

**LAFARGE CORPORATE SOCIAL INVESTMENTS AND
WELL-BEING OF RURAL DWELLERS IN SOUTHERN
SENATORIAL DISTRICT OF CROSS RIVER
STATE, NIGERIA**

BY

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(DEVELOPMENT)**

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DECLARATION

I, **Anam, Asari Effiong** with Registration Number **SOC/Ph.D./17/018**, hereby declares that this dissertation titled “**Lafarge corporate social investments and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria**” is the product of my research work and has not been presented elsewhere for the award of a degree or certificate. All sources have been duly acknowledged.

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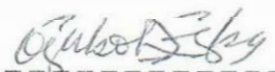
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ABSTRACT

The study examined the impact of Lafarge corporate social investment programmes on the well-being of rural dwellers in Southern Senatorial District of Cross River State Nigeria. Specifically, the study examines the relationship between Lafarge's Provision of access roads, provision of educational services, economic empowerment, provision of health services, and rural dwellers' well-being in the Southern Senatorial District of Cross River State Nigeria. To achieve the objective of this study, four hypotheses were raised and stated in the null form. There is no significant relationship between Lafarge provision of access roads and the well-being of rural dwellers. Lafarge provision of educational services does not significantly relate to the well-being of rural dwellers. There is no significant relationship between Lafarge's economic empowerment and the well-being of rural dwellers. Lafarge provision of health services does not significantly relate to the well-being of rural dwellers. Both conceptual and empirical literature was reviewed extensively according to the variables raised for the study. Four theories were used for the study. The theories are the integrated rural development model, Basic human needs approach, participatory approach to development and stakeholder's theory of corporate social responsibility. The study population is 680, 320 persons. The study adopts the cross-sectional survey design that utilises the quantitative and qualitative methods in data collection. The quantitative data were gleaned through a structured questionnaire distributed to 1200 respondents purposively selected from the study area. The qualitative data were gathered from 10 participants selected from different communities in the study area. Data were presented using frequency distribution tables and relevant narratives. The opinions of participants during the interview sessions are analysed using content analysis. Simple linear regression was used to test the study hypotheses. The study's findings show a significant relationship between Lafarge provision of access roads, provision of educational services, economic empowerment, provision of health services, and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Therefore, the study concludes that Lafarge corporate social investment programmes has significantly impacted the well-being of rural dwellers in Southern Senatorial District of Cross River State Nigeria. The study recommends that Lafarge cement company and other corporate entities implement CSR programs and other corporate entities based on the needs of the local population. This can be achieved by allowing locals to participate in the initiation, planning and execution of projects aimed at enhancing their well-being

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ABBREVIATIONS

CSI	Corporate Social Investment
CRC	Community Relations Council
RNC	Royal Niger Company
UAC	United Africa Company
SPDC	Shell Petroleum Development Company
OECD	Organization for Economic Cooperation and Development
FGD	Focus Group Discussion
UNDP	United Nation development Programme
CBO	Community-Based Organisations
ACGSF	Agricultural Credit Guarantee Scheme Fund
BATN	British-American Tobacco, Nigeria
ETF	Education Tax Fund
NDDC	Niger Delta Development Commission
PM&E	Proponents of participatory monitoring and evaluation

CHAPTER ONE

INTRODUCTION

1.1 **Background to the study**

Corporate Social Investment is also known as Corporate Social Responsibility (CSI), corporate accountability, corporate ethics, corporate responsibility, corporate citizenship or stewardship, responsible entrepreneurship, responsible competitiveness or corporate sustainability, has emerged as a significant theme in the global business community and is gradually becoming a mainstream activity of corporate bodies all over the world (Fontaine, 2013). Corporate Social Investment is a company's overarching approach or strategy for improving the social, environmental and economic well-being of their community or society at large. According to Werner (2009), CSI is an increasingly vital tool to maximise the positive development impact of corporations and commercial activity in the developing world. According to Amao (2014), CSI is an attempt at giving back to the society that provides an environment for an organisation to thrive. The essence of CSI is to improve the well-being of the communities through socio-economic interventions (Milenko, 2013; Ahijo, Ijanu, Abdullahi, & Amoo, 2017). Corporate Social investment is continuously developing worldwide based on the peculiarities, and the uniqueness of the various places corporate bodies find themselves. But with the constant evolution that goes on overtime, the bottom line is that CSI "is understood to be the way firms integrate social, environmental and economic concerns into their values, culture, decision making, strategy and operations in a transparent and accountable manner and thereby establish better practices within the firm, create wealth and improve society".

The concept of CSI has gained unprecedented momentum in the business and public debates and has become a strategic issue, which affects how a company does

business (Frynas, 2009). Many organisations now include CSI as one of their core values. Corporate communications proudly report on their CSI endeavours to indicate the organisations are fulfilling their obligations to society and are therefore eligible for the social license to operate. The CSI activities, ranging from small donations to more significant projects, are usually directed at social welfare and environmental sustainability. Conglomerates and multinationals have set the pace for demonstrating their commitments to social and environmentally sustainable practices (Sharma, Sharma & Devi, 2009). According to Ikein (1990), CSI-focussed businesses would proactively promote public growth and development and voluntarily eliminate sharp practices that can harm the Public Interest (PI) regardless of legality. It has been alleged that business practices are destroying life on earth and are responsible directly or indirectly for the most dramatic human impacts on the ecosystem (Chu & Karr, 2017). This is because operations are conducted with too little thought on environmental sustainability, the interest of fence lines or host communities (Ojo & Akande, 2014).

CSI could be traced back to such an era as the 17th and 18th centuries, where business philosophical principles were not primarily profit maximisation driven but by the need to add value to society (Mullerat, 2005; Adeyanju, 2012). Nevertheless, CSI had received greater international attention since the beginning of the 21st century when economic globalisation picked up at a higher speed, as pointed out by Smerdon (2007). In Nigeria, the quest for formalised CSI practice started during the military interregnum of the 1990s as typified by the Shell Nigeria Plc – Ogoni imbroglio. Often, it takes a crisis to precipitate attention to CSI. The issue since then has never been that nothing is given in return, but whether what has been restored justified the expropriation (Ojo & Akande, 2014). Corporations in Nigeria that align business interests with community interests in terms of CSI objectives can minimise the risks and liabilities associated with

operating in culturally different regions from their home countries (Bertels & Vredenburg, 2004; Grossman, 2005; Lépineux, 2005; Porter & Kramer, 2006; Thompson, 2005). Understanding local community expectations will aid companies operating in rural communities to integrate community expectations into CSI strategies.

All organisations, including cement companies, have a corporate identity, which defines all organisation activities in public relation administration. It is, however, worth noting that many firms are conscious of the need to voluntarily integrate both social and environmental upliftment in their business philosophy and operations (Otubanjo, 2013; Uduji & Okolo-Obasi, 2017). Whereas some companies have found a need that the environment in which they operate should be provided for because they directly impact the attainment of the corporate goals, objectives, and mission statement, others do not. These companies usually respond to the societal needs of the people by providing them with social amenities such as good drinking water, electricity, clinics, roads, places of convenience, national institutions and others (Akpan, 2006; Eweje, 2006; Edoho, 2008).

Contemporary development policy prescriptions and empirical literature place emphasis on the potential of CSR as facilitator of rural development (Narro, Roy, Okello, Avendaño, Rich & Thorat, 2009; Archel, Husillos, & Spence, 2011; Frynas, 2005). Applied literature and policy makers advocate CSR as a main driver for private firms to support development of poor communities by promoting closer integration with poor rural producers (Frynas, 2005; Narro, Roy, Okello, Avendaño, Rich & Thorat, 2009). In the last decades, relevant efforts towards poverty remediation in rural areas through multi-sectorial collaboration have been encouraged by international organizations such as The World Bank and United Nations. Such organizations have developed programs based on alliances and partnerships among actors from different

sectors (governments, civil society, the private sector, and other relevant stakeholders) for the promotion of rural development

They employ various forms to citizens in the surrounding communities, which in the long run bring development to the community. For example, Lafarge cement has provided enterprise development training for women in the community surrounding its manufacturing plants to encourage small and medium-sized enterprises. Four hundred and forty-two women have been trained so far in sewing, poultry, and cattle-rearing, kitchen-gardening, candle-making, and shop management (Werner, 2009; Alfred, 2013)

In addition, Lafarge Cement Company operating in Nigeria, often provided pipe-borne waters, hospitals, and schools (Renouard & Lado, 2012; Lompo & Trani, 2013; Uduji & Okolo-Obasi, 2018b). However, these provisions have often been on an ad hoc basis and usually not sustained. Christian Aid (2004), in its report on the activities of multinational cooperation in Nigeria, for example, confirmed that some of the schools, hospitals and other social amenities claimed to be provided by some of the firms in this sector have been abandoned or did not meet the needs of the communities they were meant to support. The Lafarge cement company CSI activities in these host communities mainly focus on remedying the effects of their extraction activities on the local communities (Frynas 2009; Tuodolo, 2009; Idemudia, 2014).

The re-invigoration of the idea that business has social responsibility beyond profit-making to include helping to solve social and environmental problems has provided fertile ground for the debate that has shaped the present direction now assumed by business-society relationships. Proponents of CSI have responded that the monumental increase in business power, the widespread incidence of corporate

misdemeanours, issues of ethics and the increasing inability of governments to meet their primary responsibility to society, as well as regulate business activities, have meant that the acceptance of social responsibility by business has been both inevitable and necessary (Mayorova, 2021; Capaldi, 2016; Michaels & Grüning, 2018). The inherent consistency between the logic of win-win and the appreciation that industry, government or society alone cannot solve today's complex social and environmental problems allowed for the touting of partnership formation and stakeholder engagement as a valuable business strategy to meet its social responsibility. Given the perceived knowledge gaps, it is therefore worthwhile collating and aggregating in a more organised manner the contributions of Lafarge Cement Company Cooperate Social Responsibility to the well-being of rural dwellers in Southern Senatorial District of Cross River, Nigeria.

1.2 Statement of the problem

The growing concern over the quality of life of rural dwellers in Southern Senatorial District of Cross River State, Nigeria, has become more explicit in recent years. Rural areas in Southern Senatorial District of Cross River State are neglected communities, especially in infrastructural and social amenities, communication facilities, and industries. Consequently, the absence of these basic amenities affects the residents' quality of life and the population growth. Lack of motor-able roads, lack of potable water, poor sanitary conditions, inadequate and poorly equipped health centres, schools with dilapidated buildings, and others are the situations that characterise rural communities in Southern Senatorial Districts of Cross River State, Nigeria. The road networks are underdeveloped, and a host of communities are cut off from each other due to inaccessible transportation networks. The education system is underfunded, and

the illiteracy rate is up to 40 per cent. Most of the rural dwellers are so poor that they could hardly afford the basic needs of life.

Life in most rural areas of contemporary Nigeria is horrendous, rural life is associated with poverty, destitution, hopelessness, half-clad children with protruding tummies revealing a high incidence of kwashiorkor and unemployed youths roaming the street with no future in sight, widespread illiteracy and ignorance and vital absence of such essential facilities as hospitals, and clinics, electricity, potable drinking water, good roads, well-ventilated houses, etc. there is no access to information-no newspapers, no television". Mining and the grinding of raw materials that include limestone and clay, to a fine powder, called raw meal, which is then heated to a sintering temperature as high as 1450 °C in a cement kiln in selected communities in Southern Senatorial District of Cross River State, Nigeria has exposed the host communities to the dangers of air and water pollution as well as exposure to diseases. Fumes and dust that emit from machines and other mining equipment destroy host communities' usual sources of drinking water (Orji & Awortu, 2015; Dangana, 2012). In some places, water sources are so polluted that the consequences of water pollution could be evident in the level of water-borne diseases like typhoid fever, cholera and so on, which is witnessed among the host communities. Host communities trek long distances to access portable water and receive medical treatment in time of illness. This has led to unprecedented losses and deaths.

Operating in an energy-intensive industry with significant environmental, health, and safety implications, Lafarge, in its continued determination to support the sustained growth and development of its host communities, and to minimise the impacts of its operations on the environment to the barest minimum, has donated and unveiled several corporate social investment (CSI) projects in host communities. In addition, the

company has embarked on intervention programmes directed towards healthcare, education, and infrastructure in their host communities. In 2019, Lafarge expanded its engagement with communities through 51 Community Relations Council (CRC) meetings, where development projects were commissioned. Furthermore, the company also invested over N700 million in societal impact initiatives and projects under four core pillars; Health and Safety, Education, Shelter/Infrastructure, and Economic/Youth Empowerment, directly impacting over 115,000 beneficiaries within and beyond its host communities.

As a testament to its community investments, the company provided fully-equipped medical facilities in Emuren and Olujobi communities while renovating and equipping healthcare centres in several communities – Mfamosing, Owode Epota, Ajegunle-Ogijo, and Sagamu. Within Mfamosing communities, key projects were implemented, including access road construction, provision of rural electrification, drilling of boreholes, construction of blocks of classrooms, construction of fully equipped clinics and maternity centres, community training on soft skills, and provision of tools such as sewing machines, farm tools. Awareness programmes have also been organised for indigenes of host communities, such as health and environmental awareness sessions in Mfamosing. This help educates residents on issues around using safe and non-toxic building supplies, conserving water and energy, recycling and activism. Extant literatures have documented the impact of corporate social investment of other corporation on the wellbeing of rural dweller. There is hardly any scholarly work on the impact of Lafarge corporate social investment on the wellbeing of rural dwellers, especially in Southern Senatorial District of Cross River State. This study is set to bridge this gap, by examining the relationship between Lafarge Corporate Social investment and the wellbeing of rural dwellers in Southern Senatorial District of Cross

River State, Nigeria. From the preceding, the following research questions were put forward to guide this study:

- (i) What is the relationship between Lafarge's provision of access roads and the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria?
- (ii) How does the Lafarge's provision of educational services relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria?
- (iii) What is the relationship between Lafarge's economic empowerment and the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria?
- (iv) To what extent does the Lafarge's provision of health services relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria?

