

**"CORPORATE SOCIAL RESPONSIBILITY IN THE NIGERIA TELECOMMUNICATION
INDUSTRY: AN ANALYSIS OF MTN-NIGERIA. LOKOJA ZONE".**

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Abstract

In the Nigeria society, corporate social responsibilities (CSR) has been a highly contemporary and contextual issue to all stakeholders including the government, the corporate organization itself and the general public. This paper is therefore, intended to consider the imperatives and benefits of CRS on the Nigeria society. The method used in this research is from primary and secondary source, relying heavily on the relevant information available from the telecommunication sector and other sources. The findings of the study are as follows :(1). Corporate social responsibility is not a new subject, neither is it strange to telecommunication industry,(2). Profit objective is the major and primary objective of every firm, but no responsible firm will neglect the all important corporate social responsibility objective. (3). There is a well formulate corporate social responsibility policy in the telecommunication sector and which is strictly Adhered to. This policy is also made to comply with the directions of regulatory authorities and also government policies. The paper recommendations on the issue of corporate social responsibility is that, government should enact laws that will guide the activities of Nigerian telecoms sector that is to say, a collection of policies and practices linked to relationship with key stakeholders, values, compliance with legal requirements and respect for people, communities and the environment at large as they go about their businesses.

Introduction

At an earlier point in history, societal expectations from business organizations did not go beyond efficient resource allocation and its maximization. But today, it has changed and modern business must think beyond profit maximization toward being at least socially responsible to its society. Today's heightened interest in the role of business in society has been promoted by increased sensitivity to the awareness of environmental and ethical issues. It means our society has become increasingly concerned that greater influence and progress by firms has not been accompanied by equal effort and desire in addressing important social issues including problems of poverty, drug abuse, crime, improper treatment of workers, faulty production output and environmental damage or pollution by the industries as it has overtime been reported in the media (Adeyanju, 2012). It is therefore very essential for all to realize that public outcry for increased social responsibility will not disappear if business organizations fail to respond to the challenges these had posed for the society.

In view of the perceived information gap, it is therefore worthwhile collating and aggregating in a more organized manner, the contributions of Nigerian corporations [using communications industry as a focus] to the well-being of the society. This is necessary if only to show, in a graphic and mathematical ways that the industries seriously identify with the aspirations of the communities and the general public. In the early years of this century, two Americans independently and without knowing of each other were among the first businessmen in the world's history to 'initiate major community reforms. Andrews Carnegie preached and financed the free public library. Julius Rosenwald fathered the country farm agent system and adopted the infant 4-H CLUBS. Carnegie was already retired from business and one of the world's richest men. Rosenwald who had recently bought a near bankrupt mail order firm called Sear Roebuck and Company, was only beginning to build both his business and fortune. The two held basically different philosophies. Carnegie believed that the sole purpose of being rich is to be a philanthropist, that is, the "social responsibility of wealth". Rosenwald believed that you have to be able to do good to do well, that is, the "social

responsibility of business". J. Irwin miller of the Cummins Engine Co. Ltd in Columbus, Indiana, has systematically used corporate funds to create a healthy community which, at the same time is a direct, though intangible investment in a healthy environment for his company. Miller specifically aimed at endowing his small industrial town with the 'quality of life' that would attract to it the managerial and technical people on whom a big-high-technology business depends(Welford, 2005; Adeyanju, 2012). Only if business and particularly Nigerian business learns that to do well it has to do good, can we hope to tackle the major challenges facing developing societies today. The economic realities ahead are such that 'social needs' can be financed increasingly only if their solution generates commensurate earning which precisely is what business is known for. We can actually say firms involved in corporate Social Responsibility are actually not regretting because of the increase it has made on their sales leading to profit and how they have impacted the environment (Tunde, 2007). The significance of corporate social responsibility as a vital tool for the societal progressiveness cannot be over emphasized. This can be seen from the points of view of showing concern for the welfare of the community in order to reap peace, competent and cheaper manpower, a platform for a better community; by making the host community wormy of livelihood in terms of infrastructural development; and by boosting their image, reducing advert cost, gaining an edge over competitors, and making your name as a firm an household name in the society.

