10.
- Of these 30 cities, seventeen (17) will be in Pacific Rim and India sub-continent, dominated by China and India having half of these cities.
- Tokyo, which had replaced New York as the world largest city in 1990 will still sit comfortably at the top.
- Elsewhere, the domination of capital cities will be on the wane, in the developed world, their growth will slow as birth rates fail and new cities emerge.
- In Nigeria, new cities to make mega list are Ibadan, Abuja, Kaduna, Kano, Port-Harcourt, here modernization and technologies will spin the middle class of to the suburbs.
- Watch Africa, watch Lagos and Ogun States for the fastest growth.
 - Kinshasa today is as big as Beijing in the 1950s.
 - Lagos is bigger than the population of Sierra-Leone, Senegambia put together.
 - Ogun State is emerging with rail lines and enjoying facilities of model-mega city.
 - Urban squalor will replace rural starvation as possibility of Lagos misery.
 - Sub-urban sprawl will be misery of Ogun State as shortage of technological and infrastructural advancement in Lagos pushes pressure on Ogun State.
- For amazing shrinking towns, look for Ajah, Epe, Shagamu,

Ile-Ife; Oyo. These towns will be amongst the cities in Nigeria that will be smaller in 2010 than they were in 1960, by then almost all of Ado-Ekiti, Akure will be approaching city status.

(f). Food Production and Processing

It must be informed that the leaps in productivity witnessed in the 60s and 70s came under conditions that were today unimaginable: Many instances revealed our;

- Nigeria's dependence on chemicalization which was reportedly poisonous to farmers.
- Abundant water supplies which again are not as abundant within today's requirements.

Possible and critical areas to watch for are:

(a). Structural readjustment of key areas: New research into Agricultural strategies, similar to the 60 & 70s revolution, but emphasize on production methods that preserve the resource base of major inputs.

Again, if Agro production increase in the country is not sufficient, to meet food demand, we must also be seen as increasing measure of soil health, reduce pesticide usage, conserve genetic diversity, increased sustainable farming practices, hence our preparation now is very crucial.

In the very near future the importance of land in our agro system will be lessened and is likely to be taken over by possible investment in mechanization, irrigation, improved seedling, and fertilizer.

(B). Creative and conscious population management: It is important to note that all the recommended strategies in food use efficiency, water optimization, pest control, sustainable agriculture would achieve little unless our resistance to population growth is consciously and creatively managed.

(c). Incremental productive resources: We must understand the

need to foster our resource creativity effort through increased energy, increased factor productivity, increased pest control and saving of water, the failure of these efforts can as well trigger additional and unanticipated increase in consumption. For example

- (i). Resource consciousness auto industry got better mileage for car, but through resource sub-unconsciousness, people increased in their desire for more cars.
- (ii). When the architect “designed home” became more efficient, the people learnt to live in bigger apartments and demand for house again increases.
- (iii). Agro productivity saving of million grains in the eighties have been eaten up by population increase, a reverse is urgent.

There is need for ingenuity of resources creativity to meet these challenges.

(G). Water Palava

Water, no doubt represent the single most important factor on Agro effectiveness and the greatest resource constraint on agriculture .It is indispensable to food supply and has no substitute. The expected challenges of water supply include: (i) evaporation of water supply (ii) more water becoming unfit for food processing e.g. Irrigation water is about 16 percent of global total, yet accounting for 40 percent of world food supplies.

Water shortage, which would be on the increase in not less than 28 countries, (230m people) would obstruct significant production of food, economic development, sanitation and possibly environmental protection.

In some countries, like Nigeria, water demand is resolved from water borrowed from the future. This occurs when underground water trapped underground thousands of years ago are pumped faster than it could be renewed by rainfall. For example, here in Nigeria, Kogi, Kwara, Ekiti, Bauchi etc are major states seriously affected. At Global level most tropical (upper) countries like China,

India, Iran, Libya, and the United State are within states cashing on future water for short-term economic gain.