1.3 Objectives of the study

The general objective of this study is to assess the relationship between Lafarge social investment programmes and the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria. Specifically, the study sought to:

- (i) Examine the relationship between Lafarge's provision of access roads and the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (ii) Determine the extent to which Lafarge's provision of educational services relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria.

- (iii) Investigate the relationship between Lafarge's economic empowerment and the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (iv) Explore whether the Lafarge's provision of health services relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria.

1.4 **Statement of hypotheses**

The study tests the following hypotheses:

- (i) There is no significant relationship between Lafarge's provision of access roads and the well-being of rural dwellers in Southern Senatorial District, Nigeria.
- (ii) Lafarge's provision of educational services does not significantly relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria.
- (iii) There is no significant relationship between Lafarge's economic empowerment and the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria.
- (iv) Lafarge's provision of health services does not significantly relate to the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria.

1.5 **Significance of the study**

This study has both theoretical and practical significance. The theoretical importance of this study is that it would add to existing knowledge on social corporate responsibility and well-being of rural dwellers. The study will be of great benefit to rural dwellers in the study area as the findings will reveal how the projects executed by Lafarge Cement Company are distributed among the people. The results of this study

will provide valuable information to Lafarge management, policymakers, government agencies, civil society, researchers, stakeholders, scholars, and advocacy groups, on the role Lafarge Cement Company is playing in enhancing the well-being of rural dwellers in Southern Senatorial District of Cross River State (through the provision of infrastructure and educational sponsorships). Policymakers will benefit from the findings of this study, as the study intends to serve as a valuable guide for policy formulation in addressing the issue of underdevelopment in rural areas. Results from this study are expected to reveal the role corporate social responsibility by institutions plays in dealing with poverty and the factors that limit corporate organisations from efficient service delivery to the people. It will be of great help to scholars and researchers investigating issues relating to corporate social responsibility. In addition, literature generated in the study might help develop an appropriate framework and theoretical approach to the study of corporate social responsibility and help bridge empirical knowledge gaps in this area of study.

Practically, the study will serve as a veritable source of resource material for government officials and stakeholders interested in issues relating to corporate social responsibility and rural development. The study will produce data for government agencies and stakeholders charged with the responsibility of rural development. This will enhance their understanding of significant factors that hinder rural development. The study will further suggest to the government the best strategies for eliminating these constraints. Based on the findings of this study, the government and other stakeholders would be able to mount effective policies and empowerment programmes that would be beneficial to rural dwellers. Advocacy groups will benefit from this study because it will be a basis on which to campaign for rural development and put pressure on the government to enact other laws that development friendly. This study will also benefit

civil society and development organisations. It will provide information on how Lafarge Cement Company contributes to Southern Senatorial District of Cross River State, Nigeria. They will also be able to design programs and projects that will deal with the factors influencing the economic empowerment of rural dwellers. This work will also serve as a working document to community-based organisations and other established organisations in rural areas interested in rural development by providing them with valuable data about rural development that will guide their activities Southern Senatorial District of Cross River State.

1.6 Scope of the study

The focus of this study was to assess the relationship between Lafarge Cement Company corporate social investments and the well-being of rural dwellers in the Southern Senatorial District of Cross River State, Nigeria. Specifically, the study was limited to variables of Lafarge's corporate social investments such as access roads, educational services, economic empowerment, and provision of health services. The geographical scope of this study is the Southern Senatorial District of Cross River State, Nigeria. Respondents are rural dwellers.

1.7 Operational definition of concepts

- (i) Corporate social investment: This refers to a broad range of socio-economic programmes such as infrastructural projects, educational services, economic empowerment, and healthcare services provided by Lafarge Cement Company to rural dwellers in order to address some of their development challenges.
- (ii) Well-being: This refers to the process where the basic needs of individuals are met, and people can exist peacefully together in communities with chances for development

- (iii) Rural dwellers: This refers to a group of individuals who live in villages with a small population, and their main economic activities are smallholding agriculture and petty trading.
- (iv) Infrastructural development: This refers to access to social amenities such as roads, water supply, and electricity provided by a corporate organisation as CSI to rural communities.
- (v) Economic empowerment: This is providing business training, grants, and soft loan by Lafarge Cement Company to rural dwellers to address their financial needs.
- (vi) Educational services: This refers to learning materials such as books, desks, laboratory equipment, pen, pencils, and chinks provided to schools by Lafarge Cement Company to enhance teaching and learning in rural dwellers.
- (vii) Healthcare services: This refers to the provision of health facilities, drugs, injections, and other consumables used in diagnoses, and treatment of sick patients in rural areas
- (viii) Access road: this refers to a long piece of the hard ground made of asphalt or concrete built between two places so that people can drive or ride easily from one place to the other.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Literature review

2.1.1 Corporate social Investment in Nigeria

The concept of corporate social investment (CSI) is not new. Steiner and Steiner (2006) trace the origins of CSI back to the philanthropic work of wealthy business owners John D. Rockefeller and Andrew Carnegie. They gave away millions of dollars to social causes. Blowfield and Frynas (2005) argue that "the modern precursors of CSI can be traced back to nineteenth-century boycotts of foodstuffs produced with slave labour. However, both authors agree that a more contemporary understanding of CSI was formed in the last half of the twentieth century. Steiner and Steiner argue that the concept of CSI was first introduced in 1954 when Howard R. Bowen published his book *Social Responsibilities of the Businessman*. Bowen argued that managers have an ethical duty to consider the broader social impacts of their decisions. Therefore, those corporations failing to uphold the broad social contract should stop being seen as legitimate. He also argued that it is in the enlightened self-interest of business to improve society as voluntary action could potentially avert the formation of opposing public opinions and unwanted regulations (Steiner & Steiner, 2006). This latter argument is supported by the fact that early forms of corporate social responsibility (such as corporate philanthropy and the establishment of employee welfare programs) is one of the things that kept Americans from becoming hostile towards large corporations in the early 20th century (Micklethwait & Wooldridge, 2005).

The development of CSI in Nigeria can be traced to the colonial period when the European corporations operated in the country. Then the concept of shareholders theory was predominantly pursued by the premier European corporation called Royal

Niger Company (RNC), chartered in 1886 (Amaeshi, Adi, Ogbechie & Amao, 2006). Shareholder theory defines the primary duty of a firm's managers as the maximisation of shareholders wealth (Oguntade & Mafimisebi, 2011; Friedman, 1962). The corporate philosophy of the RNC in Nigeria during this period exemplified the shareholder perspective of the firm stated above. Between 1885 and 1900, the company provided casual employment for few indigenes in its postal system in Akassa in 1887, Calabar in 1891, Burutu in 1897 and Lokoja in 1899. The postal system was established primarily for conveying mails from its trading stations located in these commercial centres to and from Lagos by a weekly mail boat (Amaeshi *et al.*, 2006). The successor of RNC, the United Africa Company (UAC), was formed in 1919 by a merger between two British trading companies active primarily in West Africa; the Niger Company and the African and Eastern Association. UAC's corporate philosophy was designed to maximise shareholders' profits in line with the concept postulated by Friedman (1962).

The 1970s heralded a new phase in the history of corporate social responsibility in Nigeria. The civil war had ended, and the military was in the saddle of political affairs of the country until 1979. This decade was characterised by an oil boom and economic buoyancy for the country. In post-war Nigeria, the Federal Government under Gen. Yakubu Gowon rolled out the "state social responsibility" concept envisioned in the government's 3R policy called "reconciliation, rehabilitation and reconstruction", which was targeted at the citizens of the Eastern region (former Biafra). The policy focused on restoring damaged infrastructure, such as shelters, local markets, clinics, roads, hospitals, schools, colleges, universities, airports, etc. Thus, people might be able to recommence their lives as swiftly as possible (Gowon, 2007). Before the 1990s, corporate entities in Nigeria viewed their primary duty as creating wealth for their stakeholders. The tempo for implementing CSI activities gathered momentum,

especially among the oil companies, with the internationalisation of the conflict between the Ogoni people and the Shell Petroleum Development Company (SPDC) in 1992 (Kretzman, 1995). The Ogoni-SPDC's crisis led to a shift in companies' attitude to CSI in Nigeria. Most companies have since realised the potential impact of CSI on corporate reputation, the safety of corporate assets and corporate performance (Lewis, 2003; Garone, 1999).

Amaeshi *et al.* (2006) revealed that Nigerian firms see and practice CSI as corporate philanthropy. The research found that this construct of CSI was a reaction of indigenous firms to the peculiar socio-economic realities of Nigeria. They also opined that this conception of CSI could be connected to the traditional socio-cultural heritage of Nigerian firms and prevalent religious influences in the country. The socio-cultural belief in Nigeria promotes the philosophy of being one's brother's keeper; the haves is expected to impact positively on the have-nots. Thus, waves, issues, and modes of CSI by the indigenous firms also mirrored Nigeria's peculiar socio-economic conditions. On the other hand, multinationals based their perception and practice of CSI on the mandates from their home countries or on those areas that directly impact their business activities. However, some multinationals and local firms now have separate Foundations that have taken CSI beyond plain philanthropy.

Extensive research work done on CSI in Nigeria by New Nigeria Foundation corroborated the findings by Amaeshi *et al.* (2006). New Nigeria Foundation's (NNF) study showed that CSI had been carried out mainly as philanthropic activities and, as a result, "corporate contributions had remained largely unregulated, unsupervised and unguided, depending entirely on the whims, and generosity or otherwise of particular corporate executives in office". NNF's study focused on financial CSI, CSI in the

workplace and marketplace, and the community and environment of the Niger Delta Region. It was found that while companies had made some improvements in various aspects of CSI as defined for the study, a lot still needed to be done. This is especially so for indigenous firms, which were found to be lagging behind their multinational counterparts.

It functions basically as a built-in, self-regulating mechanism whereby business organisations monitor and ensure active compliance with the spirit of the law, ethical standards and international norms. In other words, the goal of CSI is the embrace of responsibility and accountability for the company's actions and inactions. This is coupled with the need to encourage and engender a positive impact through its activities on the environment, consumers, employees, communities, stakeholders, and other public members (Wood, 1991).

In similar veins, as Swanson (2002) points out, the concern in business society relationships today is not about you making money the way you want and then giving a portion of it back to the community. Instead, it is about how you earn money, how the company is run, and the level of social interaction with the host communities. However, Jenkins (2005), Walker and Hayes (2005) contend that much of the partnership discourse fails to appreciate this concern and tacitly assumes that meeting affirmative duties through social investment is sufficient compensation for failure to address negative injunction duties. Unfortunately, there is no road or bridge construction, provision of electricity or the award of scholarship that can compensate for 24hours health hazards resulting from gas flaring and emission. Neither can cash payment compensates for terminal ailment and the attendant consequences of loss of life.

Amaeshi, Adi, Ogbechie and Amao (2006) explore the practice of CSI in Nigeria with the main aim of proving whether it is an indigenous practice or Western mimicry. In other words, their concern is whether or not there is a Nigerian brand of CSI or it is an imitation of Western CSI practices. The dominance of the West in shaping the CSI agenda is not in doubt. However, their findings confirm that CSI is a localised and socially embedded construct. The waves issues and "modes" of CSI practices identified among indigenous firms in Nigeria reflect the firms' responses to their socio-economic context. This is a view shared by Maignam (2001), Hamman, Agbazue, Kapelus, and Hein (2005) and Chapple and Moon (2005).

In another study, Orlitzky, Schmidt and Rynes (2003) found a correlation between social/environmental performance and financial performance. They hypothesise that the more an organisation is socially and environmentally friendly, the more its financial buoyancy while vice-versa. In this regard, it is the long-term interest of the business that should be paramount. Businesses may not be looking at short-run financial returns when developing their CSI strategy. This view is corroborated by Bhatlacharya, Sankar and Korschien (2008), who harp that a CSI programme can aid recruitment and retention, particularly within the competitive graduate student's market. There are instances when potential recruits often ask about a firm's CSI policy during an interview and having a comprehensive policy can give an advantage. This position may not apply to Nigeria, where we have a seller's market. Labour is cheap, and people just want employment opportunities regardless of CSI packages.

Kytle and Singh (2005) perceive CSI in terms of the institutionalisation of a genuine culture of doing the right thing so that a corporation can offset risks. Although this notion is too broad as doing the right thing goes beyond the realm of CSI only,

managing risk is a central part of many corporate strategies. Reputations that take decades to build can be destroyed in few moments through corruption, scandals, sabotage, and environmental accidents. These can also draw unwarranted attention from regulators, the judiciary, government, non-governmental organisations, and the media. Also, Paluszek (2005) perceives brand differentiation in terms of CSI. According to him, in crowded marketplaces, companies strive for a unique selling proposition that can separate them from the competition in the minds of consumers.

However, this perception is too broad as the main aim of brand differentiation is a marketing strategy designed to boost sales. It does not directly bear with giving back in return to a society that has made an organisation. CSI can play a role in building customers loyalty based on distinctive ethical values, and organisations can benefit tremendously from building a reputation for integrity and best practice.

Besides, a consensus is emerging that business can best contribute to sustainable community development by optimising the potential positive, social, economic and environmental impact of production on host communities' development. This is the position canvassed by Moser (2001) Warhurst and Mitchell (2000). The issue here is that businesses can best contribute to the development and poverty reduction by creating new sources of livelihood through social investment and ensuring that existing sources of livelihood are not destroyed or lost due to its operation (by addressing negative injunction duties). Upon this act of creation and prevention, businesses can fully maximise their efforts on community development. Therefore, prevention is as important as creation for development to be meaningful and sustainable. (Ukpongson & Onu, 2004.) As such, Corporate Developmental Programmes as currently

implemented tinkering only around poverty and underdevelopment in host communities that are self-limiting and reductionistic.