Essentially, since the advent of mobile telecommunication into Nigeria arising from deregulation and liberalization of the economy in 2001, the Global System for Mobile Communication (GSM) industry have been responsible for the employment of millions of Nigerian citizens, either as distributors or retailers of GSM phones, recharge card sellers or GSM phone repairers. This sector has in no mean way boost the country's economy. As the most active sector in the Nigeria, the corporate social responsibility role expected from the operators cannot be over-emphasised. According to Altschuller and Smith (2011), stakeholders expect companies to manage the social and environmental impacts of their operations. In response to these agitations, many organizations have adopted Corporate Social Responsibility (CSR) programmes. Many of such programmes are not integrated into the organization's operations but are merely taken as philanthropic gestures, public reporting through newspaper and television media so as to give the notion that they are practicing CSR. Occasionally, some apply environmental and labour standards that suit them to satisfy basic requirements of the laws of the land. Given the impact of the GSM advent into Nigeria, the wide acceptability of this mode of communication, the role it plays in the Nigerian economy, CSR ought to be taken seriously by the mobile communication service providers. It should not have to be forced on organizations neither by the law, governments, and civil rights groups nor by the communities. Onwuegbuchi (2009) averred that "CSR is the deliberate inclusion of public interest into corporate decision making and the honouring of a triple bottom line of people, planet and profit". In other words, CSR policy entails self-regulation, adherence, to rules and regulations, ethical standards, environmental responsibility and sustainability, consumers' satisfaction, employee welfare, communities and stakeholders benefits.

The paper problem

Critics over the years have argued that- CSR as implemented by some organizations is a mere superficial window-dressing. It is widely believed by many that CSR efforts are mere campaigns by organizations to promote corporate brands. Many Nigerians are ignorant of CSR; hence, whenever an organization does something 'supposedly big' for the society, such a company and its management are eulogized for being caring and philanthropic. Therefore, an entrenchment of corporate social responsibility in Nigeria becomes germane since effective CSR will help in enhancing the quality of life of the host communities and over-all development in Nigeria and especially in lokoja zone.

Over the years, managers- have neglected the problems created by corporate firms to their host communities. These problems pose a lot of threat and sometimes make life difficult for these communities. The privilege giving to organization to operate, in the society stems from the fact that society believes that there is a mutual interdependency existing between them, that is, the organization and the society. The-relationship between organizations and their frost community has become increasingly important. The decision made in an organization may influence community prosperity and also national and even internationally economic activity might be affected.

Despite the roles played by organizations carrying out corporate social responsibility and the growing importance of social responsibility, the following issues have not been fully addressed:

- i. Why should organizations be socially responsible to their environment?
- ii. What benefits do organizations get from performing its corporate social responsibility?
- iii. Why is social responsibility considered as a waste drain of business resources?
- iv. Are organizations in Nigeria socially responsible?

In view of the above, the researcher has taken up the issue of social responsibility in the telecommunication sector in Nigeria and used Globacom Nigeria as a case study to examine the extent of the company's involvement in corporate social responsibility.

