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CONSIDERING CULTURAL ENTREPRENEURSHIP FOR ECONOMIC DEVELOPMENT IN NIGERIA

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Abstract

Entrepreneurship has become one of the major economic terms that has gained global academic relevance lately. This is due to the increasing realization by all and sundry that entrepreneurship and development are inseparable bedfellows. This discovery has triggered the efforts of scholars in various management and social science disciplines to put vested interest in the study of the phenomenon. As a result, there have been enormous interests in the study of various areas of the concepts such as: the meaning of entrepreneurship; forms of entrepreneurship; factors that triggered entrepreneurial mindset, socio-cultural factors influencing entrepreneurial behaviour and so on. However, emerging scholars in the field of entrepreneurship are now beginning to look into various aspects of living that could be entrepreneurially developed. One of such important areas of social living that can be entrepreneurially developed is 'cultural entrepreneurship'. Cultural entrepreneurship in this paper is regarded as various calculated human efforts directed towards the development of specific cultural artifacts or practices in order to use it as a veritable source of income for the people of the society. Technically, the position of this paper is that, there are lots of unique socio-cultural practices and heritages in Nigeria that could be innovatively developed to enhance viable entrepreneurial ventures. The paper recommends that utmost attention should be paid to this unique entrepreneurial sector in order to bring about sustainable development in the country.

Keywords: Artifacts, Culture, Development, Entrepreneurship, Practices

1.0 Introduction

Entrepreneurial activities have been one of the major human activities almost from the beginning of human existence. The age-long practice of entrepreneurial activities in human societies is evident in the economic history of many ancient societies such as Jews, Arabs, English and even African societies. In fact, if closely observed, one would realize that the history of all hitherto existing societies contains a history of entrepreneurship (Olatunji, Muhammed and Raji, 2013). In other words, entrepreneurship is an important activity in human life because without entrepreneurship, it will be difficult to fulfill the basic conditions of living such as food and shelter. That is: human being is created in such a way that if he must eat, he must work for what to eat and hence the indispensability of entrepreneurial activities.

More recent than ever, it is becoming more evident that entrepreneurial activities are veritable tool for economic development of all societies (Abimbola, 2007; Olatunji, 2012, 2013). This is because of its role as an engine of economic and social development (Okpara, 2006; in the exploration and utilization of natural resources (Sarkin-Daji, 2009; Salihu, 2009); in the generation of employment opportunities for the mass population (Afolabi, 2009; Olatunji, 2013); in reduction of poverty rates in the society (Abimbola, 2007; Agu, 2010) and in strengthening political institutions in the society (Olatunji, 2011). According to Abimbola (2007), entrepreneurship occupies an important place in the process of economic development because entrepreneurship and development are inseparable bed fellows. Thurik and Wenekers (2001) observe that entrepreneurship has emerged as engine of economic and social development globally. This is because, through the process of entrepreneurship, it is possible to augment the scope of capital formation, employment generation and facilitates industrialization in a country on one hand. On the other hand, entrepreneurship acts as a powerful tool for income generation, raising productivity through innovation, facilitating transfer of technology, playing key role in marketing new products, redistribution of wealth and income, foreign exchange earnings, promoting social welfare and so on (Olagunju, 2004; Ikechi and Edward 2009; Afolabi, 2009).

As a result of the above, entrepreneurship has been one of major issues given utmost attention by various governments across the world; even in Nigeria, there is a general concern that entrepreneurship development is one of the veritable tools that could be used to tackle varying social problems plaguing the Nigerian society. This could be adduced as the reason why successive governments in the country have always come with one entrepreneurship policy or the other (Olatunji,

2012; Gunu, 2013). As such, some keen observers such as Okpara (2006) Abimbola (2007); Agu, (2010); all are of the opinion that there is the need for aggressive entrepreneurial mindset among the teeming population of people in the country in order to make the country witness enormous economic development. In a bid to achieve such feat, such observers are of the view that there is the need to look inwardly into many of our cultural artifacts and practices and develop possible means by which these artifacts and practices could be adapted and developed to meet modern and international standard. Such an endeavour is technically referred to as 'cultural entrepreneurship'. The objective of this paper therefore is to bring to fore some of those areas of our cultural endowments that could be entrepreneurially developed, such an endeavour according to these authors would go a long way not only in fostering entrepreneurial development in Nigeria but also enhance economic development in the country. However, for us to have a clearer understanding of the assumption of this paper; there is the need for us to make conceptual clarification of important terms relevant for the study.

