

JOURNAL OF EDUCATIONAL THOUGHT (JET)
A PUBLICATION OF THE DEPARTMENT OF
ADULT EDUCATION, FACULTY OF
EDUCATION, UNIVERSITY OF LAGOS

adejet@unilag.edu.ng

adejet.journals.unilag.edu.ng

This article may be used for research, teaching, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly prohibited.

Authors alone are responsible for the contents of their articles. The journal owns the copyright to the articles. The publisher shall not be liable for any loss, actions, claims, proceedings, demands, or costs or damages whatsoever or howsoever caused, arising directly or indirectly in connection with or resulting from the use of the research material.

EFFICACY OF SELF-EMPLOYMENT TOWARDS ACHIEVING SUSTAINABLE DEVELOPMENT GOAL EIGHT

ODUSANYA ANIKE.T

Department of Adult Education

University of Lagos

atadeosun@unilag.edu.ng

<https://doi.org/10.5281/zenodo.17234885>

Abstract

The nature of self-employment is such that it enables an adult to live up to financial expectations and ultimately helps survival. Goal 8 2023 depicts Sustainable Development Goal for economic growth, employment, and decent work for all. The study adopted a qualitative approach in order to give an in-depth knowledge of the study. This is so necessary because the misconceptions and prospects of every self-employed vary from one another. The population for the study comprises practicing self-employed individuals who are conveniently selected. A convenient sampling was used to actualize ten (10) respondents who were willing to participate in the study. Semi-structured interview, which accommodates open-ended questions, was employed in the study. The result of the study shows that certain misconceptions, which are; huge capital is needed, it's a retirement job option, and prospects such as steady growth, profit increase anytime, flexible schedule, and self-induced promotion are prospects that keep the respondents in self-employment. The study concludes that key factors for a successful self-employment venture include focus, consistent traits, the ability to delay gratification, wise spending, accountability, awareness of trends in the business, and above all, stability in meeting customers' demands. The study suggests that the misconception that a large startup capital is necessary should be dispelled, as consistency in regular employment can lead to growth.

Keywords: Misconceptions, Prospect, Self-employment, SDG 8

Introduction

Sustainable development goal 8 2023 depict Sustainable development goal for economic growth, employment and decent work for all. Work for all in the world of self-employment may be referred to as a person's ability to execute innovations and ideas. It entails reasonable risk taking, creativity, project plan and management, prioritization and many more in an effort to achieve meaningfully the objective which has been set. It is an act of becoming a self-employer (martin 2015). This then means that a person birth or initiate an innovative platform, nurtures it and keeps renovating the idea for survival and profit making. Mullins (2010) sees the self-employer as an individual who has the zeal and ability to find and evaluate opportunities. The author added that self-employers are calculated risk-takers, who enjoy the excitement of challenges, not necessarily gamblers.

The opinion of authors are in tune with the enormous task embodied in self-employment, this is because ideas are most times rejected by promoters who might be financiers from organisations, siblings, spouses and others. Moreover, the rejection could come uncountable times but the ability to improve upon and be resilient in putting forward the idea over and over again is the key to successful self-employment. The challenges that come with self-employment success, coupled with the economic instability in Nigeria, make it an even harder task to owners as they have to harness and tackle all for profit and satisfaction to emerge. Garuba (2010) also argued that Nigeria, like most developing nations of the world, is faced with myriads of problems and harsh realities, which include poverty, unemployment, conflicts and disease. These situations pose great challenges to the very existence of individuals in most developing nations thereby calling for the training of educated men and women who can function effectively in the society in which they live (Akeredolu 1975; Ndechukwu 2001). The aforementioned challenges in Nigeria can best be tackled through training accompanied by

support and timely progress report for graduates and well meaning Nigerians who are ready to become self employed. This is expedient because the jobs available is inadequate. The reality of inadequate white-collar jobs for graduates leaves them without any reliable source of livelihood (Ariyo 2008). The youthful period, which is a very critical one that has been noted as an essential time for training in self-employment, provides a positive distractive alternative from the self-destructive and aggressive behaviors that are frequently associated with adolescents and growing up (Ariyo 2008). Self-destructive and aggressive behaviors are apparent in the vices prevalent among young adults in Nigeria, vices such as stealing, kidnapping, gambling, hacking, dissemination of misinformation, and the list is endless.