Responsibilities of A firm to their host communities

- Duty to protect the well-being of people in its environment.
- The firm should produce goods and services that are not harmful to the people. A manufacturing company should not produce goods that may cause death to People.
- A firm should not deceive others. Deception, in this way, can take various forms, namely; failing to include all the required quantities and quality materials for producing a particular product, but may still indicate on the package that the normal quality were involved; colluding with the external auditor to render false financial statements to shareholders. An organization should enter into fair binding contract with its customers, creditors, employees, suppliers etc. all terms and conditions of the contract should be well stated by the firm and well understood by the parties concerned.
- Duty to make reasonable return to shareholders in accordance with the level of investment. The firm should ensure that the market price of the company's share is attractive to the public. When this is done, the owner's economic welfare is maximized through high return on capital usually reflected on the Market price of shares of the company.
- Duty to pay reasonable salaries and wages to the employees. It is the duty of the firm to use the revenue generated from its business activities to pay fair and reasonable; compensation in the forms of salaries and allowances to workers.
- Duty to use part of the firm's profit to provide amenities that promote the common good of the community in which it operates. Duty to embark on projects that brings about the expansion and improvement in the company's operations.
- Duty to honour obligations to the government in terms of payments of taxes an levies, thereby making fund available to the government to provide infrastructure facilities and meet the recurrent expenditures with a view to promoting national development.

HISTORICAL BACKGROUND OF MTN NIGERIA

MTN Nigeria is part of the MTN Group, Africa's leading cellular telecommunications company. On May 16, 2001, MTN became the first GSM network to make a call following the globally lauded Nigerian GSM auction Conducted by the Nigerian Communications Commission (NCC) earlier in the year. Thereafter the company launched full commercial operations beginning with Lagos, Abuja and Port Harcourt According to the Company's available Information, MTN's over-riding mission is to be a catalyst for Nigeria's economic growth and development, helping to unleash Nigeria's strong developmental potential not only through the provision of world class communications but also through innovative and sustainable corporate social responsibility initiatives. The arm of the company that formulates its CSR policies is called The MTN Nigeria Foundation Limited. This CSR arm of MTN Nigeria was established in July 2004 for the purpose of focusing MTN Nigeria's efforts in terms of its Corporate Social Responsibility (CSR) initiative whose guiding principle is to help reduce poverty and foster sustainable development in Nigeria.

Each table is titled with a sub-topic relevant to the question to which response was required.

ANALYSIS AND DISCUSSION OF DATA/FINDINGS

Table .01: Respondents and Useful Responses

Questionnaires	Rate of Respondents	Percentage
Questionnaires returned	70	81.4
Questionnaires not returned	16	18.6
Total	86	100

Source: Field Survey, 2014.

The table above shows the total number of questionnaires administered; eighty six (86) questionnaires. Seventy (70) questionnaires were properly filled and returned, while sixteen (16) questionnaires were not returned.

CHARACTERISTICS OF THE SAMPLED POPULATION

Table .02: Sex of Respondents

Sex	Number of Respondents	Percentage
Male	49	70
Female	21	30
Total	70	100

Source: Field Survey, 2014

The sex distribution in table 4.02 above shows that there are 49 male respondents representing 70%, while there are 21 female respondents representing 30%, Female residents, young and aged declined to respond to questions. This could be as a result of lack interest and ignorance, and especially they were unwilling to participate in things that deals the government.

Table .03: Distribution of Respondents

Age Group	Number of Respondents	Percentage
18 – 30	12	17.1
31 – 40	22	31.4
Above 40 years	36	51.5
Total	70	100

Source: Field Survey, 2014

The age distribution of the respondents does not vary widely except for the young people. The table reveals that 12(17.1%) of the respondents are people of between age 18-30 years, 22(31.4%) of the respondents are people between age 31-40 years. Majority of the respondents are people above 40 years making 51.5%.

Table .04: Educational Attainment of Respondents

Level of Education	Number of Respondents	Percentage
No formal Education	10	14.3
FSLC	8	11.4
O' Level/GCE	15	21.4
OND/NCE	17	24.3

HND/DEGREE	20	28.5
Total	70	100

Source: Field Survey, 2014.

The total number of questionnaire used for analyses were 70(81.4%) out of 86. Results from questionnaire issued to MTN staffs and residents of Lokoja showed that majority of the respondents (28.5%) had a minimum qualification of HND/B.Sc. in various fields ranging from Engineering, Accounting and Information Technology. Other had lesser qualifications such as, NCE and O' Level certificates, First School leaving certificate etc. This implies that MTN and Lokoja metropolis have mass of skilled individuals who have the requisite knowledge that is needed to manage modern technology especially in the telecom industries.