2.0 Conceptual Clarification

There is the need to make conceptual clarification of terms as it would be useful for background understanding of the thrust of the paper. The concepts that will be considered in this regard are: culture; entrepreneurship and economic development.

What is Culture?

One unique distinction between human beings and other animals is culture. As it is, the existence of culture among human groups makes human being one of the most superlative beings created by nature (Harris, 1995; Ritzier, 2006). Technically, culture represents all of human behaviours and attitudes that are learned (directly or indirectly, overtly or covertly) through the process of social interaction and which are inherited by generations (Olatunji, 2009). Selznick and Broom (1968) describe culture basically as social heritage. Generally, culture is so much attached to human life that human animal is often classified as cultural being. Human life is so attached to culture that the history of human animal will be incomplete without the reckoning of cultural development in human history (Harris, 1995). In this regard, Harris (1995) describes human being as essentially a cultural being. This is so because our cultural orientations defines our life from the cradle to the grave- it determines the kind of language we speak, the types of food we eat, the types of clothe we put on, the type of house we live in and even the type of work we do, our behavioural dispositions at work and at home; and to cap it up, it determines the general developmental atmosphere in the society.

Edward Burnett Taylor, a Briton anthropologists defined culture as "the complex whole of man's acquisition of knowledge, moral, belief, art, custom,

technology and other capabilities and habits which are learned by man in the process of social interaction and which are shared and transmitted from generation to generation" (cited in Oke, 2003:3). This definition shows that culture has both material and non-material aspects and every member of a society acquires it. Material culture relates to overt or explicit aspect of culture which consist of the objects which people in a particular society have learned to make and use to satisfy their needs in that society.

The non material aspects of culture consist of knowledge, philosophy, morals, education, motivation, language, attitudes, beliefs, values, etc. shared in a society. They are sometimes referred to as covert or implicit aspects of culture because they are not visible or tangible but are manifested through the behavior of the people (Otitte and Ogionwo, 2003). What could be inferred from the above definition is that culture involves everything about human life which is acquired through social interaction and to adapt to a particular environment in order to make life more convenient for all and sundry. More so, it could be inferred from the definition that culture is a universal phenomenon because it exists in all known human society. However, it is important to note that despite the universal feature of culture, it is remarkably peculiar across societies, this means that every society has its peculiar cultural features and the peculiar feature of every culture make it unique in such a way that if such cultural practices or artifacts are well adapted and developed, it could become a rewarding entrepreneurial venture, thereby serving as a source of economic income for the people and the society at large.

It could be deduced from the foregoing that culture is not only an important aspect of living but also an instrumental material that could be used to attain sustainable economic development in a country if developed entrepreneurially. This is the reason why some have come to the conclusion that no nation can develop outside its own unique socio-cultural system. The implication of this assertion is that, sustainable development could only be achieved by a country only if it looks critically into ways by which it could develop its unique socio-cultural system.

What is Entrepreneurship?

There has not been a generally accepted definition of the term entrepreneurship. There have only been variants of definitions depending on the field and the area and angle at which individual researcher sees it (Bamiduro, 1999; Wale-Awe, 2010; Olatunji, 2013). Schumpeter, (1951) laments that there is no good English word equivalent to encompass the specific meaning of the French term 'entrepreneurship'. A glance at the numerous researches on entrepreneurship indicates that there is still no standard general accepted definition of the concept. The definition used by individuals is influenced by various factors such as individual discipline, the intent, or what one hopes to accomplish. That is why Kilby (1971) compared entrepreneurship to the imaginary animal, 'the Heffalump'. The animal

according to Kilby is a large animal with varying features in which no one can actually give a perfect description of.

Originally, entrepreneurship is derived from the French verb "entreprendre" which means to undertake, to attempt, to try in hand, to contract for, or to adventure, to try, to risk (Abimbola, 2007 and Sarkin-Daji, 2009). According to Bygrave and Hofer (1991), the simplest definition of entrepreneurship is an individual that organizes, operates, and takes on the risks of a business venture. The definition of entrepreneurship from as far back as the eighteenth century sees entrepreneurship as an economic term used to describe the process of bearing the risk of buying at certain prices and selling at uncertain prices (Morris & Lewis, 1991). According to Olagunju (2004), an entrepreneur is a person, organization or government that establishes an outfit for profit or other possible aims (social, welfare, growth etc.). The significance of entrepreneurship development in the economy of transiting economies such as Nigeria is aptly captured by Okpara (2005:22)

entrepreneurship constitute the ultimate basis for the wealth of nations; capital, land and labour are passive factors of production, entrepreneurship is the active agent who accommodate capital, exploits natural resources, builds social, economic and political institutions and moving forward national development.