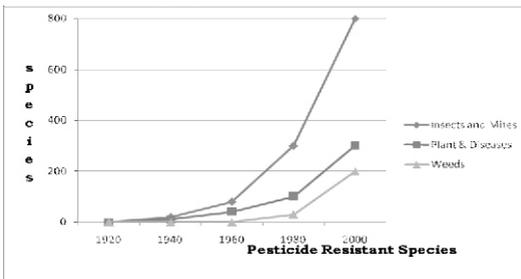
Similar to this, we should also expect other factor like “reduction in irrigated land areas, increased citizen opposition to large scale dams, fall in irrigation funding to about 35% of 2005 figures to become major challenges.

Again, in Nigeria increased industrial and domestic water demand is expected to worsen water demand position to about 48% of actual water requirement.

As requirement for adequate supply, more and more cities, followed by towns and rural area will have to increase financial clout to buy water. This is already becoming common in most part of the country.

Possible remedies include:

- (i). Water saving solution, which requires no high investment or advanced technology.
- (ii). Effective irrigating the furrow to save about 1/3 of water usage on irrigation.
- (iii). Intermittent rather than continuous flooding of plantation.
- (iv). Taking maximum advantage of moisture aided cropping.
- (v). Shifting Agro from water intensive crop to low water demand crops.
- (vi). Reuse of water can also help; particularly treated wastewater is likely coming up as alternate water sources.



Source : Holt and Georghion, Whalon

Pest capacity to develop resistance goes with complex economic and social implication. Increased application to counter resistance was put at about \$2.4 billion annually, for example, pest control on malaria was initially effective, but as mosquito resistance increased, malaria exploded in large number. Abuse to resources cannot continue if the global population must be fed adequately.

Three possible solutions are (i) Removal of mechanisms to encourage unsustainable resource maximization. (ii) Develop a program to promote resource consciousness. (iii) Deepening our resource base, by exploring into improved alternative to ecosystem (iv) adopting method to conserve resource of land, soils and water, (v) to manage rather than eliminate pests can help the system better. Another resource conscious effort is to reduce post harvest wastes. About 40-45% of our food effort never made it to dining table as a result of spoilage, spillage and possible losses to rodents and insects. Resource creativity would require that we cut these losses without necessary taxing unduly other resources.

(h). Consciousness and Resistance of Pests Management

This is the problematic issue concerning our methods of pest control. To control pest, pesticides are considered the easy and convenient tool. However, pest sooner develop resistance to chemicalization, resulting to higher dose, thereby making new products necessary to achieve same level of control. More than a 1000 species are now resistant to pesticide.

Therefore, balance must be obtained between pest control and pest elimination. Usage of vengeance approach to attack weed instead of insects that do damages to crops without considering natural balance required for stable operation of our ecosystem is unacceptable. It is possible that our losses may be greater than the expected gain.

Another resource strategy is to reduce the global meat

consumption-why? About 38-40% of world's grain fed to these animals each year could be saved.

- A kilogram of feedlot produced beef represents 7kilogram of grain.
- A kilogram of pork represents 4kilogram of grain,
- Poultry and fish farming would require 2kilograms.

Thus, shifting or moving beef consumption could free mountain of grain for other alternative consumptions in poultry, fish etc.

If Nigeria can cut her annual grain related intake in half to the level Ghanaian consumes each year, about 45million tons of grain related would be saved, this would be equivalent to and enough for 2/3 of the South Africa and Egypt population consumption combined.

Resource optimization is also possible by inducing appropriate technologies. e.g. Usage of tent-sized-bag for storing sacks of harvested produce, through airtight and insert suffocation technique .The 'bagging mechanism' has capacity for additional income and return can multiply by threefold.