Table .05: Marital Status of Respondents

Status	Number of Respondents	Percentages
Married	42	60
Single	21	30
Divorced	7	10
Total	70	100

Source: Field Survey, 2014

Table 4.5 above shows the marital status of the respondents. 42 (60%) of the respondents are married, 21 (30%) of the respondents are single, only 7(10) of the respondents agreed they are divorced.

Table .06: Occupation of Respondents

Occupation	Number of Respondents	Percentage
Farming	16	22.9
Civil Service	28	40
Trading	17	24.3
Schooling	9	12.8
Total	70	100

Source: Field Survey, 2014

The table above shows that 16 of the respondents are farmers, which represents 22.9%, 28 of the respondents are civil servants which represents 40%, 17 of the respondents are traders, representing 23.3%, while 9 of the respondents, representing 12.8% are students. It shows that the highest respondents is 28(40%) which are civil servants which will make the information given to be reliable.

Table .07:Duration of Stay in the Area.

Duration	Number of Respondents	Percentage
Below 10 years	11	15.7
10-20 years	18	25.7
Above 20 years	41	58.6
Total	70	100

Source: Field Survey, 2014

EVALUATION OF THE CORPORATE SOCIAL RESPONSIBILITIES AND PERFORMANCE OF MTN IN LOKOJA.

The significance of corporate social responsibility as a vital tool for the societal progressiveness cannot be over emphasized. This can be seen from the points of view of showing concern for the welfare of the community in order to reap peace, competent and cheaper manpower, a platform for a better community; by making the host community worthy of livelihood in terms of infrastructural development; and by boosting their image, reducing advert cost, gaining an edge over competitors, and making your name as a firm an household name in the society.

Essentially, since the advent of mobile telecommunication into Nigeria arising from deregulation and liberalization of the economy in 2001, the Global System for Mobile Communication (GSM) industry have been responsible for the employment of millions of Nigerian citizens, either as distributors or retailers of GSM phones, recharge card sellers or GSM phone repairers. This sector has in no mean way boost the country's economy. As the most active sector in the Nigeria, the corporate social responsibility role expected from the operators cannot be overemphasized. In response to these agitations, many organizations have adopted Corporate Social Responsibility (CSR) programmes. Many of such programmes are not integrated into the organization's operations but are merely taken as philanthropic gestures, public reporting through newspaper and television media so as to give the notion that they are practicing CSR. Occasionally, some apply environmental and labour standards that suit them to satisfy basic requirements of the laws of the land. Given the impact of the GSM advent into Nigeria, the wide acceptability of this mode of communication, the role it plays in the Nigerian economy, CSR ought to be taken seriously by the mobile communication service providers. It should not have to be forced on organizations neither by the law, governments, civil rights groups nor by the communities. CSR policy entails self-regulation, adherence to rules and regulations, ethical standards, environmental responsibility and sustainability, consumers' satisfaction, employee welfare, communities and stakeholders benefits.

The adoption of CSR policy should not be driven or motivated by increased profit. Rather, giving back to the society that gave to the business first should be the motivating factor. It is a common practice by Nigerian organizations to put as one of their mission statements the provision of corporate social responsibility. The organizations must have realized that stating CSR as one of their mission statements hold special appeal to the stakeholders. Hence, there is an increasing awareness and recognition accorded CSR by corporations. Corporate organizations have roles to play in the development of their host communities. Ideally, they should provide for the representation of local communities. This role covers a very wide range of responsibilities

and services which impact heavily on the livelihoods of individuals. They are, for example, key to determining where infrastructure should be located, to protecting our environment, and to providing services which are crucial to our quality of life -primary schools, primary healthcare facilities, drinking water, recreational facilities, libraries, roads and other services. This and many more is the focus below;