What could be inferred from the definitions of entrepreneurship above is that entrepreneurship is a developmental tool and a multi-dimensional concept that involves the creation of business venture through any possible means. In other words, entrepreneurial venture could be carved out of our several cultural artifacts and practices in order to bring about sustainable economic development in the country. What then is development?

The meaning of Development

According to Olatunji (20011), every nation strives after development; this is because development is one of the basic necessities of modern life. Development is a holistic concept, it is multi-dimensional and generally inter-related; it is related to all spheres of life vis-à-vis political, economic and cultural development. In other words, development is a difficult concept to define because it is relative, ambiguous and complex. As such, any attempt to define development must involve both quantitative and a qualitative perspective. According to Walter (1972), development can be examined from two major perspectives, the individual and societal perspectives. At the level of individual, development is the ability of an individual to develop its innate capacities to the extent that he would be useful for himself and the society. In another way, if development is seen from societal or macro

perspective, development could be defined as the ability of a group or a given set of people to harness their physical cum cultural environment in such a way that life will be easier and better for them. As such, it could be said that development is synonymous to cultural improvement.

In a similar view, the 2002 World Summit on Sustainable Development presented three angles of development which are: economic development, socio-cultural development and environmental development. In the same vein, attempts have been made by many scholars to classify the concept of development into three main parts: environmental, economic and socio-cultural sustainability. Others have suggested possible ways to delineate the concept. For example, the Circle of Sustainability Approach distinguishes four domains of development as: economic, ecological, political and cultural development and it is the conception of this paper that cultural development could only be attained through cultural entrepreneurship.

The conception of this assertion is that; development is about improvement in the material and non-material culture of a society. If one looks critically, one would observe that what we generally referred to as development in a particular sphere of life is the improvement in how such thing is done. For instance, the development in technology has made life easier in many ways. In other words, development could be achieved by entrepreneurially developing some of our socio-cultural practices; such a situation is referred to as 'cultural entrepreneurship', what then is cultural entrepreneurship?

Cultural Entrepreneurship

Cultural entrepreneurship is an emerging concept used to denote the fact that cultural artifacts and practices could be used as a veritable tool to initiate vibrant entrepreneurial development in a society. The conception in cultural entrepreneurship is that, through cultural innovation, several cultural beliefs, artifacts and practices could be developed to become a viable source economic return. That is, within various cultural practices, several entrepreneurial ventures could be carved out to serve as an actual source of income for the teeming population of the country. More recent than ever, cultural entrepreneurs are increasingly been seen as the heartbeat of the global economy and essential to the vibrancy of local economies and the emerging slogan today is 'globalize in affluence or globalize in poverty'. The implication of this statement is that you either look inwardly to your own locality as a source of development or look outwardly to achieve nothing but promotion of other people's culture.

As a term, cultural entrepreneurship is a term used to describe a situation whereby entrepreneurship techniques are applied to a particular cultural practice or practices in such a way that some financial returns could be achieved through it. The position of this presentation is that Nigeria as a country rich in traditional cultural heritage, there is the need for us to look inwardly into many of these cultural

heritages and find a way of adapting and developing them to meet international standard thereby utilizing it as veritable tool to achieve sustainable economic development in the country.

In other words, cultural entrepreneurship is a term which any serious country must take serious because it is becoming more evident by the day that economic development of any modern nation is highly depending on entrepreneurship development and cultural entrepreneurship is a brand new form of entrepreneurship that observers have seen as being a veritable form of entrepreneurship from which economic development of nations could be surely realized. In other words, for a country like Nigeria where entrepreneurship development has been a critical problem issue, there is the need for consideration of cultural entrepreneurship in order to bring about not only entrepreneurial development in the country but also general economic development of the country.