(i). Resistance to Drift and Shift of Sustainable Industries

Global economy is presently upsetting balances that occur in nature. Such instances are evident in areas where:

1. Rate of extinction of species now exceeds the rate of creative/evolution capacity.
2. Rate of carbonization of the atmosphere is faster than the floral can remove the carbon.
3. Balance long established in our forest, mountains, coastal lines, domestic resource areas, at national levels and prairies and oceans at international levels are completely changing.

Thus, many of these and other positions resulting to neutral stuffs must be resisted. Otherwise, how can one explain that the world's fishing industry came also into recession when the catch stops

growing at 100 million tones, or can any one explain the reason(s) for many dried up canals, rivers around Lagos that formerly supplied crabs, fishes many years ago? Again, the rate of tree falling in South-Western Nigeria would only sustain a maximum of 10-15 years span.

We must therefore: (a) resist tree farming to replace primary forest harvesting as source of timber. (b) be conscious that we are creating **only appropriate technology** that is :

- Heat producing, light and non-carbon based.
- Capable of encouraging metal made from recycled scrap of past buildings. Participative in maximizing gains from sustainable industry and
- capable of using vehicles/cars or paper made out of waste materials and
- Possibly obtain energy for offices and homes directly from sun or wind-based electricity.

These shifts in our resource optimization should not be misinterpreted because the concept appropriateness of new technology would not for any reason implies: unwanted, inferior option. In fact, it should be made clear that:

- Shifting to recycled paper and steel does not mean accepting lower quality.
- Shifting from pollution will not imply less bright light.
- Shifting to renewable sources of energy or recycling content does not implies sitting in the dark.
- Shifting to new machine should imply need to make product of equal quality with less resources and with less energy.

These sub-industry resisting capacity are gradually replacing more damaging industry e.g. the bicycle, motorcycle revolution that now transport millions of people everyday. In fact, more people now ride the auto-mobile with no pollution effect.

Hence, technologies like the bicycle can be seen as key indicator of appropriateness of technologies in many developing and even

highly industrialized countries. Again, the industrial resistance to flow and possible imbalances associated must be resisted (bicycle or light auto can be mechanically operated). For example,

1. The industrial flow of nitrogen and sulphur are reportedly larger than their natural flow equivalent.
2. Metals such as cadmium, mercury, vanadium etc, reveals that their industrial flow are more than twice the natural ones.

We must therefore develop strong resistance to the possibilities of increasing illness in human beings by producing fewer of this pollutants and ensuring that many of these industries are geared towards **mimicking of nature, re-using and recycling chemical and materials that it uses in cyclical processes as against their treatment as 'waste'**.

(j). Taken Advantage of Environment Resistance

Of these environmental factors, the most important from the perspective of resources are Energy and Land. We speak on Energy first.

By Energy, we refer to the capacity for doing work, causing force to be created, and making things to go or turn e.g. train, watch and mills. Man's life is based on usage of energy and Energy reducing capacity. According to Fairfriere “man's history is the study of increasing ability to control energy either in the form of animate or inanimate energy.

Issues:

(a). Nigeria energy usage is mainly animate, her level of inanimate energy usage is uncontrollable low”. She can take advantage of evolving technology, appropriate technology, high but conventional technologies, particularly now that her creative capacity is absolutely unacceptable.

National Energy position is precariously low, embarrassing and closely associated to incurable leprosy disease. The development of

great nations is strongly energy dependent. If Nigeria vision 2020 is anything, then a radical energy creativity platform must be develop; Energy consciousness at all sectors, regions, state, district and institution must evolve, be sustained and structured to full maturity. No nation as big as Nigeria can evolve a significant technological revolution without maximum usage of energy and related engineering fit.

(b). From the perspective of land, we have 1 – 3 dimensional land.

(i). **1 – DL:** Explains that before modern age and independence in 1960, Nigeria natural resources were identified with land. Her development was restricted to surface of earth, land, population size were identical to her development horizon. Our success was determined by land under her control, sooner we lost Bakassi and almost Adamawa land/state..