2.1.2 Access road and well-being

Roads are agents of community socio-economic development. Lafarge Cement Company has opened up several areas for easy movement of goods and persons. The landscape of some communities has been transformed because of the opening up of access roads. This development has also facilitated business activities. Some communities in the study area can now boast of asphalted roads. Dercon and Hoddinott (2009) use panel data from fifteen rural villages in Ethiopia and examine the impact of agricultural extension programs and road access on poverty and consumption growth. The study finds based on GMM estimation that access to all-weather roads reduces poverty by 6.9%, and it increases average consumption growth by 16.3% after controlling for regional fixed effects and seasonal shocks.

Umoren, Ikurekong, Emmanuel and Udida (2010) study revealed the importance of road infrastructure development as a panacea for socio-economic advancement in rural areas. The study area was stratified into three; Ibiono Central, Ibiono Northern, and Ibiono Southern. The Gamma index was used to determine the level of connectivity of each zone concerning the distribution of socio-economic activity or services in the area. An analysis of the road network connectivity, the gamma index, was used. The results indicate low connectivity, an index of 0.26 for zone A, 0.40 for zone B and 0.31 for zone C, in each of the three zones. This implies that there is poor accessibility, poor connectivity, which results in a low level of socio-economic activity in the area. The analysis of the socio-economic development variables was carried out based on quality points assigned to the variables. Finally, correlation

analysis was employed to determine the relationship between road infrastructure and socio-economic development. The correlation coefficient of 0.87 indicates a strong, positive relationship between road infrastructure and socio-economic activity.

Worku (2011) analysed the impact of roads sector development on economic growth in Ethiopia. The study used time-series data on the country's road network and GDP growth over 1971-2009. The author uses a comprehensive road network per worker, and he also tests the significance of paved and gravel roads independently. A two-step GMM estimator shows that paved roads positively and significantly impact economic growth while gravel roads do not. However, although he finds a positive impact of the road on overall GDP, it does not show the variation in road access in different parts of the country and how this might affect economic performance at lower levels of administrative units.

Jalan and Ravallion (2002) have found robust results on the geographic poverty trap of rural households using longitudinal data from 1985-90 on 5600 farm households in rural China. They hypothesise that consumption growth is a function of a household's capital and geographic capital. The study takes road density per ten thousand population as one of the geographic variables that affect private capital's productivity. Using GMM estimation, the authors find that roads have positive and significant impacts on consumption growth in China. In addition, the study emphasises that consumption growth needs road density levels to exceed 6.5Km per 10,000 population.

Khandker and Koolwal (2011) examine the impact of rural roads in the long run by using household-level panel data from Bangladesh between 1997 and 2005. They estimate the benefit of road projects on consumption expenditure before and after the project in control and treatment villages. Results from GMM estimation show positive

and significant outcomes of roads on per capita expenditure in the short-run, especially for indigent households. However, in the long run, enormous benefits will be accrued to higher-income groups due to the increasing rate of return to rural investments and expansion of non-farm employment. They also identified that the initial difference in the households' characteristics and quality of roads determines the long-run impact of the roads.

Fan and Chan-Kang (2005) found that rapid development of expressways and secondary standard feeder roads contribute to poverty reduction and economic growth in China. The study shows how investment in roads increase agricultural productivity and improve non-farm employment, and this can also lower food prices which are very important for poor households. Jacoby (2000) examined the distributional effects of rural roads in Nepal and estimated low transportation costs. He argued that road access decreases transport costs which in turn increases non-farm wages and land values. The study also examines the distribution of road benefits across different income groups in Nepal and found that much of rural benefit accrues to poor households. However, the extent is not large enough to reduce income inequality.

Mu and van de Walle (2007) assess the impacts of rural road rehabilitation on market development at the commune level in rural Vietnam and examine the variance of the road impact and the geographic, community, and household factors that explains it. Double difference and matching methods are used to address sources of selection bias in identifying impacts. The results point to significant average impacts road access on the development of local markets. However, they also uncover evidence of considerable impact heterogeneity, with a tendency for more impoverished communes

to have higher impacts due to lower levels of initial market development. Nevertheless, impoverished areas are also saddled with other attributes that reduce those impacts.

Ng, Law, Jakarni, and Kulanthayan, (2019) study analyse the contribution of road infrastructure development and other socio-economic factors contributing to economic growth. To shed light on this issue, fixed-effects panel linear regression analysis was conducted using time-series cross-sectional data for 60 countries for three decades from 1980 to 2010. The key finding of this study demonstrated that the growth in road length per thousand population, per capita export, per capita education expenditure and physical capital stock per worker contributed positively to economic growth. Asomani-Boateng, Fricano and Adarkwa (2015) employ a case study approach to assess the socio-economic impacts of rural road improvements in the three northern regions of Ghana. The study measured ex-ante/ex-post changes in household income and expenditures, crop production, the usage of motorised vehicles, access to markets, school and health facilities, and transport charges. The analysis revealed that road improvements led to dramatic growth in these indicators along each subject road corridor during the program's initial phase. However, indicators grew to a minor degree or declined during the second phase. The analysis attributes this change to soaring fuel prices impacting freight and passenger charges.

Khanani, Adugbila, Martinez, and Pfeffer (2020) investigate how the implementation of road infrastructure projects is transforming the socio-spatial landscapes and economic development and how they affect social groups within the peri-urban areas of Kisumu (Kenya) and Accra (Ghana) cities, focusing on effects at the community level. The research employed a case study approach, using qualitative, quantitative, and spatial methods to examine these socio-spatial and economic

development dynamics. On the one hand, the findings show that road infrastructure projects scaled up residential development, both in Kisumu and Accra, as the roads contributed to housing rents and land prices to increase and rendered peri-urban communities along with them as attractive zones for real estate developers. Furthermore, accessibility to facilities and services improved. Also, in both cities, the road improvements fuelled employment opportunities. Conversely, in both cities, the road infrastructure projects led to gentrification and, therefore, the displacement of poor residents into the hinterlands, which changed social fiber and integration to a certain degree.

Tegebu and Seid (2017) measured the extent and type of relationship underlying the road influence zone of rural roads on socio-economic outcomes. Four indicators, namely, trip per capita, use of fertilizers, motorized transport and commercial activities, and three indicators, namely, road dust, flooding and erosion, have been used to analyze the positive and negative effects of roads, respectively. Four rural roads and 529 households from four *tibias* were surveyed, and we used piecewise and linear regressions to determine the delineation of road influence zones. Except for trips per capita and erosion, threshold effects were observed for the rest of the outcome variables. The road influence zone ranges from 240 meters on both sides of the road in road dust to about 2.6 kilometres in motorised transport. The study results suggest that socio-economic impacts of roads differ not only on socio-economic and wealth differences of households but also on distance to the road.

2.1.3 Education services and well-being

Education is a means of releasing man from the chains of ignorance to the proper form of knowledge and ideas (Itari, 2005). It has to do with various activities

and processes to develop the individual's knowledge, attitude, values and understanding of what is required in all life works. It is, therefore, a means of liberation from bondage to freedom and from darkness to light. Obasi (1998) asserts that education is an indispensable tool for the improvement of life. It helps in the improvement of an individual's life as well as that of the community and society at large. When education is inculcated into the community, it aims to constantly produce people who can choose for themselves the kind of development and self-actualisation they want to undertake. In this case, education is used to prepare man for the social, civil, political and economic role that goes beyond the limit of rudimentary literacy training, which merely has to do with reading and writing. This is why individuals, families, communities and even the entire nation embrace education to update their cultural, linguistic and spiritual heritage. Education is, therefore, an agent of social change. From time to time, corporate organisations carry out enlightenment campaigns to expose the community to the benefits of education, which may help in day-to-day business and interaction within the environment. Unachukwu (1991) maintains that corporate organisations often organise adult education classes that involve productive activities. These help members of the community restructure needs and goals towards development; that is, it creates an opportunity for the rural people to understand all it takes to engage in sustainable trading and farming.

Kayani, Akbar, Faisal, Kayani, and Ghuman (2017) examine the socio-economic benefits of education facilities in developing countries in general and Pakistan as a developing country. The study used ex-post-facto research and secondary data such as magazines, reports, and internet-based reports. The study explores the monetary and non-monetary benefits of education facilities to society. It was observed that they are numerous: employment, earnings, poverty alleviation, export rate.

Therefore, the government and civil society have to invest in education to reap the benefits of education socially and economically.

Ince (2011) studied the role of education in the socio-economic development of Turkey. The instrument for data collection was a self-report questionnaire required for the survey research design. Data were purposively collected from 110 respondents. These respondents were women of all works of life. Out of the 110 copies of the questionnaire administered, only 100 copies were retrieved and used for analysis. The study's findings revealed that education improves women's well-being and living standards by raising the social benefits utilised either by individuals or as a society. Furthermore, the study concludes that through education, talents, skills, creativity, productivity, imagination, knowledge is enhanced.

Mehrara and Musai (2013) investigated the causal relationship between education and GDP in developing countries between 1970- 2010. The study opted for a survey design. A multi-stage sampling technique was used to select 1,902 respondents from three developing countries: Nigeria, Ghana, and Sudan. Responses were gathered from respondents through a mailed questionnaire. Simple percentages, tables, and chi-square were used in testing generated data. The results obtained showed a strong causality from investment and economic growth to education in these countries.

Moreover, the study's findings showed that as the number of enrolments rises, the quality of education declines. Besides, formal education systems have not been market-oriented in these countries. This may be one of the reasons why educational investments in these developing countries, especially Nigeria, fail to generate higher economic performance. The authors concluded that matching the education system to

the needs of the labour market and socio-economic development will help create long-term jobs and improve the countries' prospects.

Anne and King (2010) carried out a study on education and socio-economic well-being in America. A sample size of fifty-five (55) respondents, including people of all social strata, was randomly selected from a cross-section of the population in the study area. Data used for the study were collected from primary sources using a well-structured questionnaire and logically analysed using both descriptive and inferential tools. Descriptive tools such as percentages and tables were utilised while inferential statistical tool such as chi-square was employed. The result of the statistical analysis revealed that education enhances labour market productivity and income growth for all, yet educating people has beneficial effects on social well-being not always measured by the market. For example, rising levels of education improve people's productivity in the home, which can increase family health, child survival, and the investment in children's human capital. The study concludes that the socio-economic benefits from education range from fostering economic growth to extending the average life expectancy in the population to improving the functioning of political processes.

Nyong (2012) noted that there are sufficient proofs that attest to the involvement of corporate organisations in education as an aspect of its corporate social responsibility and its positive impact on the well-being of rural dwellers. Since education is a prerequisite for economic development, it diminishes exploitation and poverty and serves as a contact point for the achievement of liberation and abolition of oppression (Duke, 1995). Corporate organisations encourage illiterates in the community to register in adult literacy classes and provide scholarships for children and youths from low-income families and their members. This helps them to embrace new visions and

effectively participate in community development projects. Odennel (1983) maintains that corporate organisations donate in-kind such materials as books, desks, pens, chalks and office furniture to schools in rural areas.

To a great extent, corporate organisations have alleviated the problems of people who would have depended entirely on the government. Okoye (1992) indicates that dependency on the government by citizens hinder economic recovery, particularly in developing countries where the government is often regarded as a wealthy, generous institution and where people think of receiving as much as possible from the institution with little or no feeling that they have duties and obligations to render as well. Corporate organisations provide funds for educational programmes without dependence on the government. They also provide financial assistance to vocational improvement centres which train roadside mechanics, masons, electricians, furniture makers, hairdressers, plumbers, among others (Ezewu, 2005).

Ozturk (2001) examined the role of education in socio-economic development in Japan. Based on qualitative information gathered through eleven sessions of in-depth interviews with stakeholders in the educational sector, the study argues that education in every sense is one of the fundamental socio-economic development factors. No country can achieve sustainable socio-economic development without substantial investment in human capital. The findings of the study revealed that education enriches people's understanding of themselves and the world. More so, it improves the quality of their lives and leads to broad social benefits to individuals and society. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition, it plays a very crucial role in securing economic

and social progress and improving income distribution. The study recommended a more systematic and supported investigation in this matter.

Karacabey, Bellibaş, and Adams (2020) in their study to investigate the long-run relationship between education and economic growth in the 25 OECD (Organization for Economic Cooperation and Development) countries over the period from 1980 to 2008 by utilising the Pedroni and Kao panel co-integration, and Canning-Pedroni causality methods. Data on public education expenditure per capita was obtained from the World Bank database. The study made use of public education expenditure rate per capita was used as an indicator of education. As the indicator of economic growth, data on GDP per worker that shows productivity has been used. According to the results, the results' elasticity coefficients of education and economic growth were at %0.283 and %2,931, respectively. In contrast, the results of Lamda-Pearson statistics indicate the long-run bilateral causality between education and economic growth. It was concluded that there is a robust co-integration relationship between education and economic growth in these countries as variables of public education expenditures and economic growth affect each other positively; as such, countries that desire to provide sustainable economic growth should allocate more resources to education.

Somani (2017) conducted a study on the importance of educating girls for the overall development of society. The study used primary data from 38 respondents comprising 29 interviewees and nine participants in a Focus Group Discussion. Participants included 16 experts and leaders in academia and development, 13 educators, four students, three development professionals, and two parents. This broad spectrum of individuals provided real-life perspectives and contextual information for

the findings and recommendations of the study. Contrary to some of the earlier studies, particularly in remote and rural contexts, this study reaffirmed the importance and substantial impact of educating girls for the overall development of society and proposes various strategies to increase awareness and reduce gender disparity in education. The proposed strategies include mentorship programs, summer projects, community service initiatives, training of educators, community engagement, and context-specific media campaigns, including effective use of social media.