3.0 Considering Cultural Entrepreneurship for Sustainable Economic Development in Nigeria

As could be deduced from the foregoing that every nation strives after development and entrepreneurship has been described as a veritable tool through economic development of a nation could be achieved. As a result of such discovery, several forms of entrepreneurship have been identified and cultural entrepreneurship has been discovered as one form of entrepreneurship that could be explored in this regard. In this regard, there has been a clarion call to stake holders in the country to look inwardly into our several cultural practices and find a way of developing them entrepreneurially. Practically, several aspects of our cultural practices or artifacts could be entrepreneurially developed but due to time and space, a presentation of this stature might not be able to explore all of these cultural practices. Few of such cultural elements are highlighted below:

Traditional Medicine: This is an important area of our cultural heritage that can be developed entrepreneurially. African medicine is an un-exploited area which has several entrepreneurial opportunities in which if properly harnessed could bring about economic development in the country. In many adverse medical situations, African traditional medicine has been used to cure lots of illness which western medicine has failed to cure; it has been used to provide answers to questions which western medicine has failed to provide answers to. Africa has several leaves, roots and tubers which can be used for varying medical purposes, but it is regrettable that despite the potential efficiency of these herbs, African medicine has not been given adequate attention.

Whereas, a cursory look into many developing countries of the world such as China and India would reveal that these countries have conducted lots of researches on their traditional medicine and they have been able to develop it into

world standard thereby making it an entrepreneurial endeavour. For instance, India is well known today for *Ayurvedic* medicine and Chinese herbals are creating wave in the world of medicine globally. *Artesunate* (a malaria drug) which was developed from a Chinese herb is one of the highest selling malaria drugs in the world today. Chinese medicine has been entrepreneurially developed in such a way that, traditional Chinese herbals are not only easily assessable but also cheaper to western medicine as far as you are buying the two drugs in China. This, going by the natural law of demand and supply, there is higher tendency to opt for Chinese herbal than any other drug when you are in China.

But for Nigeria, the reverse is the case as we have not been able to conduct rigorous research on how we can develop our traditional medicine into an enviable entrepreneurial endeavour, in some instances, where these herbals are available, the price tag attached to them are exorbitant and people are not well oriented to see these drugs as effective to cure many ailments. By and large, the message we are trying to pass across from the above discussion is that African traditional medicine is a yet to explore area of cultural entrepreneurship, which if well explored have the tendency of not only improving public health culture, but also have the capacity of creating viable employment for the mass of the Nigeria masses and more importantly would also go a long way in bringing about economic development in the country.

Cultural festivals and practices: Festivals are important cultural celebrations used in promoting social solidarity and enhancing social integration among the people of a specific society. Traditional cultural festivals in Africa have certain outstanding socio-cultural elements within them which make them a unique socio-cultural practice which can be developed entrepreneurially. African cultural festivals have certain unique elements which can be used as marketing base for the outsiders. Some of those ways by which cultural festival can be developed to an entrepreneurial endeavour is by developing such cultural practice to a modern standard, make it attractive and publicize it on an international level, with such an effort, other people would come to develop interest in them and come from wide and far to witness them, thereby making the festival a source of tourist attraction and viable source of income not only for the community celebrating the festival but the country at large. Nigeria has enormous festivals that could be developed in this regard. Some notable ones among such festival include: *Egungun* festival, *Eyo* festival, *Argungu* festival, *Osun* festival etc. The development, publicity and hyping of these festivals can be a viable entrepreneurial venture that have a higher tendency of bringing about tourist attraction which is an important source of income that would create a strong base for national development in the country.

Monumental sites: Monumental sites are other relevant means by which cultural entrepreneurship could be developed in Nigeria. Monumental sites are

important sites that have the highest potential of attracting tourist into the country. Tourism today is a huge entrepreneurial venture which can serve as pull factor for tourists and investors to put interest in visiting the sites thereby bringing about the opportunity for such people to see the beauty of the nation. Through tourism, the country can improve on its Foreign Direct Investment, thereby contributing to economic development. More so, active tourist activities could also encourage foreign investors to come establish further entrepreneurial ventures in the country due to its rich cultural heritage and secured social environment. In other words, such activities have a high tendency of bringing about economic development that the country has much been envisaging.

Fashion and accessories: fashion such as clotting and accessories are other important cultural elements that could be developed entrepreneurially in Nigeria. Fashion business is a global business that has the potential of attracting billions of Naira into the economy if properly harnessed. Africa especially Nigerians have series of fashion attires and beautiful fashion accessories that can be used for viable entrepreneurial endeavour. For instance, among the Yoruba people of the South-Western Nigeria, *Aso-Ofi* or *Aso-Oke*, *Adire* etc are unique fashion attires that can be developed to meet international standard. Today, though, Nigerian *Aso-Ofi* and *Adire* are produced on local levels but such level of production is crude and un-modern to be fit enough to withstand local and international demand, as such these traditional outfits are now produced in foreign lands such as China and India thereby making the country loosing exorbitant amount of money to foreigners. This is a disgusting situation as our own traditional cultural elements are been used by foreign countries to make enormous economic profit.