(ii). **2 – DL Concept:** The two dimensional concept incorporates land and population, the agro activities, cropping, animal supporting soil. Thus, man no longer was confined to land, but also to river and lake. With coming of :machine Age”, increase usage of inanimate energy, man was no longer confirmed to surface of earth. In fact when man pushes her frontier downward to harness and utilizes mineral lying deeper in soil. Nigeria joined them, explore for Coal, Gold, Lime Stone, Iron Ore, Petroleum with imported technology. She sat on crude oil for many years and was busy planting cassava. Suddenly, she woke from slumber, but again it was almost late. Her poor participation notwithstanding, she also mismanaged the resources, a gift of nature, she was unconscious of her blessing. Beside, low resource creativity, her resources and waste resistance was globally, wicked, misplaced priority and embarrassing to many of developmental scholar.

(iii). **3 – DL Position:** Again, with 1 – DL and 2 – DL concepts,

man went upward for further creative invention, to resist obstacle for improvement of human development, man opted for use of Solar Energy, discovered Nitrogen from Air, he discovered radioactivity and increased her capacity to harnessing hydel power, man cease to be identified with 1 – 2DL but 3DL, the word “land” is now used in term of total nature, 'it is dynamic, not static, it changes in response to human attitude, knowledge, technology invention and innovation'. However, the Nigerian man is yet to position herself in her understanding of 3DL. She failed to harness all 3Dimensional capabilities; her level of technology usage is very poor, production capacity is low, scientific discovery equally not commensurate to national expectation.

7.0 Conclusion

We reviewed, that man in an environment is both resource and a resource creating factor. In its original unaffected state of nature, man and nature acts as a resource, but only to a limited extent. A creative man is much more complex than discuss above. Thus, nature unfolds its mysteries to men, but no sooner than men can learn. It provides host of resources to an intelligent man working in it with aid of culture. Resources such as coal and other mineral found in nature can function as resource only when extracts them for respective usage; Hydro – electricity, falling water, dam and reservoir are examples. Thus nature function as a resource depending largely upon man's wants, effort, skill, but the basic of physical skill, which all resources depends is provided by nature, hence, nature is both a resource and resource creating factor. Whereas man plays unique role in resource development, he acts as a resource and resource creating factor. Most men in Nigeria are however submerged in the ocean of neutral stuff. Hence, matter, energy, technology invention, etc., which he was unaware affected him either favourably or unfavourably. In these environments, man that is expected to be as a resource creating factor, has failed to

convert resources around him from neutral stuff status because of lack of knowledge, skill and technology. The word of God even confirms it that *'my people are destroyed for lack of knowledge...'* (Hosea 4:6). Resources consciousness has to do with knowledge. But knowledge alone is not enough for Resources optimization; here resource requires wisdom and understanding. Again the word of God confirms that *'wisdom is the principal thing; therefore get wisdom; and with all thy getting get understanding'* (Proverbs 4:7).

Our father has created us in His likeness, in His own image to be fruitful, multiply, replenish and subdue the earth and have dominion over EVERYTHING on earth that He has created. We therefore have no reason to be anything less than being creative and if necessary restrictive as individuals, organizations or nations.

7.1 Our Charge as Covenant University to Nigeria and the World

When we look around us we see a beautiful emancipation of structural edifices created out of the natural stuff of Ota bush some ten years back. Within these structures is a population of about 7,000 people, about 10 percent of which have acquired knowledge in their various fields and another 10 percent without such knowledge but possessing skills in one form or the other. The other 80 percent of this population are craving for knowledge in their effort to make a change in the society afterwards. But let us pause for a while and ask ourselves of what use have we put the mass of knowledge at our disposal. We have failed to note without getting the principal thing; wisdom and understanding, the knowledge resource cannot benefit the society. Without wisdom and understanding, there can be no resource creation or resistance.