The relationships between the provision of education and the well-being of rural dwellers have received much attention in the development literature. According to Shinimol (2016), education has been strongly linked to the socio-economic development of society. Meena, Jain, and Meena (2008) asserted that training is an essential process of increasing knowledge, changing attitudes, and developing skills through instructions, demonstrations, and other techniques that develop self-confidence. Higher educational attainment increases employment and income opportunity for the educated. Education, employment and earning capacity has an impact on future generations and can accelerate socio-economic development. Higher educational attainment increases the income-generating capacity of people.

Babalola (2011) empirically evaluated the impact of education on socio-economic performance in Nigeria. The survey research design was adopted. Data were collected from 596 purposively selected respondents from the study area. The questionnaire was the main instrument of data collection. The duration of the study was six months and two weeks. Data were analysed using the linear regression statistical method. The results of the study confirmed the existence of a long-run relationship between education and socio-economic performance.

Furthermore, the causality test results indicated a relationship that runs from education to socio-economic growth. Awel (2013) examined the causal relationship between human capital and economic growth in Nigeria throughout 1870-2000. The historical research design was used to collect, verify, and synthesise evidence from the past to establish past articles, newspapers, magazines, and documentations on human capital and its influence on economic growth. The statistical correlation method was used to analyse data. The results revealed bidirectional causality running from human capital to output per worker and vice versa. Moreover, the paper showed that human capital has a significant positive impact on economic growth in Sweden.

Considering both social and private returns, for instance, with a higher education level, it is possible to reduce the probability that an individual will engage in activities that generate negative externalities. Moreover, increasing education levels may lead to more healthy parents and children, and healthier individuals may be more productive. In line with the above, Otu and Adenuga (2006) examined the relationship between economic growth and human capital development using Nigerian data from 1970 to 2003. They applied co-integration theory incorporating the error correction mechanism and found that investment in human capital through the availability of infrastructural requirements in the education sector accelerates economic growth. The paper then concludes that there can be no significant economic growth in any economy without adequate human capital development. However, in Nigeria, the focus was on accumulating physical capital for growth and development without adequate attention to the vital role of human capital in the development process.

Lawal and Wahab (2011) considered the relationship between education and economic growth in Nigeria and observed that education represents one of the primary

components of human capital formation, which is an essential factor in modelling endogenous growth. Human capital is essential in achieving sustainable economic growth; however, the most outstanding contribution is accomplished through investment in the quality and quantity of education. Time-series data were collected by the researchers between the years 1980 and 2008, and the ordinary least squares technique was used to estimate the model. It was discovered that education investments have a direct and significant impact on economic growth in Nigeria. Therefore, it was recommended that the government at all levels should increase their funding on different segments of education in the country.

Omojimate (2010) examines the notion that formal education accelerates economic growth using Nigerian data for 1980-2005. Time-series econometrics (co-integration and Granger Causality Test) are applied to test the hypothesis of a growth strategy led by improvements in the education sector. The results show co-integration between public expenditures on education, primary school enrolment, and economic growth. The tests revealed that public expenditures on education Granger cause economic growth, but the reverse is not the case. The tests also revealed that there is bi-directional causality between recurrent public expenditures on education and economic growth. However, no causal relationship was established between capital expenditure on education and growth and primary school enrolment and economic growth. The paper recommends improved funding for the education sector and a review of the primary school curricula to make them more relevant to the needs of Nigerian society.

El Alaoui (2015) examines women's education on their economic growth in Morocco, Egypt, Tunisia, and Algeria. Two panel models were estimated from 2000-

2012: a 'general' panel model and a 'gender' panel model. In the first model, the explanatory variables are introduced without gender's characteristics to measure their impact on economic growth. In the second model, the explanatory variables are introduced in the first model with gender's distinguishing excluding variables that measure the quality of governance and institutional. The main findings are that women's education, particularly tertiary education, women's labour force participation and institutional capital affect positively economic growth. On the contrary, primary and secondary school enrolment are negatively linked to economic growth. This paper concludes that women's tertiary education is a master key to economic growth and development accompanied by a healthy and good quality of institutional capital and eliminating all forms of gender discrimination.

Navaratnam (2007), in his study, examined the role of education in the provision of employment and income opportunities for rural dwellers in Uttar Pradesh, India. Data was collected using a questionnaire and key interviews conducted in local languages, and data were analysed using the correlation coefficient. It was observed that education plays a vital role in providing employment and income opportunities for rural residents as he concluded that a person's educational qualification, in most cases, determines his employability and income level. Since the rural development goal is to improve rural people's well-being or standard of living by increasing income-earning opportunities in rural areas. The role of education in rural development is prominent by its impact on employment and income. Increasing the quantity and quality of education in rural areas can significantly attract private and public investors into those areas. Numerous studies have shown that local markets, trained labour, raw materials, and transportation are factors of prime importance to industrial managers in selecting a

community location for industrial plants. Therefore, the interaction of job development with rural education constitutes the real economic progress in rural development.

Antai (2014), in his study on rural development policies and their impact on the socio-economic lives of rural dwellers in Cross River State, Nigeria, examined the role education plays in the socio-economic formation of people. The questionnaire and in-depth interviews were used for data collection. Data were analysed using frequency distribution tables, cross-tabulations, percentages and chi-square. It was discovered that education is the key to increasing the economic efficiency of the rural economy and promoting social consistency; it creates improved citizens and helps to upgrade the general standard of living in society. In addition, it helps in the transmission of culture from one generation to another. Education helps create personalities that, when in contact with the outside world, will assimilate the ideas and experiences of other cultures critically and thereby shift the relevant ones to be adapted to modify his environment. As such, he encouraged that education should be invested in order to help develop the child.

Etokebe (2008) assessed the relationship between corporate social services and rural development in Akwa Ibom State, Nigeria. The findings of the investigation revealed that corporate organisations, through its CSI, has improved the standard of education in the benefiting communities through the award of scholarship in partnership with community groups to enable people in the community to further their studies, conduct research or pursue other endeavours they would not otherwise be able to afford. Education is a social process that is responsible for developing and cultivating various physical, intellectual, aesthetic and moral qualities and values in an individual.

Nowak, and Dahal (2016) conducted an empirical study on education and socio-economic development in Bangladesh and Nepal. Time-series and cross-sectional data were analysed by using econometric software E-Views. In addition, data from the World Bank, IMF (International Monetary Fund), BBS (Bangladesh Bureau of Statistics), and CBS (Central Bureau of Statistics) of Nepal was adopted as secondary data for descriptive and quantitative analysis. The analysis demonstrates a positive and significant impact of education on the socio-economic development of Bangladesh and Nepal. Education the study revealed is penetratingly associated with the formation of women's identity, decision-making capability, mobility and contribution to the socio-economic development of household, community and nation. The study further showed that education empowers people by enhancing their active participation in sustainable socio-economic development and human capital development (by delaying marriage, managing family size, increasing gross family income and escalating literacy rate).

2.1.4 Economic empowerment and well-being

Economic empowerment is the ability to make and act on decisions that involve the control over and allocation of financial resources (Golla, Malhotra, Nanda, & Mehra, 2011). It is the development of the ability of the historically disadvantaged to engage in economic activity that benefits both the individuals in question and the broader society. While there is no "official" definition of economic empowerment, empowerment involves giving a group of people the means to be in control of their economic destiny. It consists of helping people improve their economic status while, at the same time, gaining more control over that status. In general, economic empowerment refers to the Lafarge's economic empowerment of vulnerable groups. These people have had very little control of their economic destinies and have been primarily controlled by others. It is seen as a more productive and less costly way to

help those who otherwise remain dependent on the social welfare system. By empowering individuals to become economically or financially self-sufficient, they are removed from welfare payrolls and become more productive members of society. Economic empowerment is often applied to women who have been subject to discrimination in education and professional opportunities. These women are not necessarily economically disadvantaged, but they have been denied opportunities to become self-sufficient due to cultural or religious obstacles. In most instances, though, they do fall on the lower end of the socio-economic spectrum.

Johnson (2006) conducted a study integrated community development programme and grassroots transformation in selected communities in Akwa Ibom State, Nigeria. The study adopted a survey research design where the questionnaire was used to sample the views of two hundred (200) respondents in the study area. The study's findings revealed that integrated community development focuses on capacity building such as micro-credit schemes, which boost small-scale enterprises in areas of agriculture, provision of social infrastructure. Khandker (2001) posits that studies have shown that micro-credit schemes have been able to reduce poverty by increasing rural people income levels and improving healthcare, nutrition, education, and helping them impact their immediate environment positively.

According to Pitt and Khandker (1998), the provision of funds in the form of credit and micro-credit empowers rural people to engage in productive economic activities, which can help boost their income level and thus bring about rural socio-economic development. They maintained that access to micro-credit could effectively address material poverty, the physical deprivation of goods and services and the income to attain them by granting financial services to households not served by the formal

banking sector. Micro-credit is an effective development tool for promoting pro-poor growth and poverty reduction among women. Access to micro-credit enables rural people to take advantage of economic opportunities, build assets, and reduce their vulnerability to external shocks that adversely affect their living standards.

Gangadhar and Malyadri (2015) carried out a study on the impact of micro-credit on the socio-economic development of rural areas. Five hypotheses were developed to evaluate the effect of microcredit on the socio-economic development of rural areas. A cross-sectional survey research design was adopted. The study selected 215 respondents through a simple random sampling technique from Andhra Pradesh, India, through a structured questionnaire. Exploratory factor analysis was used to study the indicators of women empowerment. The indicators of women socio-economic development are legal awareness, mobility, economic security and family decision making. The findings of this study reveal that microcredit is a powerful tool in enhancing socio-economic development in terms of increased legal awareness, mobility, economic security and family decision making.

Achoja, Idoge, Ukwaba, and Ariyoh (2013) studied the economic impact of Amnesty Policy Intervention on artisanal fishing agribusiness in Niger-Delta, Nigeria. The study randomly selected 80 fishers. A structured questionnaire was used to collect primary data from the respondents. Following a counterfactual approach, collected data were disaggregated into pro-amnesty and post-amnesty policy eras. The null hypothesis of no significant impact was tested using t-statistics. The result shows that artisanal fishing output after the amnesty policy is significantly higher than output before the amnesty policy.

Similarly, a test of hypothesis shows that the average revenue from fish sales (N10, 428,750) after the amnesty policy is significantly higher ($P < 0.05$) than revenue obtained before the amnesty policy intervention. The result of the counterfactual analysis of output/revenue of fishers indicates that government amnesty policy intervention significantly and positively impacted artisanal fishing business in the Niger-Delta region of Nigeria. Therefore, the amnesty policy translated to a peaceful business environment necessary to develop artisanal fishing agribusiness in the Niger Delta, Nigeria. This policy option should be replicated as a template in locations where political instability threatens economic development.

According to Taga (2013), one effective way of enhancing the well-being of rural dwellers is to make members of the social productive by economically empowering them. The empowerment of individuals creates a sense of responsibility and promotes participatory development in society. Empowerment of people and their participation in society can be achieved by connecting the individuals with different social institutions (e.g., financial, education, economic, political) (Taga, 2013). This goal can be achieved with the development and promotion of social capital, that is, activating an individual's capacities for empowerment. Empowerment of an individual may further activate one hidden capacities and make him/her a productive member of society (Taga, 2013).

The study of Malathi and Vijayarani (2012) examined the relationship between microcredit and socio-economic development in rural areas of the Cuddalore district of Tamil Nadu in India. The study adopted a survey research design with a questionnaire as the vital instrument for data collection. Chi-square and t-test were used to analyse data generated from the field using a sample size of 100 respondents. The findings of

this study revealed that microcredit helps rural dwellers in gaining empowerment. Pitt, Khandker, and Cartwright. (2003) found that participation in microcredit programs help rural dwellers to have access to financial and economic resources, a significant role in household decision making, have more outstanding social networks, have more excellent communication in general and knowledge about family planning and parenting concerns and have greater freedom of mobility.

There is also a significant association between economic empowerment and the well-being of rural dwellers (Ndubi, 2008). According to Vosantakumari and Sharma (2010), economic empowerment is one of the development purposes to which micro-lending can be put. Through micro-lending programmes, rural dwellers have become empowered to make choices that have resulted in increased recognition of their productive roles and, by extension, poverty reduction (Ahmed, Naveed, & Ghafoor, 2004, Nkpoyen & Basse, 2012). economic empowerment is a process that increases the capacity of the disempowered to act on their behalf and to analyse and understand their problems, to recognise their ability to act on their behalf and increase their power and control over the resources necessary for sustainable and dignified life (Muro, 1994; Misana, 1995). Therefore, micro-credit is very important in creating access to productive capital for the poor to enable them to move out of poverty (Magugui *et al.*, 2014).

Aruna and Jyothirmayi (2011) examined the influence of microcredit on women socio-economic development. Five hundred respondents were purposively selected from Hyderabad, India. The sources of data collection were both questionnaires and in-depth interviews. Generated data were analysed through regression analysis. Results revealed that micro-credit has a significant influence on women socio-economic

development. The indicators used in measuring women socio-economic development are economic position, decision making power, knowledge and self-esteem. Sultana and Hasan (2010) conducted a study to know the impact of micro-credit on the economic empowerment of rural women at Gazipur district in Bangladesh using a stratified random sampling technique. The half sample study of (45 women) had involvement with the microcredit program, and the rest half had no involvement with any other form of micro-credit program. Both groups belonged to the same socio-demographic profile. The study collected data on women empowerment considering three economic indicators: personal income, savings behaviour, and asset ownership. Results revealed that women involved with micro-credit programs were socio-economically more viable than those without micro-credit support (control group).