Furthermore, because of the uniqueness of these attires, they are been used in various international communities such as Cuba, Brazil, Jamaica etc. However, it is pathetic that these traditional attires are not given much value at home. Whereas, if these traditional attires were given entrepreneurial attention, it has the capacity of creating jobs for the teeming unemployed population of the country and could also go a long way in selling the good image of the country in other places around the world. Most of these cultural practices and artifacts are unique socio-cultural elements that can be entrepreneurially developed.

In addition to the above, Nigeria has several other fashion raw materials such as cotton, dye and so on that could also be entrepreneurially developed. Similarly, we have beads, necklaces, caps, bags, slipass and shoes, different hairstyles and several other cultural fashionable handcrafts that has viable entrepreneurial value which if developed can be an important source of cultural entrepreneurship and a source of viable employment opportunities for the teeming un-employed youths of this country.

Music: African traditional music are unique musical forms that cannot be

compared to many other musical forms around the globe. Aside the music forms and lyrics, African musical instruments are also cultural instruments that can be developed entrepreneurially. Several musical instruments are important source of entrepreneurship if they are properly harnessed. Drum types such as *gangun*, *lyallu*, *Omele*, etc are unique musical materials that are recognized as unique cultural artifacts that are used in many parts of the world today. In other words, the uniqueness of African Music, African beats and African musical materials makes a relevant source of cultural entrepreneurship if they are properly developed. However, it is pertinent to mention at this juncture that some musicians have adapted the African music to a modern form and this is serving as an important source of income for the musicians and the music industry in general. Today, some Nigerian hip-hop musicians such as Nice, *Olamide*, *Saheed Osupa*, *D-Banj* to mention but few are making million of income and are attracting global attention and were been honored globally all because they were able to make an entrepreneurial sense through indigenous music. This development is a pointer to the fact that if we can work on many other traditional cultural practices or artifacts, it has the potential of not only being a source of employment but also has the potential of creating incremental wealth which would serve as basis for economic transformation of the country.

Household materials: Household materials are important cultural artifacts (material culture) from which cultural entrepreneurship could be harnessed. In Africa generally and in Nigeria specifically, there are lots of traditional household materials that are almost forgotten today, whereas, some of these household materials can be developed and adapted to meet modern standard and can be a source viable entrepreneurship for people in the country. Let us take for example pottery and sculpture making. African pottery system is a reflection of the existence of science and technology in Africa even before the coming of the Europeans, pots were used for various purposes such as water storage, food making, food preservation, food serving, etc and it has been discovered that these pots are even more effective a tool than many household items we use to replace them today. For instance, water stored in the pots has higher tendency of being remain cold than those stored in the plastic or pan. Similarly, when mud pot is used for cooking, mud pots preserve food better than pan or plastic pots. Recently, a research institute in Japan developed a potting system that work in a similar way to the ways mud pots works, this pot was said to have the ability to make food hot hours after it has been put off fire. Some observers are of the view that the technology used in making that pot is very similar to the African potting system. In a nutshell, aside pottery, there are lots of other traditional household materials that can be entrepreneurially developed in the country. African sculpture, African painting, cane chairs are little of many of such households.

Building and Architecture: traditionally, there are some indigenous building technologies in Africa that surpasses the western models in many ways. For instance, the traditional African mud houses were said to be stronger than the modern block system, it is often said that the traditional mud houses are more bullet proof, heat proof and more lasting than the modern common block system. Today, in many parts of the world, the mud system is been used to replace the block system because of its perceived durability and efficiency. Recently in Osun state, a building material cottage industry has been initiated by the state government where mud is used to make brick for building. Such development is a reflection that such traditional culture of building could be rekindled, developed and adapted to meet modern standard. And if such effort continues unabated, it has the potential of creating a viable entrepreneurial means that would bring about vibrant sustainable economic development in the country.

Conclusion

What could be deduced from the foregoing is that cultural entrepreneurship is an important relevant endeavour which could be used to effect vibrant national development in the country. However, if one looks at the general orientation towards cultural entrepreneurship in Nigeria, one would realize that the nation has not been doing very fine in this area and this could be the reason why the nation is suffering from general setbacks and under-development. The neglect of cultural values which would be seen as one of the causes of neglect in cultural entrepreneurship is manifested virtually in all our social institutions. Today, most of our cultural values and practices have been eroded and they have been replaced by adulterated cultural patterns which are serving as source economic vibrancy for other nations and this as many have observed has led us to many social problems such as poverty, un-employment, civil unrest, corruption etc.