Self-employment is a state of working for oneself as a freelancer or the owner of a business rather than for an employer. Self-employment is also attributed to people who possess the characteristics associated with the self-employment skill (Anderson & Warren, 2011). Some of the characteristics of a self-employer are taking risks, internal or intrinsic motivation, being innovative and skillful, and having the ability to recognise an opportunity. The employment strategy of the European Commission in 2017 emphasises the importance of self-employment in achieving smart, sustainable, and inclusive growth while creating new job opportunities.

In addition, Ojeomogha (2014) quotes Marioti and Towle (2006), who observed that self-employed master craftsmen received their training through a non-formal apprenticeship system. In the past, there were always enough jobs for workers in the indigenous setting, but currently, there are more graduates from various higher institutions in Nigeria than available job opportunities

Misconceptions or simply misinformation and assertions that lack basis fly all around which many times tend to get to the ears of potential self-employers. Upon a grasp of this misinformation there is usually discouragement for vibrant potential self employed individuals, except of course a few who are assertive, objective and yearns on getting reliable information

to channel their chosen part. This paper is one of the vitals especially for every would-be self-employed and practicing ones who also desire growth. In a study carried out by Adejunmo (2001) to examine the most important challenges faced by upcoming self-employed individuals in Nigeria. The study found capital inadequacy as the most mentioned challenges that upcoming would be business owner's face. Further analysis indicated that government supported self-employers mentioned capital as the major impediment to their business growth, while those not supported by public money viewed capital along with acts of indiscipline as their second huddle to business growth. Matanmi and Awodun (2005) and Ismail and Ajagbe (2015) echoes the same concern when they stressed that the most important concern of most of the potential self-employers is that of finance. Osuagwu (2002) in his study of federal loan board and Yaba industrial estate reported capital shortage illusion among self-employers as their main problem.

Aina and Salako (2008) found that capital shortage was not a serious problem due to availability of hire purchase and overdraft facilities. Akeredolu (1975) report that the problem confronting the indigenous self-employers in Nigeria could only be partly explained by economic factor. In this view, Ariyo (2008) posit that the place of capital in successful self-employment has been over exaggerated so much so that many potential individuals could not pursue their dream business. In some case, it has resulted in the throwing-money-at-problem syndrome (capital injection solution); this required that the problem be addressed urgently. In doing this, we still have to address the inadequate capital problem by examining the implication and effect of government capital injection solution. In spite of these several positions and opinions of scholars on challenges of self-employment, it is also notable that even the well-funded self-employers may still summit to the fact that funding is an issue and that they still need more funds in there self-employment adventure, the insatiable nature of man is evident in this but then we cannot completely say this fact are mundane but rather in emphasizing it as a

challenge what if we compromise a little, young adult can begin from the available rather than waiting for big funding before they start their self-employment venture and subsequently they will seek funds for expansion. Furthermore, It might be true to say that self-employment is a journey of a lifetime for some, an adventure to another or a disastrous journey to some other who have been there before and they never want to go back because of unpalatable events they encountered during the journey. Owing to this, it may then be inevitable for any individual who wants to embark on this journey to get his or her facts and figures right before setting out hence, this paper.

Statement of the Problem

The issue of indecisiveness, Mixed feelings and mixed reactions are features that are evident in the outlook of young adults even graduates when the question or call for self-employment is opinionized for them, An average Nigerian graduate craves for a readily available job upon graduation and apparently the availability of jobs are far below when compared to the number of vibrant adults who are waiting to be employed, this notion of white collar jobs is traceable to parents orientation of their children, they usually say and I quote “My child the only way you can get a good white collar job is to study hard” this statement is what an average Nigerian child holds and nurse throughout tenure of study, parents fail to add that education helps to widen our minds to opportunities all around and that this opportunities are only waiting to be explored be it through self-employment or paid employment. Aside this statement, it is also a known fact that news such as you need big money to start a business, only illiterates engage in self-owned businesses, it is a dirty job, it is too stressful etc. are easily heard in our domain. As such this problem of misconception lingers on and keeps posing financial stress and burdens on young adults which then makes them engage in crimes, fraud, illegitimate jobs and a host of other jobs that continues to give a bad reputation to energetic young adults. Therefore, this study

aims to examine the various misconceptions and prospects of self-employment towards building the capacity of young adult.