Gangadhar and Malyadri (2015) carried out a study on the impact of micro-credit on women socio-economic development. Five hypotheses were developed to evaluate the effect of microcredit on women socio-economic development. A cross-sectional survey research design was adopted. The study selected 215 women through a simple random sampling technique from Andhra Pradesh, India, through a structured questionnaire. Exploratory factor analysis was used to study the indicators of women empowerment. The indicators of women socio-economic development are legal awareness, mobility, economic security and family decision making. The findings of this study reveal that microcredit is a powerful tool in enhancing women socio-economic development in terms of increased legal awareness, mobility, economic security and family decision making.

Al-hassan (2011) investigated the impact of microcredit on the socio-economic development of women in selected African countries. A cross-sectional research design

was adopted. The study was conducted in Ghana, Cameroun and Gambia with five hundred and ninety respondents purposively selected from these three countries. The primary instrument for data collection was a structured questionnaire, which was primarily distributed via email. Generated data were statistically analysed using Chi-square statistically tool. The findings of the study revealed that microcredit programmes are primarily reaching low income, moderately poor micro-entrepreneurs in the study area. The study further revealed that most households have been able to acquire primary, durable assets, such as bicycles, cooking pots, basins, and roasters (cylinders). It concludes that microcredit programmes have positive impacts on the socio-economic well-being of women and the poor despite their challenges. It recommends, among other things, that microfinance organisations revise their policies to address the challenges of women and target their socio-economic development needs and aspirations. Additionally, access to credit on a sustainable basis is more critical to the poor than receiving credit at subsidised interest rates.

2.1.5 Health services and well-being

Globally, health services are known to be provided at different levels by different agencies and specialists. In Nigeria, health services are taken care of by the three tiers of government: the federal, state, and local governments. These are also supported by organisations and the private individuals who establish and run private medical services. Traditional medical practitioners who serve the majority of the rural populace also being to this privatised category (Ekwuruke, 2007). Poor access to health care reduces people's quality of life and increase their poverty. Similarly, Todaro and Smith (2003) argued that inadequate access to good healthcare services in developing countries, particularly in the rural areas, has increased the mortality rate among children and pregnant women. United Nations (2003) report indicates a higher probability for children born in a developing country to die within an early age than those born in the

developed country even though the disease leading to these is preventable through vaccinations and primary healthcare services (Johnnie, 2005).

The rapid pace of change in health care delivery in the country has touched all parts of the nation, including small and rural communities, courtesy of the contributions of corporate organisations towards improving health care in rural areas. Rural people have been affected by the revolutions in the financing, provision of health kits, drugs, syringes and other medical tools required for treatment in rural areas. Despite the enormous differences between rural and urban centres, access is the central issue in rural health worldwide. Even in the countries where most of the population lives in rural areas, the resources are concentrated in the cities. Rural poor have difficulties with transport and communication, and they all face the challenge of shortages of doctors and other health professionals in rural and remote areas. Moreover, many rural people are caught in the poverty– ill-health–low productivity downward spiral, particularly in developing countries. Corporate organisations have contributed significantly towards improving people's health residing in rural and remote areas of the world (Martins, 2013).

UNDP (2003) report confirmed that over thirty thousand children die each day from preventable diseases, more than five thousand women die during childbirth and complications in pregnancy. In addition, the report reveals that over one million under five years old children die of malaria every year, approximately twenty million people have died of HIV/AIDs, while over thirty-eight million are living with the disease, eight million people develop active tuberculosis each year out of which two million dies of it (Bushy, 2008).

With the concentration of poverty, low health status, and high disease burden in rural areas, there is a need to focus specifically on improving people's health in rural and remote areas, mainly if the urban drift is to be reversed. The WHO International Development Programme has highlighted this, with specific objectives for policies and activities that promote sustainable livelihoods, including access for people to land, resources and markets, and better education, health, and opportunities for rural people. In addition, corporate organisations have keyed into this global project by introducing programmes that support and enhance the rural poor's health. This programme has contributed to lowering child and maternal mortality and improving primary health care for all, including reproductive services (UNDP 2004).

The emphasis on poverty and other social and economic factors has led to a tendency to focus on those issues rather than directly addressing health issues. The 10/90 Report on Health Research, 1999 presents an alternative view: "The global community should recognise that good health is a way out of poverty. It results in a greater sense of well-being and contributes to increased social and economic productivity. The impact of ill health on productivity affects not only the poor but societies and economies as well". Drawing these points together, a particular need to focus on the health and well-being in rural and remote areas is to break out of poverty–ill-health–low productivity downward spiral. The low health status and variable patterns of illness and injury in rural areas are related to poverty. In general, avoidable deaths in rural and remote areas are higher than in the cities. Generally, work injuries are more severe and more severe in rural areas, which follows from the stoicism and the 'too tough to care' mindset, particularly amongst farmers and agricultural workers.

Corporate organisations have improved access to health care, which has affected the quality of life of rural dwellers. Corporate organisations have drastically addressed the health challenges in rural areas through the renovations of health centres, drugs, syringes, injections, payment of medical personnel, and organising free medical treatment for all (Ezenwaji, 2002). One remarkable contribution of corporate organisations in rural areas is their intervention in providing health care to rural dwellers. Okon (2012) noted that this contribution is paramount because the health of a nation is central to national development. Similarly, Ekwuruke (2007) averred that the general health of members of any society could be seen as part of an interrelated set of terms, which have to do with their capacity to adjust to their immediate environment and to utilise it to their optimal benefits.

According to Okon (2007), the affirmation by the Alma-Ata declaration of 1978 indicated that the provision of essential health services is a fundamental right to all humans. However, years after this declaration was made, the health conditions and access to essential health facilities in the rural area is still a mirage. Regrettably, a more significant percentage of the illnesses and diseases in the world is commonly found among rural communities in developing countries. In their contributions. Todaro and Smith (2003) reported that inadequate access to good healthcare services in developing countries, particularly in the rural villages, has a higher contribution to the increase in mortality rate amongst children and pregnant women. A report from United Nations reveals a higher probability for children born in developing nations to die within an early age than those born in the developed country even though diseases leading to these deaths are preventable through vaccinations and essential services (Johnnie, 2005). For decades, corporate organisations have worked with governments and other public health providers to improve health and safety in rural communities in Nigeria.

Their emphasis is on primary healthcare, focusing on strengthening existing resources and fostering local programmes on health development.

2.1.6 Mode of delivery

Generally, there are two modes for delivering CSI in Nigeria; organisations delivering CSI by themselves (internally) or paying third parties to do it on their behalf (externally). The internal delivery mode requires the corporate entity to take charge of its CSI implementation. An external delivery mode implies outsourcing of CSI implementation to third parties. In both cases, corporate entities usually have in-house units or divisions whose responsibilities include strategising, planning programs, monitoring implementation, and reporting results. There are three internal delivery modes commonly used in Nigeria. These are corporate philanthropy, direct implementation and use of community-based organisations or foundations.

- (i) **Corporate Philanthropy:** The word philanthropy is derived from the Greek language, meaning "love for mankind". Corporate philanthropy refers to the giving by a business entity directly to charitable organisations or to individuals in need to improve the quality of life. The cost of corporate philanthropy usually is provided during the annual budgeting process. Every day corporate philanthropy activities include cash gifts, product donations, and employees.
- (ii) **Volunteerism.** Corporate philanthropy is not usually applied to agricultural and rural development interventions in Nigeria.
- (iii) **Direct Implementation of CSI Activities:** In this instance, the business entity establishes a full-fledged in-house unit for delivering the CSI without third parties' involvement. This mode of delivery requires adequate staffing of

the in-house unit for CSI delivery. This mode of delivery is commonly used for agriculture-related CSI interventions in Nigeria. Some of the corporate entities in Nigeria have established in-house units to deliver agricultural extension services and training. This is very common with the oil & gas companies in Nigeria. Some FBOs and foundations also use this mode in delivering agricultural extension services and training.

- (iv) **Community-Based Organisations (CBOs):** The use of CBOs provides an opportunity for business entities to provide some CSI with minimal direct exposure of company employees or representatives too often hostile community members. CBOs are civil society non-profit entities that operate within a single local community or communities in a designated geographical area. Like other such entities, they are often run voluntarily and are self-funding. There are many variants of CBOs in terms of size and organisational structure. Some are formally incorporated, with a written constitution and a Board of Directors (also known as a committee), while others are much smaller and are more informal. Typical CBOs fall into the following categories: community-service and action, health, educational, personal growth and improvement, social welfare and self-help for the disadvantaged. Prominent in this category are committees formed by the community or communities to engage and dialogue with business entities within their communities. This mode of delivery is expected in the Niger Delta and often used to deliver infrastructure.

Four main external delivery modes can be identified in Nigeria. These are intermediary organisations, partnering/strategic partnerships, foundations and multi-stakeholder schemes.

- (i) **Intermediary Organisations:** An intermediary organisation is a third party that offers intermediation services between two parties. For CSI delivery, an intermediary organisation deploys its expertise to deliver services for and on behalf of a business entity to beneficiaries. An advantage of using this mode of delivery is the value-added to the transaction by the intermediary organisation that may be impossible by direct dealing. This mode of delivery is being used to deliver credit-related CRS. The Agricultural Credit Guarantee Scheme Fund (ACGSF) is a typical example. Micro-credit is also being delivered through this mode by some oil & gas companies.
- (ii) **Partnering/Strategic Partnerships:** A strategic partnership is a formal alliance between two or more entities, usually formalised by one or more MOUs but falls short of forming a legal partnership, agency or corporate affiliate relationship. Typically organisations form a strategic partnership when each possesses one or more assets that contribute to achieving their common objectives. Parties to the arrangement will contribute resources towards the achievement of their common objectives. Either one of them or a third party will implement the CSI. Some of these arrangements are implemented under the concept of the GMOU by oil companies in Nigeria. Most of the CSI interventions being delivered under this mode are in furtherance of rural development since they aim to put infrastructural facilities in place.

- (iii) Foundations: Some business entities in Nigeria form foundations for delivering their CSI. Typical examples of such foundations are Leventis Foundation, MTN Foundation, Shell Foundation and British-American Tobacco, Nigeria (BATN) Foundation. A foundation is a legal categorisation of non-profit organisations. Foundations often have charitable purposes. This type of non-profit organisation may donate funds and support to other organisations or provide the sole source of funding for their charitable activities. Private foundations are legal entities set up by an individual, a family or a group of individuals for a purpose such as philanthropy. Various countries have laws relating to the establishment and operation of private foundations. Unlike a charitable foundation, a private foundation does not solicit funds from the public. So most foundations set up by the extractive industries in Nigeria could be classified as private foundations.
- (iv) Multi-stakeholder Schemes: Two types of multi-stakeholder schemes could be identified in Nigeria. We have the legislated multi-stakeholder schemes and the industry designed multi-stakeholder schemes. The legislated multi-stakeholder schemes came out of government legislation that stipulates that selected companies contribute specified amounts into a pool of funds administered by an established entity. In Nigeria, these schemes include the mandatory contribution of business entities to the Education Tax Fund (ETF) and the Niger Delta Development Commission (NDDC). In addition to these mandatory contribution schemes, the ACGSF was established through Decree 20 of 1988 (Central Bank of Nigeria, 1990), which calls for voluntary contributions to a trust fund for guaranteeing loans to agriculture banks participating in the scheme. This has encouraged institutional lending to agriculture significantly.

Voluntary contributors include oil & gas companies. The industry designed multi-stakeholder schemes are partnership initiatives among companies in the same industry. NGOs and multilateral agencies are promoting the use of these schemes with a view to setting social and environmental standards, monitoring compliance, promoting social and environmental reporting and auditing, certifying good practice and encouraging stakeholder dialogue and "social learning." Through such schemes, partnerships are developed within the same industries to deliver CSI. A typical example is a partnership between the oil & gas companies that are operating deep offshore.

2.2 Theoretical framework

This study is anchored on a theory, two approaches and a model. These are integrated Rural Development Model, Basic Human Need Approach, Participatory Approach to Development and the Stakeholder theory of Corporate Social Responsibility.

2.2.1 Integrated rural development model.

This approach is linked to Abasiokong (1982) and Hallet (1996). The model maintains that development is concerned with everyday things, including the crops grown by the farmers, the goods sold and the road along which it is transported to the market by the trader, the school attended by the children and the disease affecting a body. Therefore, the approach seeks to understand these linkages and make appropriate provisions for the resultant effects of alteration in one or a few elements on the others. The model involves a system of interrelated social change. These elements and their components are integrated into a system in which the elements are closely interrelated such that if one changes, it affects the functionality of the whole system.

The model considers development to be a comprehensive and holistic strategy involving improving the entire rural economy. Also, the strategy emphasises the fact that the economic base in the rural areas has to be broadened through efforts to mobilise and better utilise human and natural resources by providing services; by creating motivation and purchasing power through better distribution of income and employment opportunities, by establishing closer links between agricultural, industrial and service sectors in the rural areas and by improving the conditions of living regarding housing, water supply, roads etc. through the assistance of international donor organisation.

The model implies that the peculiar needs of rural people should be holistically examined. For instance, rural water supply, roads and educational facilities should be integrated implemented. It advocates that developmental strategy must be multi-dimensional, covering the improved provision of services, enhanced opportunities for income generation through opening access roads, improving physical infrastructure, especially educational infrastructures, improving the health status of the rural population through access to potable water and another institutional framework necessary to improve their lives.

The model has been criticised for varied reasons, such as seeking to achieve more than just a resource transfer; its emphasis on participation and capacity building responds to an approach to development interested only in the sustainability of benefits and not just delivery. The model also suggests that the need to develop adequate indicators for the results of integrated rural development is not automatically designed to happen.

2.2.2 Basic human need approach

The basic needs development strategy grew out of the ILO World Employment Program (WEP) work of the 1970s. It brought people and human needs back to the centre of development strategy. The model proposed the satisfaction of basic human needs as the overriding national and international development policy objectives. The Basic Need Approach to development influenced the programmes and policies of international donors, multilateral and bilateral development agencies and was the precursor to the human development approach. However, Basic needs can, in principle, be met through benevolent or charitable actions (Higgin, 1968).