TABLE .08: Building of School Blocks.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	8	11.4	11.4	11.4
2	5	7.1	7.1	18.6
3	15	21.4	21.4	40.0
4	19	27.1	27.1	67.1
5	14	20.0	20.0	87.1
6	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

From the table above, MTN staff and residents of Lokoja acknowledged that the coming of mobile telecommunication network into Lokoja brought housing intervention for schools. The impact caused by the entry of MTN to Lokoja was rated 3.85 on a 5-point Likert scale. In spite of the wide coverage area by MTN, the telecommunication firm was rated high (3.76) by respondents in terms of the housing support for schools. The company maintains a cordial relationship with the industry regulator and partners with government in infrastructural development of schools and college. This perhaps reinforces the assertion of Altschuller and Smith (2011), who advocated that corporate organizations are expected to genuinely manage the social and environmental impacts of their operations through various supports. MTN staff averred that adequate care of host communities' schools was undertaken by their firm as shown in Table above. This view was corroborated by majority of the respondents who rate MTN fairly high in terms of providing housing support, education and health needs of host communities. Detail activities of MTN which were copiously mentioned by the respondents include but not limited to education intervention; economic empowerment such as giving microcredit, skill acquisition, employment creation, capacity building; health intervention in malaria and AIDS treatment; bio-degradable recharge cards that do not damage the environment and housing intervention.

In sum, the above table indicates that 8 respondents from Ganaja village (11.4%), 15 respondents from Adankolo (7.1%), 15 respondents Lokongoma (21.4%), 19 respondents from Lokongoma Phase II (27%), 14 respondents from Felele (20%), and 9 respondents from Otikiti (12.9%) stated that schools in their areas have access to good and enjoy infrastructural facilities albeit MTN housing supports. Infrastructure refers to basic facilities, amenities and installations which underpin the operations of firms and households depend. This definition covers the gamut of services that are essential for the conduct, growth, sustenance of educational process of a community. Common examples include classroom blocks, Library, and laboratory.

No school economy can grow and develop without robust and efficient infrastructure. While some aspects of infrastructural development may lean more heavily on the government, corporate organizations have key roles in the provision and enhancement of certain infrastructural services. The MTNF Habitat for Humanity Low Cost Housing Project is aimed at addressing poverty and homelessness through the provision of simple, decent and affordable houses to low income earners. This is aimed at supporting government's social and economic development efforts.

TABLE .09: Sponsoring of School Quiz/Debates and Essays.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	14	20.0	20.0	20.0
2	6	8.6	8.6	28.6
3	14	20.0	20.0	48.6
4	19	27.1	27.1	75.7
5	7	10.0	10.0	85.7
6	9	12.9	12.9	98.6
7	1	1.4	1.4	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

The above table indicates that 14 respondents from Ganaja (20%), 6 respondents from Adankolo (8.6%), 14 respondents from Lokongoma (20%), 19 respondents from Lokongoma phase II (27.1%), 7 respondents from Felele (10%), 9 respondents from Otikiti (12.9%), and 1 respondent from Okumi (1.4%) stated that the company assists in sponsoring of quiz, debates and essays and empowering unemployed youths and women in various skill acquisition programmes such as giving micro-credit, skill acquisition, employment creation, capacity building etc. The telecommunication firm was rated high by respondents in terms of the quality of service and youth empowerment. MTN staff opined that adequate intellectual capacity building of youth or host communities was undertaken by their firm as shown in Table above. This view was corroborated by majority of the respondents who score MTN fairly high in terms of academic competitions and at the same time provides education supports to lucky winners of such competitions.