Purpose of the Study

The purpose of the study is to:

- i. Identify the various misconceptions of self-employment towards achieving SDG 8.
- ii. Examine the prospects of self-employment for achieving SDG 8.

Research Questions

This study will be guided by the following research questions:

1. What are those misconceptions of self-employment that affects the achievement of SDG8.?
2. What are the prospects of self-employment in achieving SDG 8

Methodology

The study used a qualitative research method to get an in-depth and unrestricted flow of responses from participants. The population for the study comprises practicing self-employers individuals who are conveniently selected. A convenient sampling was used to actualize ten(10) respondents who were willing to participate in the study. Semi-structured interview, which accommodates open-ended questions, was employed in the study. Open-ended questions allowed participants to share their thoughts, feelings, and experiences in detail, and this provided rich qualitative data. The interview lasted for a maximum of 30 minutes, while some respondents used lesser minutes. The interview was recorded using a voice recorder and responses were reported verbatim.

Thematic analysis with the aid of ATLAS.TI tool was used to analyse the data generated from the study.

Results

Categorisation of themes

Throughout the analysis three themes were discovered, these themes were misconceptions, prospect and challenges. The sub-themes were derived by using ATLAS.TI.8 software which highlight similar words used by participants to respond to question asked. The words used and specific responses relating to the questions are group into sub-themes. The theme and sub-themes are:

- **Misconceptions:** Appealing misconceptions (Zero use of yes sir/ma, non-dictatorial business decision, No one to boss me around, I can go to work anytime and any day),
Non-appealing misconception (Huge startup capital, Dirty job, Meant for artisans and illiterates)
- **Prospect:** Steady but stable growth, Self-induced promotion, more financial backup, fluctuating but guaranteed income, Proceeds commiserating with efforts, Money will do the work while I watch in my comfort zone, more work bigger earning, healthy work lifestyle, Minimal pressure, Family friendly, Transferable.
- **Challenges:** Competition, Stress, Delay in delivery of goods, skipping meals, keeping late night than planned sometimes.

Misconceptions

The respondents were asked, what are the misconceptions about self-employment in Nigeria. The responses to question indicate most of the participants had different views and encounter about the various misconceptions surrounding the world of self-employment in Nigeria. The visual representation of the sub-themes deduct from responses to the misconceptions of self-

employment is presented in Fig 1.

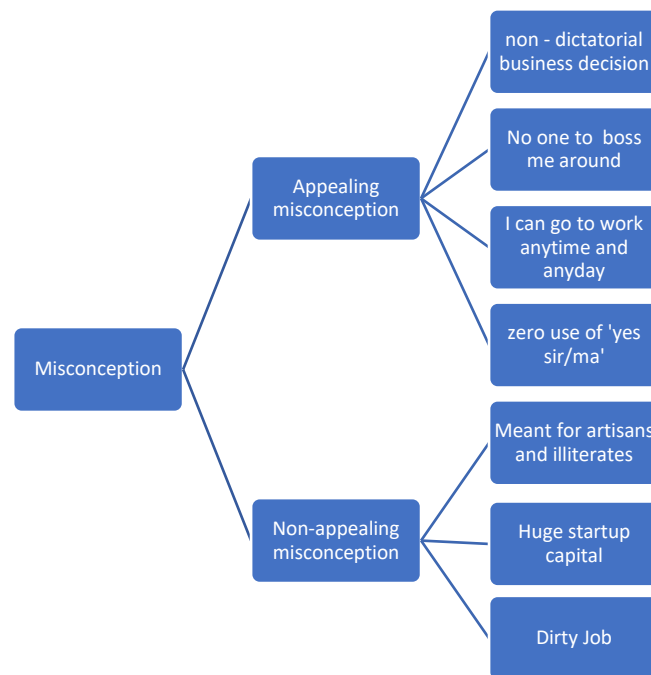


Fig.1: Sub-themes derived from Misconceptions about Self-employment.