The basic needs approach has little to do with methods of analysis. It is, instead, a bandwagon directed at a series of priorities for action. Its momentum springs from dissatisfaction with the achievements of development efforts so far, but it has no single coherent set of the theory behind it. In contrast to other approaches, those who advocate a basic needs approach are likely to give more emphasis to the destitute than to other economic groups, to requirements determined by society as a whole than to the preferences of the individual consumer, to immediate consumption than to investment for the distant future, to the detailed composition of consumption, in terms of specific quantities and specific goods and services, than to overall income. However, except for the last of these items, these are tendencies in behaviour rather than components of an overarching and distinct ideology. In addition, some advocates of a basic needs approach stress self-reliance and participation by target groups in making the decisions that affect them. The ILO report goes on to indicate two crucial elements in the basic need approach:

- They include the particular minimum requirement of the family for private consumption, adequate food, shelter and clothing, and specific household equipment and furniture.
- They include essential services provided by and for the community, such as safe drinking water, sanitation, public transportation and health, education, and cultural facilities.

The basic needs included the essential to physical survival and access to services, employment, and decision-making to provide a fundamental basis for participation. The basic needs approach often aims to obtain additional resources to help a marginalised group obtain access to services. This model is essential to this study because it focuses on the ends of development. This implies an open confrontation on poverty through meeting the essential human needs of the downtrodden in society. The EU project in water supply in the Southern Senatorial District of Cross River State was one such effort to improve the socio-economic well-being of rural people in that area. However, the theory has been criticised for the following shortcomings:

- Basic needs are difficult to quality, and the trade-offs between improving income equality and reducing savings for investment were not considered sufficiently.
- The basic needs approach incorporated arbitrary assumptions about human nature and social change following a universal, linear development pattern.
- It is not too clear how the BNA included participation and freedom (Streeten, 1984)

2.2.3 The participatory approach to development

The foremost proponent of the participatory approach to development is Robert (1983); Fiorino and Bowel (2001). Participatory approaches are flexible, process-oriented methodologies to rural development. They combine guiding principles, core concepts, and sets of interactive techniques developed to better realise high levels of community participation in official development programmes and, more importantly, to give local people greater control over the process of development. Participation, as a principle, is now commonly accepted to be an essential component of successful development programmes (Mitlin & Thompson, 1995).

According to Richard (1995), the participatory rural development approach encompasses a broad range of methods that enable local people to analyse their realities to plan, monitor, and evaluate development activities. Participation in this sense means the involvement of stakeholders in deciding how the project or programme should be measured, identifying and analysing change, and acting on results. PRA uses group exercises to facilitate information sharing, analysis, and action among stakeholders. However, many different interpretations are given to this principle. Pretty identifies seven different levels of participation in development programmes ranging from "passive participation", when people are simply told what will happen to them, to "self-mobilisation", in which local people are active agents of change independent of external organisations.

Participatory approaches, as described here, are intended to facilitate higher levels of participation in which local people maintain significant control over the development process. The use of such approaches has, in general, been initiated by development practitioners and agencies who have become concerned that much of

development dialogue and decision-making is designed by, and limited to, professionals (Scoones, 1995). Their objective is to facilitate the integration of local people into such debates and, in some cases, to enhance community control of resource allocation and planning processes. Proponents of participatory monitoring and evaluation (PM&E) argue that it is more cost-effective, accurate and sustainable than conventional approaches.

The approach is relevant to this study because most of the development projects in the Southern Senatorial District of Cross River State are the initiative of the rural people, sponsor and implemented by the collaborative efforts of the community and EU. This policy direction elicits the participation of the people whom the policies and programme are designed for. The model is not static because it makes rural dwellers take charge of the socio-economic cum political and cultural processes that affect their lives. The theory makes available a comprehensive desire and gets the people involved in developing better ways of addressing them.

The theory has been widely criticised on the grounds of the practice of orientation. The practice orientation, which is focused on empowering the rural dwellers to take complete charge over their development, has received much attention in development circles. Based on this, the chamber reported that participatory rural approaches practice/empiricist orientation causes it to be insufficiently theorised and politicised. As a result, questions about inclusiveness, the role of PRA facilitators, and the personal behaviour of elites overshadow or sometimes ignore questions of legitimacy, justice, power and the politics of gender and difference. There is, therefore, the ambiguity of participation. Nevertheless, the theory is still relevant to this study because it emphasises personal and collective effort towards rural development. The

study adopted the three theoretical frameworks since the assumptions of the theories explain the phenomenon under study.

2.2.4 The stakeholder theory of corporate social responsibility

Stakeholder theory of Social Corporate Social Responsibility, which was developed by Edward Freeman (1970), is the mirror image of corporate social responsibility. Stakeholder theory lists and describes those individuals and groups who will be affected by (or affect) the company's actions and asks, "What are their legitimate claims on the business?" "What rights do they have concerning the company's actions?" and "What kind of responsibilities and obligations can they justifiably impose on a particular business?" In a single sentence, stakeholder theory affirms that those whose lives are touched by a corporation to hold a right and obligation to participate in directing it. The theory posits that besides shareholders, other groups or constituencies are affected by a company's activities (such as employees or local community) and must be considered in the manager's decision possibly equally with shareholders. The theory stresses that corporate social responsibility should address both normative and instrumental aspects of responsibility. Stakeholder theory is considered a necessary process in the operationalisation of corporate social responsibility as a complementary rather than conflicting body of literature.

The theory argues that business owes its stakeholders a social responsibility beyond goods and services and profits seeking. It stresses that even on a scale of profitability, corporate involvement in good works can improve a company's value in the stock market. The theory asserts that companies have a social responsibility that requires them to consider the interest of all parties affected by their actions. Management should consider its shareholders in the decision process and anyone who

is affected by the business decision. The stakeholder theory holds that the goal of any company is, or should be flourishing of the company and all its principal stakeholders. It is important to stress that shareholders are stakeholders and that dividing the world into the concerns of the two is "the logical equivalent of contrasting apples with fruits.

The theory implies that corporate social responsibility is a proactive strategy for promoting corporate morality and corporate citizenship. It implies that corporate organisation does not operate in a vacuum. They operate within a social context, which is the communities where they have their presence. Therefore, they can ill-afford to be insensitive or irresponsible. Based on this theory, it is expected that corporate organisations display corporate commitments to ethical conduct, to philanthropic gestures to their host communities where they do business. It implies that corporate organisation inclusion of community and environmental oriented projects aligns with its corporate social responsibility. Based on this theory, the company's responsibilities to its host communities as stakeholders in the company's operations include helping to prevent pollution, providing jobs for indigenes, enforcing policies that are in the interest of all employees and generally enhancing everyone's quality life.

Despite the significance of this theory in organisational settings, the theory cannot analyse the tension that results when business enterprises fail to accommodate societal goals alongside their corporate goals. Furthermore, the theory has not been able to point out that the insensitivity of an organisation to its business environment has a damaging effect on its corporate reputation and increases its operational cost. Finally, the theory has not sensitised scholars on deciphering the motives behind the drive for social responsibility towards communities or the environment. Their motives may go a long way in determining whether they actually do their deeds or just put up a show.

2.2.5 Theoretical synthesis

The model, Approaches and theory used in this study are relevant. The four theories used in this study were examined regarding their effectiveness, defects, usefulness, and applicability. These are the integrated rural development model, basic human need approach, participatory approach to development, and stakeholder theory of corporate social responsibility. Each of the four theories complemented the weaknesses identified in each theory and provided comprehensive insight into how corporate organisations display corporate commitments to ethical conduct, to philanthropic gestures to their host communities where they do business.

The integrated rural development model is an initiative that provides a framework and encourages interrelationships among various components. The theory argued that a successful accomplishment of development goals calls for a more systematic and coordinated effort among the participating agencies. Citizen's participation is deeply inherent in the very concept of community development which enjoins that whatever is done to improve the well-being of people must endeavour to elicit the enthusiasm and wholehearted participation of the people. The theory can be applied to this study as citizen participation in development processes stipulates that the people for whom any project is being designed must be allowed to plan, execute, utilise, and assess the social amenities or facilities. Such participation gives the people the pride of ownership of the facilities completed in the process of rural development, as could be derived from the social action process. This is an approach that the Lafarge corporate cement company has adopted to deliver corporate social investment programmes.

The basic human needs approach focuses on providing opportunities for the individual's complete physical, mental, and social development. This approach emphasises the mobilisation of communal resources for particular groups identified as

deficient in these resources and concentrates on the nature of what is provided rather than on income. This is fundamentally the core of Lafarge Corporate Social Responsibility. The company is interested in harmonising the resources of their host community in enhancing their socio-economic well-being. Like the integrated model, the participatory approach aims to incorporate the knowledge and opinions of rural people in the planning and management of development projects and programmes. This type of participation gives the people the pride of ownership of the facilities completed in rural development, derived from the social action process.

CHAPTER THREE

METHODOLOGY

3.1 Research design

Cross-sectional survey research design was adopted in this study. This design allows the researcher to analyse data of variables collected at a given point across a sample population or pre-determined subset of a population. Cross-sectional designs are mainly applied when studying issues in the social sciences and developmental psychology. According to Nworgu (2006), this design is that design in which the investigator collects data, usually from a large sample drawn from a given population and describes specific features of the sample as they are at the particular time of the study. Furthermore, the design permits examining independent variables concerning their relationship with effect to their dependent variable (Obasi, 1999; Ofuebe, 2002). cross-sectional survey research design is essential when sampling opinions from individuals in a group setting. It enables researchers to establish relationships among variables and address questions about what is happening, why it is happening, and its happening. The design was considered appropriate for this study because it allows the researcher to make inferences about the population by studying the sample; that is, survey design was adopted because it allows for the generalisation of findings.

In this study, the researcher collects data from a large sample of rural dwellers and described the extent to which Lafarge Cement Company Corporate Social Investment relates to the well-being of rural dwellers. In addition, the relationship between the provision of infrastructural services, education services, health services, and well-being of rural dwellers was also be determined.

3.2 Profile of study area

The study area is Southern Senatorial District of Cross River State, Nigeria. The Area is made up of seven (7) local government areas. The study area will be discussed under the following sub-title: Geographical location, people and culture.

Ethnography of study area

Administratively, Southern Senatorial District of Cross River State is one of the three Senatorial Districts in Cross River State. Bassey (2014) stated that it has an area of 4,444 square kilometres, located on latitudes 4, 32; and 5, 53 North and longitude 7; 25 and 8; 25 East. It covers an area of about 63 per cent of the total landmass of the state. The Senatorial District is situated within the tropics and shares boundary with the Republic of Cameroon in the East; Yakurr Local Government Area in the North, South by Calabar Sea, in the south-west by Akwa Ibom State, and the north-west by Ebonyi State. Southern Senatorial District, geographically located in the South end of Cross River State, comprises seven (7) local government areas, i.e. Akamkpa, Akpabuyo, Biase, and Bakassi Calabar municipality Calabar South and Odukpani. The serene and vast, beautiful landmass is predominantly a rural settlement enclave. According to Bassey (2014), its undulating landscape is simply unique, with the seemingly endless greenery and verdant grassland suggesting a rural environment created by nature.

The dazzling vastness of mountains mixed with the savannah grassland presents compelling scenery that many tourists with or without the aid of periscope would marvel about. Its allure of lush green vegetation, including its eerie and the natural endowment of its charming ambience of Rocky Mountains, provide a wealth of economic assets in solid minerals deposits such as white marble, ceramic clay, kaolin, ampholytes, among others. At the same time, its proximity to the borders of the Republic of Cameroon, the Southeast geo-political zone in Nigeria, facilitates trade and

commerce in consumer goods (Bassey, 2014). Although the Area is endowed with minerals and untapped natural resources, farming is the basis of its economy as it employs about eighty per cent of the region's labour force (Aderounmu, 2006). Subsistence agriculture in cash crops (such as vegetables, maize, melon, cassava etc.) is predominantly the occupation of the people. Other traditional occupations of the people are trading, hunting, blacksmithing, pottery and tailoring.

Southern Senatorial District of Cross River State is also the custodian of the most significant cultural land tourist sites, namely, Tinapa Business Resort, Calabar Marina, Calabar Residency Museum, Calabar Slave Park, Mary Slessor Tomb, Calabar Drill Monkey Sanctuary, and Cross River National Park. Thus, there is always a thrilling adventure awaiting the eco-tourist visiting Southern Senatorial District of Cross River State. Other tourist attractions include the annual Calabar Carnival during the Christmas period, the largest street party in Africa. A more significant percentage of the populations are ethnically Efiks. However, the natives' exceptional hospitality enabled other Nigeria tribes such as the Ejagam, Ibibios, the Igbos, Hausa, Yorubas and people from the Republics of Cameroon to settle and make the place their permanent home. This development accounts for why many of the people had gone through the process of acculturation as a result of enormous contacts with other cultures.

In aggregate, Southern Senatorial District economic potentials of abundant arable land for agriculture, forest resources, solid mineral deposits, and enormous opportunities for international trade and commerce enhanced by its proximity to ECOWAS countries are unique factors that have made the zone to be increasingly cosmopolitan despite its natural rural setting. In addition, the region has a great network

of roads that makes the entire region easily accessible from any corner by land, air, and water.