TABLE .10: Donation to Humanitarian Causes.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	14	20.0	20.0	20.0
2	6	8.6	8,6	28.6
3	14	20.0	20.0	48.6

4	19	27.1	27.1	75.7
5	7	10.0	10.0	85.7
6	9	12.9	12.9	98.6
7	1	1.4	1.4	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

The above table indicates that 14 respondents from Ganaja Village (20%), 6 respondents from Adankolo (8.6%), 14 respondents Lokongoma (20%), 19 respondents from Lokongoma phase II (27.1%), 7 respondents from Felele (10%), 9 respondents from Otikiti Village (12.9%), and 1 respondent from Okumi (1.4%)opined that the corporate organization, MTN has made accessible to individuals and families in the community humanitarian services through their full participation in economic empowerment such as giving micro credit, skill acquisition, capacity building, health intervention in malaria and Aids treatment, MTN disability support project (CDC), Disability and 'U' road show, MTN skill acquisition project for people living disabilities in partnership with the Friends of the Disabled and distribution of wheel-chairs to the physically challenged. Humanitarian service has its foundations at corporate organization level and forms an integral part of their development support. MTN staff acknowledged that adequate care of host communities was undertaken by their firm as shown in This view was confirmed by majority of the respondents who score MTN fairly high in terms of youth empowerment and at the same time provides housing support, education and health needs of host communities. Detail activities of MTN which were copiously mentioned include but not limited to education intervention; economic empowerment such as giving micro-credit, skill acquisition, employment creation, capacity building; health intervention in malaria and AIDS treatment; biodegradable recharge cards that do not damage the environment and housing intervention. Furthermore, MTNF- F.L.O.W project in partnership with Integrated Dairy Farm Ltd for the Fulanis; MTNF Disability Support project (CDC), 'Disability and IT road show and seminar; MTNF skill acquisition project for people living with disabilities in partnership with the friends of the disabled; sport sponsorship; among others. Nevertheless, one of the factors that might have hampered CSR effort was lack of awareness of recycling opportunities for damaged phones and batteries on the part of their customers. If customers were aware of this, used handsets and batteries would have been returned to the company in exchange for new ones while the old ones could be properly discarded or recycled. This will not only cut down the cost of production but would also assist in checking environmental hazards.

TABLE .11: Funding of Research Activities.

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	20.0	20.0	20.0
2	14	20.0	20.0	40.0
3	20	28.6	28.6	68.6

4	8	11.4	11.4	80.0
5	5	7.1	7.1	87.1
6	9	12.9	12.9	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

The above table indicates that 14 respondents from Ganaja Village (20%), 14 respondents from Adankolo (20%), 20 respondents Lokongoma (28.6%), 8 respondents from Lokongoma Phase II (11.4%), 5 respondents from Felele (7.1%), 9 respondents from Otikiti (12.9%), acknowledged that the central role corporate organization can potentially play in human development and poverty reduction is through educational development to work with broadband technology; sponsorship of CSR department in Business Schools; Annual Merit Award/ scholarships to Nigerian University students. It is becoming widely understood amongst the development community that special efforts must be made to ensure poorer sections of society are able to participate in educational research for growth and development. Consequently, funding for research are of paramount importance. MTN, given their grassroots location, have a special capacity to Impact on research in Nigeria. This is in line with the efficient services or efficiency theory of corporate organizations. The efficient services theorists believe that the corporate organization occupies the best position for the efficient performances of certain functions. Their closeness to host communities allows them to choose research measures that, instead of being general and prescriptive, address the specific needs of their community and take into account the concrete situation of these communities. They may be completely new research concepts adapted from national initiatives to the specific circumstances of their host communities.

TABLE .12: Donations to NGOs and Community Based Organizations.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	14	20.0	20.0	20.0
2	16	22.9	22.9	42.9
3	12	17.1	17.1	60.0
4	10	14.3	14.3	74.3
5	7	10.0	10.0	84.3
6	11	15.7	15.7	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

TABLE .13: Donations of Equipment and Books to Schools/Colleges and other Institutions.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	9	12.9	12.9	12.9
2	8	11.4	11.4	24.3
3	13	18.6	18.6	42.9
4	14	20.0	20.0	62.9
5	12	17.1	17.1	80.0
6	14	20.0	20.0	100.0
Total	70	100.0	100.0	

Source: Field Survey, 2014.