Appealing Misconceptions: some participants had comments such as non- dictatorial business decisions, no one to boss me around, I can go to work anytime and any day, zero use of yes sir/ma as appealing misconceptions which ignited them into self-employment ventures, in a respondent comment' *'the shocking misconception I had was that I could work independently without anyone dictating to me what to do infarct it made me go into it sef but I later know that it is not entirely true because customers and sales assistant give feedback which I must follow if I want progress and so I have to deal with customers and my assistants with utmost regard so that I can get their opinion on many things ''(R 3,M). Another commented'' I fell for this misconception but it reshaped me though, I was given the mere say that the bug of yes sir/ma does not exist in self-employment because I will be the boss but I use this phrase even more than those in paid job because most married customer are always appeased with the phrase, I use it a lot''(R 7,F)*

Non-appealing misconception: majority of the respondents emphasized that ‘huge startup capital’ is one of the major misconceptions in self-employment, they stressed that it was after they started with the available fund that financial institutions now came into the picture to boost expansion of their venture. Also, the notion that it is a dirty job, it is not for graduates, meant for artisans and illiterates are also common misconceptions which should get to the knowing of would-be self-employers.

Prospects

The respondents were asked, what are the prospect in self-employment as they are already self-employers in Nigeria. The responses to question indicate most of the participants had diverse but very similar opinion about prospect of self-employment in Nigeria. The visual representation of the sub-themes deduct from responses is presented in Fig 2.

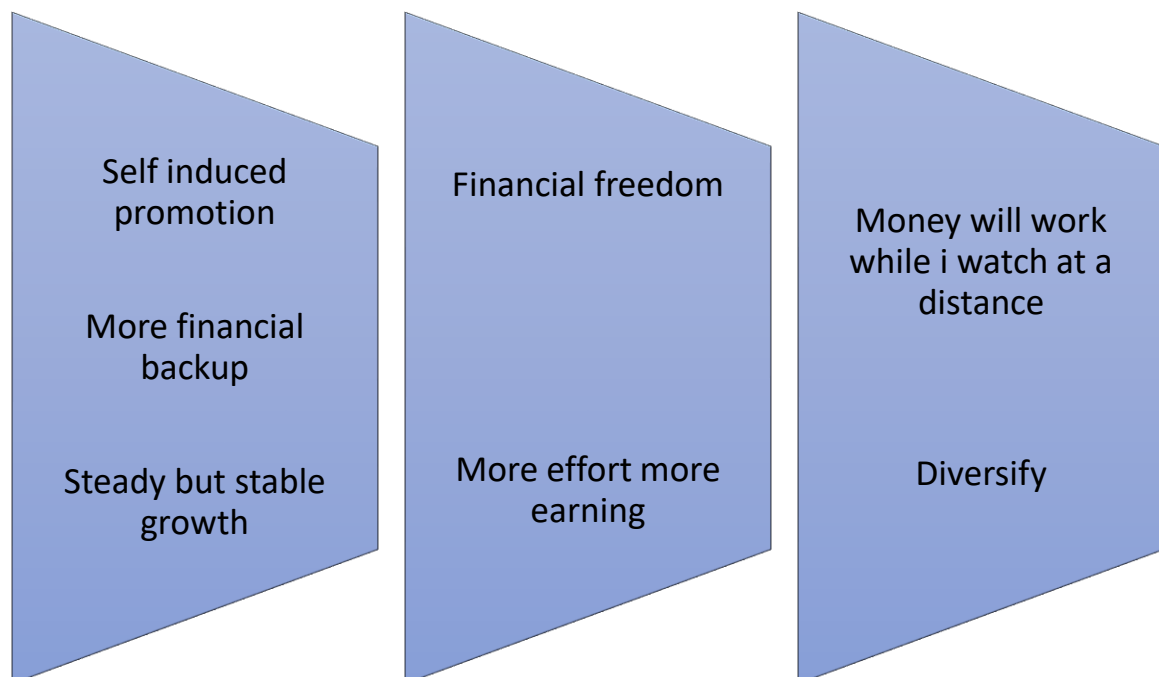


Fig.2: Sub-themes derived from Prospect of Self-employment

Challenges

In the aspect of challenges respondents had entirely different except a few similarities as regards challenges depending on the nature of enterprise. They were asked to please share their challenges and some responses are thus:

'my challenges are many like sometimes I might want to take off for a day or two to rest but customers keep disturbing and for someone like me I don't play with customer order henhenn another thing is you might plan to go to market on Friday to buy wares but the goods finish before Wednesday this then spoil my plan in fact I don't have fix timetable'(R 8,M).