People and culture

Southern Senatorial District is made up of a homogenous group of individuals alleged to have common ancestral stock. The language spoken in the Senatorial District is Efik. Essentially, the people are united by the hegemonic culture of the Efik. They are also culturally active, which manifests in their ancient practices and their commitment to preserving their cultural heritage by celebrating traditional festivals and their ancient artistic creativities (Bassey, 2014). Edem (2014) added that the district had established cultural affinities. This is seen in their language and dialects, music and dancing steps, musical instruments and rhythm, dress codes and the food, names, history, religion, marriages, burial ceremony and finally, the Ekpe cultural masquerade, which is ubiquitous in the cultural domain. Many of the festivals symbolically re-invent the pre-contact values and achievements of the people. They also personify the unison between the material and the supernatural worlds, advance the characterisation of the centralising myth of the society, provide entertainment activities underpinned by a sense of the ethereal splendours' of supernaturalism to enliven the interests of the people towards a significant part of the Efik normative social control (Aderibigbe, 2014).

Furthermore, the celebrations of cultural festivals in the locality serve as relative sources of employment generation or the creation of wealth for the people. They have also become remarkable tools for cultural renewal and the socio-economic development of the people. Although Southern Senatorial District is mainly rural, community cohesion and religious life of the people account mainly for their high moral standards and conducts to preserve the societal norms. To the people, culture is the defining

nexus, which holds the communities together. Material wealth is not essential to them as responsible parenthood, and good name achieved through displaying good moral conduct and the observance of the community normative codes and participation considered by many locals as the path to self-actualisation, self-fulfilment and good citizenship. Inhabitants of Southern Senatorial District are majorly Christian and Muslim faithful, though African Traditional Religions is also practised in this Area by few individuals.

Southern Senatorial Districts is home to one of Lafarge factories. The company is a French industrial company specializing in three major products: cement, construction aggregates, and concrete. It was founded in 1833 by Joseph-Auguste Pavin de Lafarge and a part of the Holcim Group. In Southern Senatorial District, Lafarge's Mfamosing plant, situated in Akamkpa is a modern production facility with an annual production capacity of 2.5MMT, was inaugurated in 2009. The choice of studying the CSI of the Plant in Southern Senatorial District is, despite the presence of the company and claim of undertaking various Corporate social investment programme, the area is still lacking in various social infrastructures.

3.3 Population of the study

The study population comprises all demographics residing in the three Local Government Areas where Lafarge Plc carries out Corporate Social Investment in Southern Senatorial Districts of Cross River State population that includes village chiefs, traditional rulers, civil servants, farmers, market women, and community members who reside in Southern Senatorial Districts of Cross River States Nigeria. Because of the nature of this study and the fact that the study is focused on the corporate social investment of Lafarge cement company. The population will be drawn from three local governments: Akpabuyo, Akampka and Odukpani. According to the last official

population Census, the population of the three Local Government is as follows: Akamkpa - 151,125, Akpabuyo - 271,395, Odukpani - 257,800. The assumption is that these categories of individuals are better positioned to provide reliable information on the subject matter.

Table 3.1
Population Distribution of Southern Senatorial District

S/N	Local Government Area	Population
1.	Akpabuyo	271,395
2.	Akampka	151,125
3.	Odukpani	257,800
	Total	680,320

Source: NPC (2006)

3.4 Sample size

The sample size comprises village chiefs, traditional rulers, civil servants, farmers, and entrepreneurs currently residing in Southern Senatorial Districts of Cross River State, Nigeria. One thousand two hundred and ten (1,210) respondents were selected for the study. 1200 samples size was used for the quantitative data collection. The 1,200-sample size was determined mathematically using Taro Yamane (1967) Sample Size Determinant Technique. The Taro Yamane (1967) sample size determinant is mathematically represented as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

N = Finite population

e = Level of significance (or limit of tolerable error)

1 = Unity (a constant)

Applying the formula in calculating the sample size for Akamkpa LGA therefore,

$$n = \frac{151,125}{1 + 151,125 (0.05)^2}$$

$$n = \frac{151,125}{151,126(0.0025)}$$

$$n = \frac{151126}{377.815}$$

$$n = 400$$

Applying the formula in calculating the sample size for Odukpani LGA, therefore,

$$n = \frac{257,800}{1 + 257,800 (0.05)^2}$$

$$n = \frac{257,800}{257,801(0.0025)}$$

$$n = \frac{257,800}{644.5025}$$

$$n = 400$$

Applying the formula in calculating the sample size for Akpabuyo LGA therefore,

$$n = \frac{271,395}{1 + 271,395 (0.05)^2}$$

$$n = \frac{271,395}{271,396(0.0025)}$$

$$n = \frac{271,395}{678.49}$$

$$n = 400$$

This brings the total quantitative sample size for the study to one thousand two hundred (1,200) respondents.

Ten (10) sample were used for the qualitative data collection. This was purposively determined by the researcher. The ten samples were selected to cover major host communities. Three (3) qualitative respondents were selected from each of the three selected Local Government Area. One management staff was also interviewed.

3.5 Sampling technique

Multi-stage sampling technique was adopted in the selection of quantitative research elements. The technique entails using multiple sampling techniques such as simple random, purposive, and systematic stratified sampling techniques. In stage one, systematic stratified sampling technique was adopted in stratifying Southern Senatorial District into seven (7) strata based on the seven Local Government Area that Southern Senatorial District is made up of. The purposive sampling technique was then adopted to select three (3) Local Government Areas from the seven (7) Local Government Areas. The selected Local Government Areas are Akamkpa, Odukpani, and Akpabuyo. These three local government areas were selected based on their antecedent of

benefitting hugely from CSI of Lafarge cement company and also playing host to most of their activities in Southern Senatorial District. In stage two, the researcher purposively selects four (4) communities from each Local Government Area selected for this study. A total of twelve (12) communities were selected; Oban, Mbobui, Ekong Anaku, and Mfamosing from Akampka; Adiabo, Kasuk, Ikot Ene Etim, and Akai Effiwatt from Odukpani; Akansoko, Obutung, Ikot Oyom, and Akwa Ikot Efanga from Akpabuyo. These communities were selected cause they have benefitted most from the CSI activities of Lafarge and most of Lafarge communities were resident in these areas.

From the twelve (12) selected communities, one hundred (100) respondents were selected through systematic random sampling technique. All living houses in each sampled community were enumerated into even and odd numbers. Only even-numbered houses were systematically sampled in each enumerated. The technique was applied throughout the twelve (12) selected communities. From each of the selected communities, one hundred (100) respondents were selected. This brings the total sample size to 1200 respondents.

For the qualitative sample selection, the researcher adopted the purposive sampling technique in selecting the ten (10) samples from the three sampled Local Government Area. Four samples were selected from Akampka, Three from Akpabuyo and three from Odukpani.

3.6 Sources of data

Data used for this study were generated through primary and secondary mediums of data collection. The primary sources consist of first-hand information obtained from respondents during fieldwork. Also, the questionnaire and key informant interview constitute part of the primary sources of data collection. The unstructured

interview allows the interviewee to state his/her opinion on research questions. The secondary sources of data include textbooks, journal articles, and internet materials, among others.

3.7 Instrumentation

Data on the impact of Lafarge Cement Company's corporate social responsibility on the well-being of rural dwellers were gathered using a well-structured questionnaire and an Key Informant Interview Guide. The questionnaire contains "closed-ended questions divided into three sections, with each section focusing on a specific segment of the study". The questionnaire is designed by the researcher with substantial input from the supervisors. The four-point Likert scale questionnaire entitled Lafarge Cement Company corporate social responsibility and well-being consists of 31-items.

Section A of the questionnaire focused on collecting information on the respondent's demography such as gender, age, marital status, education level, occupation etc. Section B and C consist of items on four-point Likert scale designed to measure the Lafarge Cement Company corporate social responsibility and well-being of rural dwellers. Each item requires the respondents to indicate the frequency of their response under strongly Agree (SA), Agree (A), Disagree (DA), and Strongly Disagreed (SD). The key informant interview schedule, in like manner, covers similar questions as contained in the research objectives and hypotheses.

The key informant interview guide is the second instrument of data collection adopted in this study. A 12 – item key informant interview guide was designed to elicit opinions on the major themes of the study. The people interviewed were community leaders, market women, artisans, entrepreneurs, Lafarge staff, and chiefs in the study

area. The use of quantitative and qualitative methods ensured complementarities of information, a way of triangulation that emphasizes modern research.

3.8 Validity of the instrument

The test of validity is essential in any empirical investigation because it helps in the accurate measurement of data. It also aids in obtaining the proper responses from respondents. The research instrument was presented to Senior Lecturers in the Field of Measurement and Evaluation, Faculty of Education, University of Calabar, who carefully study the tool vis-a-vis the research questions and the hypotheses. Finally, the instrument was submitted to the supervisors after affecting the necessary corrects made by the measurement experts.

3.9 Reliability of the instrument

The instrument's reliability, which is the appraisal of the internal regularity of the research tool, was established using the Cronbach Alpha method. Sixty (60) copies of the questionnaire were distributed to 60 respondents who were not part of the actual sample and subjected to Cronbach alpha reliability test and the result is reported in table 3.2. Each of the sub-scale of the instrument was adjudged to be valid and reliable before being approved and used for this study. The reliability coefficients range from 0.78 to 0.90.

Table 3.2: Cronbach Alpha Reliability Estimate

Variable	No. of items	Mean	SD	Cronbach alpha value (r)
Access Road	5	18.10	1.18	0.78
Educational Services	5	19.15	1.02	0.81
Economic empowerment	5	18.06	1.41	0.86
Health services	5	17.21	2.42	0.76
Wellbeing	5	24.21	3.45	0.87
Overall scale	25	78.82	3.54	0.90

Source: Field survey, 2019

3.10 Ethical Consideration

Ethical consideration is a very important part of any research. Hence it is very imperative that ethical issues are considered when carrying out a research that involves a population. The researcher collected letter of approval from the Office of the Head of the Corporate Social Responsibility of Lafarge Africa PLC that approves for the study to be carried out. A consent letter was also attached to each of the quantitative instrument distributed to the respondents. This is in addition to the verbal consent obtained by the researcher and the research assistant before distributing the instruments. All the research respondents we have made our way of the purpose of the study and why it was being carried out they were also shown of the anonymity of all information given.

3.11 Method of Data Collection

The researcher with the aid of five research assistants collected data from the study area. All the research assistant used for this study were trained on issues of ethics in research and on how to collect data from respondents. Data collection was carried out in the period of 4 months. The researcher and the research assistants divided themselves into three groups of two, each taking care of one Local government Area. The researcher made sure to supervise each group on the days of data collection. This was possible because the researcher was mobile. The researcher with the aid of two research assistants carried out the in-depth interview.

3.12 Method of data analysis

Second this study was analyzed using different statistical procedures. The personal demographic data of the respondents so simple percentage and graphical illustration. Data on the variables on that study were subjected to descriptive statistics such as mean frequency distribution and graphical illustration. The result from the

descriptive statistics was subjected to simple lineal regression analysis at 0.05 confidence level. This was adopted because it shows the relationship between the variables under study.

(i) Hypothesis One

There is no significant relationship between Lafarge provision of access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

Independent variable: Lafarge provision of access

Dependent variable: Well-being of rural dwellers

Statistical technique: Linear regression

(ii) Hypothesis Two

Lafarge's provision of educational services does not significantly relate to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

Independent variable: Lafarge's provision of educational services

Dependent variable: Well-being of rural dwellers

Statistical technique: Linear regression.

(iii) Hypothesis Three

There is no significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

Independent variable: Lafarge's economic empowerment

Dependent variable: Well-being of rural dwellers

Statistical technique: Linear regression

(iv) Hypothesis Four

Lafarge's provision of health services does not significantly relate to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

Independent variable: Lafarge's provision of health services

Dependent variable: Well-being of rural dwellers

Statistical technique: Linear regression

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Presentation of data

In this section, the main variables of the study were identified, their mean and standard deviation calculated. The Statistical package for social sciences (SPSS) version 21 was used to analyse data. Descriptive statistics (percentages and graphs) were first used to analyse the demographic data (sex; age; marital status; educational qualification, religious affiliation and occupation) and the results are presented in table 4.1 with graphical illustration in figure 1 through 5, While mean and standard deviation was used for other variables and presented in table 4.2. The independent variables in the study are; access road, provision of educational services, economic empowerment, provision of health services., while the dependent variable is well-being of rural dwellers. Out of 1200 questionnaires administered, 1,094 were recovered, representing 91.5 per cent of the total distributed quantitative instrument and these was used for analysis. The high number of unretrieved instrument is attributed to the nature of the study area. Being mostly rural, it is difficult to meet the participants at home, especially on weekdays.

4.1.1 Demographic Data of Respondents (quantitative Data)

The percentage distribution of respondents' demographic information as showed in Table 4.2 revealed in respect to sex, that 55.00 per cent (N = 607) were female and 45.00 per cent (N = 487) were male. The implication of this finding is that majority of the respondents are female. The high per cent of female participants is as attributed to fact that in most households visited, women are always found at home. The responses to the questionnaire in respect to age reveal that majority 33.00 per cent (N = 363) were between 45-54, respondents between the ages of 26-34 years were

22.00 per cent (N = 240), respondents in the group of those above 55 years were 20.00 per cent (N = 217), while those from between 35-44 had a representation of 20.00 per cent (N= 216). This implied that respondents between 45-54 years were higher in percentage than other description. This is because the participants used for the study. Because the researcher focused on household, most of the head of the households enumerated are between this age. The spread of respondents in terms of marital status shows that majority 48.00 per cent (N= 531) were married, 45.00 per cent (N =488) were single, 4.00 per cent (N = 42) were Divorced; 2.00 per cent (N = 23) were widow while only 1.00 per cent (N = 10) were widower. This implied that majority of the respondent were married. This is because of the participants selected. they were selected from households.