The above table Indicates that 9 respondents from Ganaja Village (12.9%), 8 respondents from Adankolo (11.4%), 13 respondents Lokongoma (18.6%), 14 respondents from Lokongoma Phase II (20%), 12 respondents from Felele (17.1%), 14 respondents from Otikiti (20%), opined that there is the MTNF which is in partnership with School Net Nigeria for the Schools Connect project designed to enable teachers and students in Nigerian public secondary schools to gain confidence and understanding of how Information and Communication Technology (ICT) can add value to their lives and learning. MTN Foundation Schools-Connect project provides the following to the beneficiary schools: a server computer with workstations, fully networked, subject software to serve as teaching aids, generator and white board, electrical works for computer lab, furniture to seat students, among others. Then there is MTN Foundation/UNICEF Child Friendly School Initiative (CFSI). The CFSI is aimed at improving infrastructures in primary schools and strengthening the school management mechanisms and the quality of education. This project is implemented in partnership with UNICHF. Lokoja has benefited immensely from these projects such as up-grade of the physical infrastructure and provision of essential furniture, provide/rehabilitate water and sanitation facilities in schools, provide basic teaching and learning materials, teacher training in key subjects using primers for English Language, Mathematics and Science.

TABLE .14: Sponsoring of youth development programmes.

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
1	11	15.7	15.7	15.7
2	11	15.7	15.7	31.4
3	12	10.0	10.0	41.4
4	20	28.6	28.6	70.0
5	6	8.6	8.6	78.6
6	15	21.4	21.4	100.0

Total	70	100.0	100.0	
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Source: Field Survey, 2014.

The above table indicates that 11 respondents from Ganaja Village (15.7%), 11 respondents from Adankolo (15.7%), 7 respondents Lokongorna (10%), 20 respondents from Lokongorna Phase II (28.6%), 6 respondents from Felele (8,6%), 15 respondents from Otikiti (21.4%), opined that there is youth economic empowerment portfolio designed to empower people by providing affordable capital, appropriate technology, and capacity building resources they need to lift themselves out of poverty. Providing them with opportunities through various microfinance based projects to help them reap the rewards of their own labour. Examples of relevant slogans: "Take a walk with us and be empowered"; "Empowering women through rural telephony". Rural Telephone Project is essentially a universal project leveraging on micro-finance to provide access to ICTs and empower women entrepreneurs referred to as "Phone Ladies". The project helps the low income earners increase income, build viable businesses, and reduce their vulnerability to external shocks. It is a powerful instrument for self-empowerment by enabling the poor, in this instance RTP Entrepreneurs, to become economic agents of change. With RTP Entrepreneurs, it is found that income generation from the business helps the business activity expand and also contributes to household income as well as its attendant benefits on food security, children's education, socio-economic well being, etc. The main aim of the RTP is to create wealth by leveraging the combined power of micro-credit and ICTs Micro finance organizations administer micro-credit as they are community members they are able to monitor RTP Entrepreneurs closely and to build strong relationships with them. This ensures repayment of the micro loans. The project has impacted so many young people across Lokoja. The project is in partnership with Growing Businesses Foundation (GBF) and the International Finance Corporation (IFC) Empowering the RTP Entrepreneurs: Each of the RTP Entrepreneurs will be provided with the following to enable them provide telephone call services within their communities: an equipment (a mobile phone), MTN SIM, recharge cards, MTN branded promotional materials (t-shirt, face cap, banner, money pouch, umbrella etc), external antennae (if required) and power recharge solution (solar panel charger). They will repay the cost of the equipment over a 6-month period. The Community Based Organizations (CBOs) will administer and monitor the activities of the RTP Entrepreneurs to ensure that they are well supported during the repayment period. Following the success of the Rural Telephone Project, there was a demand for a similar project in the urban areas particularly amongst the youths. As such, the Board of Directors of MTNF in December 2006 approved the A4TNF Call Centre- How to set up your own¹ project. The project is in partnership with FATE Foundation and Growing Businesses Foundation (GBF). The main objectives of the project are; to publish a hand-book of international standard that will assist entrepreneurs turn good business ideas into profitable business endeavours in Nigeria, to facilitate wealth creation and poverty eradication leading to the economic empowerment of a large number of Nigerians through small business opportunities, extend Rural Telephone Project (RTP) to urban youth by addressing their specific needs, to provide promising young entrepreneurs with the initial 'Start-up' funds needed to establish a small business.