From the preceding discussion, practical examples have been cited of countries that have made it to the development shore by taken their own traditional handcraft and art seriously but for us in Nigeria, we have generally neglected most of these traditional handcrafts. Although, one might erroneously criticize this idea as un-realistic for modern life, but the arguments been put forward here is that such traditional arts and handicraft could be developed to meet modern standards that people of the world would cherish and become amazed by it thereby becoming a source meaningful entrepreneurship.

In other words, most of our traditional cultural artifacts and practices are important means through which viable entrepreneurship could be developed. This is an important call as it has been observed that entrepreneurship and sustainable development are inseparable bed fellows. Nigeria as nation suffering from varying social problems which emanated from lack of viable entrepreneurial activities,

development of cultural entrepreneurship becomes a necessity not only to enhance sustainable development in the country but more importantly to sell the good image of the country globally. Furthermore, development of cultural entrepreneurship sector is very important due to the fact that it is an investment pattern which have almost zero negative effect on the eco-system, in other words, preservation of the eco-system is one of the uniqueness of cultural entrepreneurship. In this regard, there is an urgent need for the timely development of this sub-sector in order to tackle several social problems besieging the country and to redeem the image of the country among the committee of nations. In a bid to achieve, this paper deems it fit to make some pertinent recommendations to this effect.

Recommendations

The following are some of the important steps that could be taken to bring about vibrant cultural entrepreneurship in the country.

Cultural Research and Documentation: Research and documentation of cultural artifacts and practices is one of the very first important steps towards developing cultural entrepreneurship in the country. For instance, in the area of indigenous traditional medicine, there is the need to conduct serious cultural research and documentation on it because; this is an area of culture that is quick fading out from our midst. Whereas, this is an area where many countries of the world today have developed and which is enhancing their international image and earning them enormous financial return in the international market; in other words, there is the need for proper documentation of most of these herbal formulae because if they are not well documented, it could lead to a situation where those cultural practices will fade off and an important source of entrepreneurship will be eroded; also because if this area of our cultural heritage is developed, it could reap the country enormous financial return which will generally enhance national development of the nation.

Aside the area of traditional medicine, cultural documentation and cultural research would also be used to enhance cultural entrepreneurship by conducting research on some important monumental areas or sites in the country, such a site should be well protected and secured and be made interesting in order to attract international attraction thereby encouraging international tourists and investors into the country.

Further, there is the need for proper documentation of important cultural elements in physical and electronic means is another means to promote cultural entrepreneurship. Going by the fact that we live in a globalised world, important cultural artifacts and monumental sites could be advertised on the internet and other electronic and print media for international viewing. Video documentaries could be made in order to make the people see the artificial beauty of such cultural

materials or sites. Also the sites and the archaeological materials should be put on international standard so that they can attract international attention. More importantly, more museums and art galleries should be built around the country so that lots of monumental cultural artifacts could have a safe-guarded place to be kept in.

Cultural re-orientation: the foregoing discussion has point to the fact that our general cultural orientations about the value of our cultural elements are generally wrong and this has been one of the factors that causes low level of cultural entrepreneurship in the country and if there would be any improvement in this sub-sector; there is the need for change of orientation towards many of our cultural beliefs and practices as much as possible because it is only through this that people's general dispositions can be changed to the better. In this regard, effort must be geared towards how people's negative orientations towards traditional cultural systems would be replaced by positive ones; this would go a long way in making the people to develop a positive orientation towards cultural entrepreneurship and this could make the country to be among the stable and developed nations globally.

Promoting Vibrant Education for Entrepreneurship: another means by which cultural entrepreneurship could be promoted in the country is by promoting education for entrepreneurship endeavours relating to cultural artifacts and practices. This could be achieved through the establishment of educational institutes established basically for the study of various cultures. For an example, the people of the South-West can establish an educational institution for the study of Yoruba Culture. Such step could also be taken by people of the North, the people of the South-East and the South-South. This kind of practice is generally common in many developing countries such as China and India. In addition to the above, schools of traditional handcrafts could be established in order to aid the teaching and learning of traditional craft works such as Aso-Oke weaving; pottery making; blacksmithing, traditional medicine, dying etc. This is very necessary as it has been observed that this area of our culture has been grossly neglected and this according to some observers has been the major cause of general under-development of the nation especially in entrepreneurial sense; hence, the need for proper education for cultural entrepreneurship.

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