Another respondent says and I quote' *'definitely nothing good comes easy I have some challenges of skipping meals sometimes, keeping late night than unexpected but it is worth it''* (R 5, F).

Also another responded, *'delay in delivery of goods that customers are already waiting for is my greatest challenge but competition is also a problem because it is when they see your business that they know they will also like to do the same business, my sister he don master body''*(R 2,F).

In summary, the challenges of each self-employer varies from one another except for the general notion of 'Stress' and 'support for startup capital' this according to respondents are challenges faced because most micro finance banks usually support existing businesses and that it was after they started that some banks helped with loan but they said things are better now for upcoming individuals with good proposal and that they are more likely to get financial backup from financial institutions at present . In the aspect of stress, they emphasized that they could always manage because according to all of them paid job is even more stressful and most times paychecks does not equate to the effort put into their boss's work.

Conclusion

The study concluded based on responses which that focus, enduring traits, wise spending, accountability, alertness to trends in line of business and most of all stability in tending to customers' demands is the key to successful self-employment adventure. Moreover, it is also vital that aspiring self-employers especially young adults should take cognizance of this misconceptions so that they will have well-grounded knowledge about the trending misconceptions in the world of self-employment.

Recommendations

The following recommendations are made:

- ✓ Startups should engage beneficiaries/customers through sampling of products and services, this is to ensure that the needs of customers are prioritized.
- ✓ Huge startup capital has been one of the misconceptions for startups that needs to be annulled, as consistency in decent employment leads to growth.
- ✓ The study also recommends that governments at all levels should promote startups through the provision of soft loans and tax reduction.

References

- Adejumo, G. (2001). *Indigenous Self-employment Development in Nigeria: Characteristics, Problems and Prospects* Lagos: Longman Book Publisher.
- Aina, B.S. & Salako, H.A. (2008). Determinants of foreign direct investment in Nigeria: an empirical investigation. *CBN Economic and Financial Review*, 39(1), 56-64.
- Ajagbe, A.M., Sholanke, B.A., Isiavwe, T.D. & Oke, A.O. (2015). Qualitative Inquiry for social sciences. *Proceedings of the Covenant University International Conference of African Development Issues, CU-ICADI 2015*. 9
- Ariyo, D. (2008). Small firms are the backbone of the Nigerian economy. Retrieved Nov. 8, 2005. 12.
- Garuba, A. (2010). *Adult education and Poverty Alleviation Programmes in Nigeria: A case for harmonization*. Yola, Nigeria.
- Martin.L.(2015).Entrepreneuship in education:what,why,when and how.Entrepreneuship 360,background paper.
- Matanmi, S. & Awodun, M. (2005). *An Assessment of Competitive Strategies and Growth Patterns of New Enterprises in Nigeria using the Developing Economy Model*. Lagos Organization Review, Volume 1, No. 1, June – August: 26-32.
- Mullins, L.J. (2010). *Management and Organizational Behavior*, Ninth Ed, London: Pearson Education Ltd. 23.
- Ndechukwu, F.N. (2001). *Packing Small and Medium Scale Industries for Equity Investment*, at a Workshop Organize by the bankers Committee for Small and Medium Scale

Enterprises Nigerian Agricultural Cooperative and Rural Development Bank Ltd (2003, July 1) Managing the Transition, the Journal so far, Lagos: Guardian, 102.

Osuagwu, L. (2002). Self-employment in a Developing Economy; Empirical evidence from Nigeria Business Organizations; *International Journal of Self-employment*, (6), 19-32. 30.

Ojeomogha T. O. (2014). Resource investment and self-employerial returns among self-employed artisans. Ph.D Thesis.

Anderson A. R., Warren L. (2011). The self-employer as hero and jester: Enacting the self-employerial discourse. *International Small Business Journal*, 2029(6), 589–609.

European Commission (2017). European Employment Strategy: Supporting self-employers and the self-employed. Retrieved September 27, 2017, from <http://ec.europa.eu/social/main.jsp?CatId=952>