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of Estimate
1	.684(a)	.467	.415	1.404

- a. Predictors: (constant); sponsoring of youth development programmes, Donations of equipment and books to schools, Donations to NGOs and community based organizations, Funding of research activities. Donations to humanitarian causes, Sponsoring of quiz/debates/essays, building of school blocks, Road building and maintenance.

Regression

- a. Predictors: (Constant), Sponsoring of youth development programmes, Road building and maintenance, Donation to Humanitarian Causes, Funding of research activities, Building of schools

blocks, Donations to NGOs and Community Based Projects, Donation of equipment and books to schools, Sponsoring of School Quiz, Debates and Essays.

Interpretation

The regression result as shown above reveals the R is 0.623 that there is a strong relationship between CSR and Societal Progress.

Regression Interpretation

The regression result as shown above reveals the R is 0.684 that there is a strong relationship between CSR and Societal Progress. The ANOVA result further reveals that the relationship is significant as the P value (0.00) is less than the Alpha value (0.05),

A closer look at the Pearson Correlation Coefficient ($R=0.655$) also shows that there is a moderate and significant relationship between CSR and Societal Progress. This is a confirmation of the regression result.

Decision:

Since $P(0.000) < \alpha(0.05)$, H_0 is rejected and H_1 is accepted, meaning that the relationship between CSR and Societal Progress is statistically significant both at 1% and 5% level of significance.

The conclusion therefore is that CSR plays a significant role in Societal Progressiveness. come to the front burner, albeit globally, and will continue to shape efficiency and well-being of business for a very long time to come.

Recommendations

Since the public outcry for increased social responsibilities will not disappear if business organization fail to respond to the challenges of the society; and some companies will still behave in an unsociably responsible manner, there is need by regulatory bodies and government to carry out some measures and the telecommunication industry too should do something about it since the global I market is now changing. It is therefore recommended as follows.

- Corporate entities should voluntarily integrate both social and environmental upliftment in their business philosophy and operations.
- Corporate social responsibilities should be seen by the firm as social obligations business concerns owe their shareholders, the local (host) community, general public, customers, employees and the government in the course of operating their legitimate businesses, such that CSR should be included in the law and enforced on the firms accordingly.
- Government should fix a minimum percentage of profit corporate firm should expend on corporate social responsibility activities.
- It should be enforced that all forms of pollution caused by the corporate firm must be eradicated by them; by this all the news like Ogoni water spill and the fire and gas flare polluting the air in the Niger Delta will be eradicated.
- The telecommunication industry should see all the problems in our society as a business opportunity and try to find solution to it and in the process they will discover that the problems are just opportunity in disguise.
- It is recommended that while improvement in the participation volumes by the telecommunication industries is desirable, they should close ranks and forge common attention to address certain corporate social responsibility factors, especially those bothering on security or on account of their requiring high capital outlay as in roads mending and construction.

Conclusions

This study has been able to identify the impact of corporate social responsibilities on the Nigerian society, with special to Lokoja. This indicates that corporate social responsibility contributes to a way of living a healthy life in the community. A company has to give back to the society in which it operates, clean up all forms of pollution it has caused in its course of operation and also provide infrastructural facilities to the society as a way of giving back and developing the society. A company cannot progress positively in a retrogressing society.

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