It is time for us to begin to dig deep into things around us and see how we can positively affect the society for the better. As a citadel of learning what do we have to offer and how well can we affect our

nation, continent and the world. First is the need to pause for breath in this seventh year of our establishment and reappraise our future plans. We must be fruitful, we must multiply, we must replenish, subdue and dominate, at least, our immediate environment, Nigeria and indeed the large environment, the world.

Covenant University must affect the society in the following areas as a charge for resource creativity;

- (i) Meet the growing demand for food in the country by creating 20 new foods through the transformation of fallow grounds to food, and create new foods and new mix of making foods.
- (ii) Come out with discoveries in the area of resource degradation to eliminate resource destruction.
- (iii) Develop alternative sources of learning that can make a large chunk of the massive population have access to education.
- (iv). Develop new ways of doing business and creating employment.
- (v). Develop new modes of transportation and traffic congestion management.
- (vi). Develop new ways of production that will minimize cost in different production processes.
- (vii). Develop new generation of leaders that will not only capture by transforming the private sector of the economy, but also the public sector.

WE PROPOSED AND CHALLENGE THIS GENERATION THAT:

- (1). HYBISCUS FLOWER IS EDIBLE AND CAN SUPPLEMENT “EWEDU”.
- (2). STONE WHICH IS ABUNDANT CAN BE COOKED FOR FOOD.
- (3). ALTERNATIVE COOKING OIL SOURCES ARE OVER DUE. (MANGO

- OIL, AGBALUMO OIL, ETC)
- (4). BANANA STUMP CAN BE PROCESSED AND IS EDIBLE.
 - (5). FOR TRAFFIC JAM, GO-SLOW, MAN CAN FLY, CAR CAN FLY, IF SHIP CAN SAIL.
 - (6). WE COMMAND THE MANUFACTURING OF NEW DISCOVERIES;
 - NEW CARS WITHOUT FUEL, AIRCRAFT, RAIL COACH AND SHIP WITHOUT ENERGY BUT AIR OR OXYGEN.
 - EDUCATION WITHOUT CLASSROOM, EXAMINATION AND THE BOTTLE NECKS.
 - (7). MEAT OR DELI LIKE CAN BE DERIVED FROM FLOWER AND LEAVES.
 - (8). MANY NATURAL AND SEASONAL FLOWERS ARE NOT YET UTILIZED.
 - (9). VEGETABLES, PEPPER, OIL PROCESSING CAN TAKE PLACE IN OUR SITTING ROOMS.

We have seen the need to impact our society, we have received the charge from God to that effect, we have seen the demonstration of this by the accomplishments of the last six years of our existence. It is therefore time to hit the road and begin to dominate in all chosen areas to accomplish the purpose of our creation.

Covenant University Charge for Resource Resistance

- (1). Resistance to change is the worst enemy of development.
- (2). Tradition is the worst enemy of progress.
- (3). We can therefore, resist and insist that:
 - Thunder lightening be upheld for lighting of facilities and energy supply.
 - Mosquito eradication is a must and at any cost.
 - Poverty, corruption and negative tradition can be resisted.
 - The African Aeroplane must come now through scientific explanation.

Thank you for listening.

Acknowledgement

I am very grateful to the Almighty God for His abundant mercy, favour and great faithfulness to me and my family, and giving me the opportunity to serve in Covenant University. To Him alone be the glory and honour.

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The Bible in Proverbs 31:10 says “Who can find a virtuous wife? For her worth is far above rubies” I am glad and thankful to God for

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I appreciate all distinguished colleagues and members of the Nigeria Academy of Management, the Business family, all our guests, my former students, friends and parents who have traveled from far and near to attend this lecture. The Lord will go back with you all.

To the Kings and Queens of Hebron, I am grateful to you all for listening. Finally, Ladies and gentlemen, may God bless you all in Jesus Name, Amen.

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