The distribution of respondents by educational qualification showed that majority of 39.00 per cent (N=424) respondents had their secondary qualification, 37.00 per cent (N=403) had tertiary, 24.00 per cent (N=267) had primary qualification. This implies that amongst the study population, those with secondary qualification were higher than other educational description. The study area is mostly rural, and being rural, most of the people in these areas are mostly poor, attaining a higher qualification is difficult. Religious affiliation of respondents showed that majority 69.00 per cent (N=752.00) were Christians, 18.00 per cent (N=193) were Islam, while 13.00 per cent (N=149) were from traditional religious organizations. This shows that the study area is dominated by Christians. Cross River is recognized as a Cristian state, so as expected most of the participants of this study will be Christian. The spread of respondents in terms of occupational status shows that majority 42.00 per cent (N= 463) were farming, 37.00 per cent (N =408) were civil servant, 21.00 per cent (N = 223) were traders.

TABLE 4.1

Respondents' demographic data

Variable	Category	Response rate (N)	Percent (%)
Sex	Male	487	45.00
	Female	607	55.00
	Total	1094	100
Age	Below 25 years	58	5.00
	26 – 34 years	240	22.00
	35 – 44 years	216	20.00
	45 – 54 years	363	33.00
	55 years and above	217	20.00
	Total	1094	100
Marital status	Single	488	45.00
	Married	531	48.00
	Divorced	42	4.00
	Widow	23	2.00
	Widower	10	1.00
	Total	1094	100
Educational qualification	Primary education	267	24.00
	Secondary	424	39.00
	Tertiary	403	37.00
	Total	1094	100
Religion	Islam	193	18.00
	Christianity	752	69.00
	African Traditional Religion	149	13.00
	Total	1094	100
Occupation	Trading	223	21.00
	Farming	463	42.00
	Civil Servant	408	37.00
	Total	1094	100

Source: Field survey, 2019

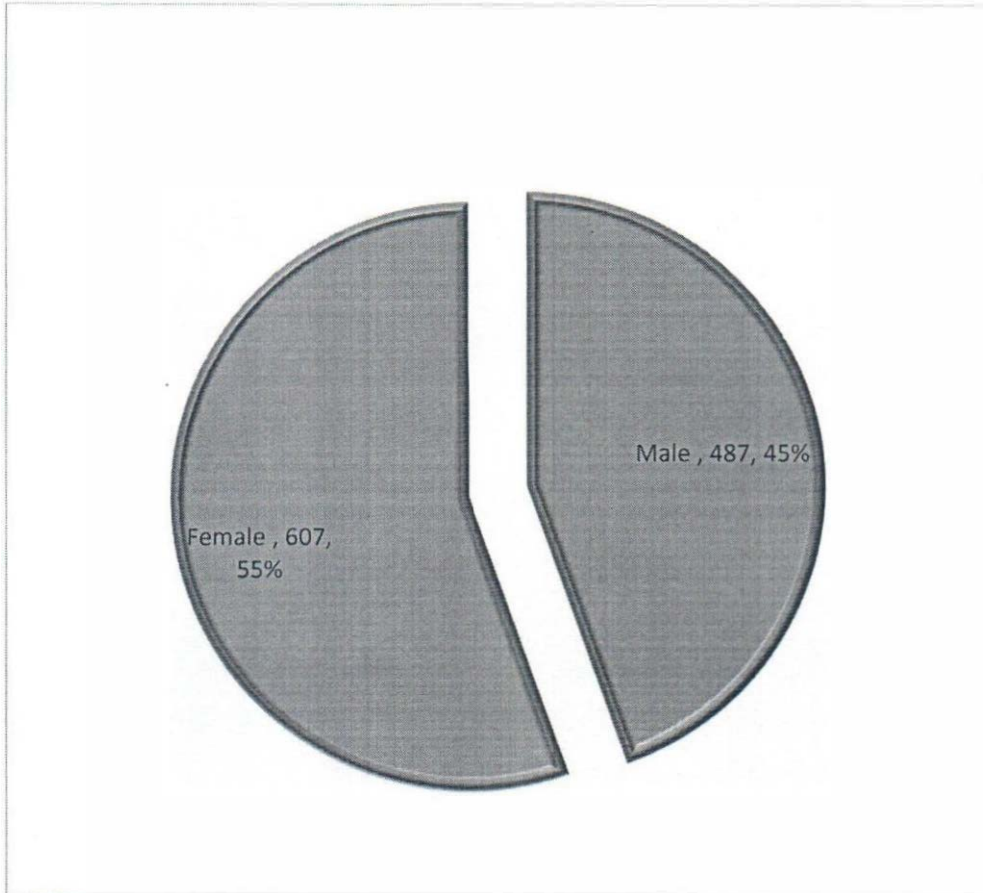


Figure 1: Graphical illustration of respondents' gender distribution

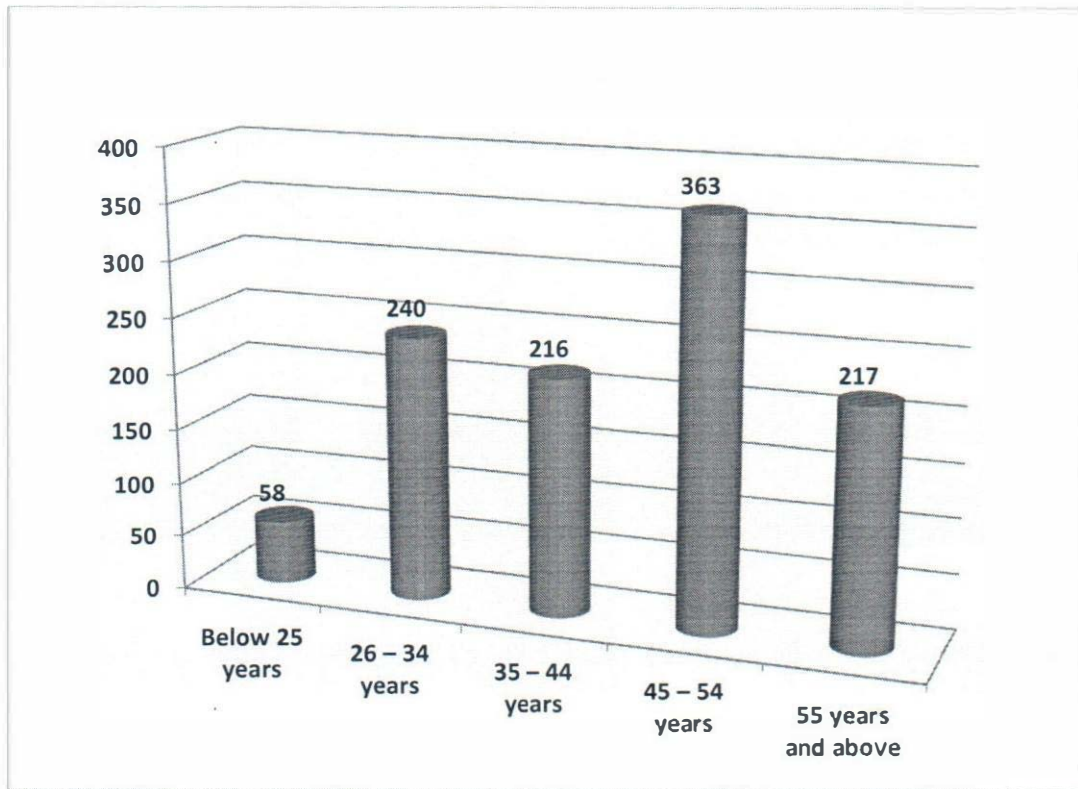


Figure 2: Graphical illustration of respondents' age distribution

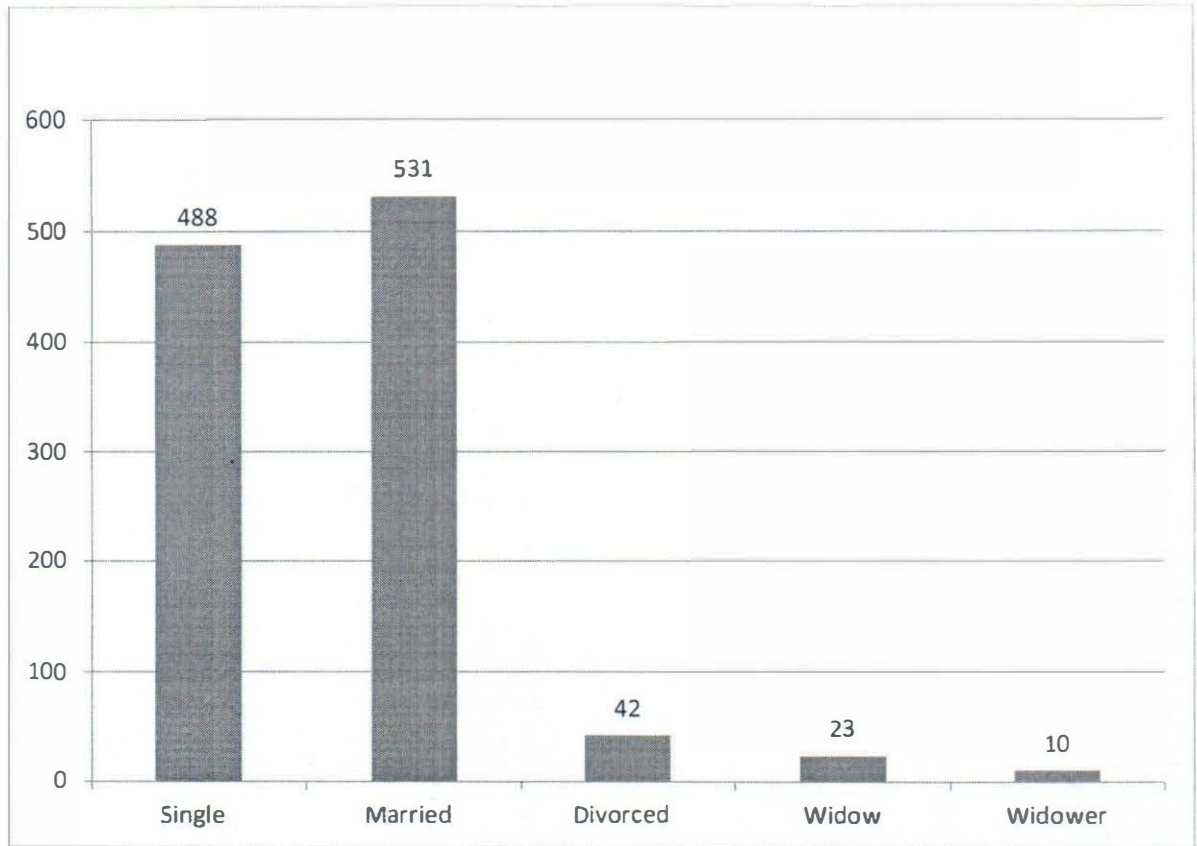


Figure 3: Graphical illustration of respondents' marital status distribution

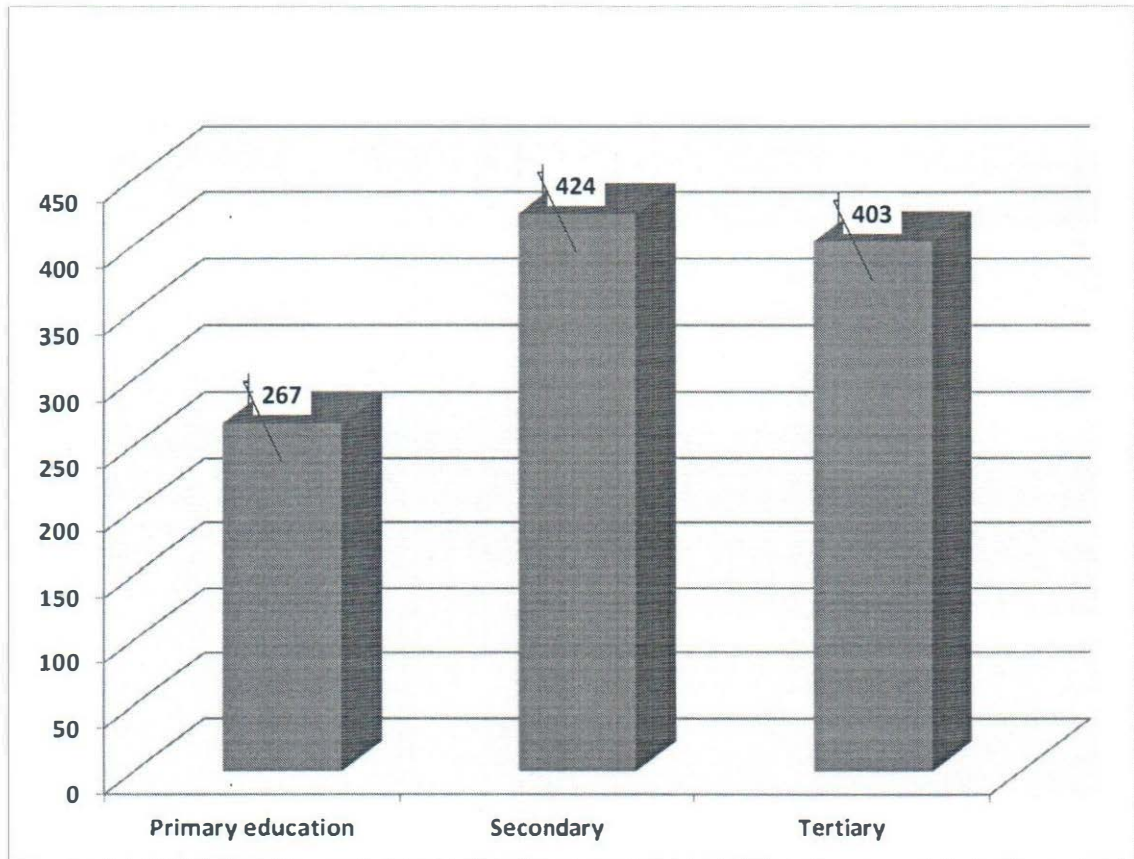


Figure 4: Graphical illustration of respondents' educational distribution

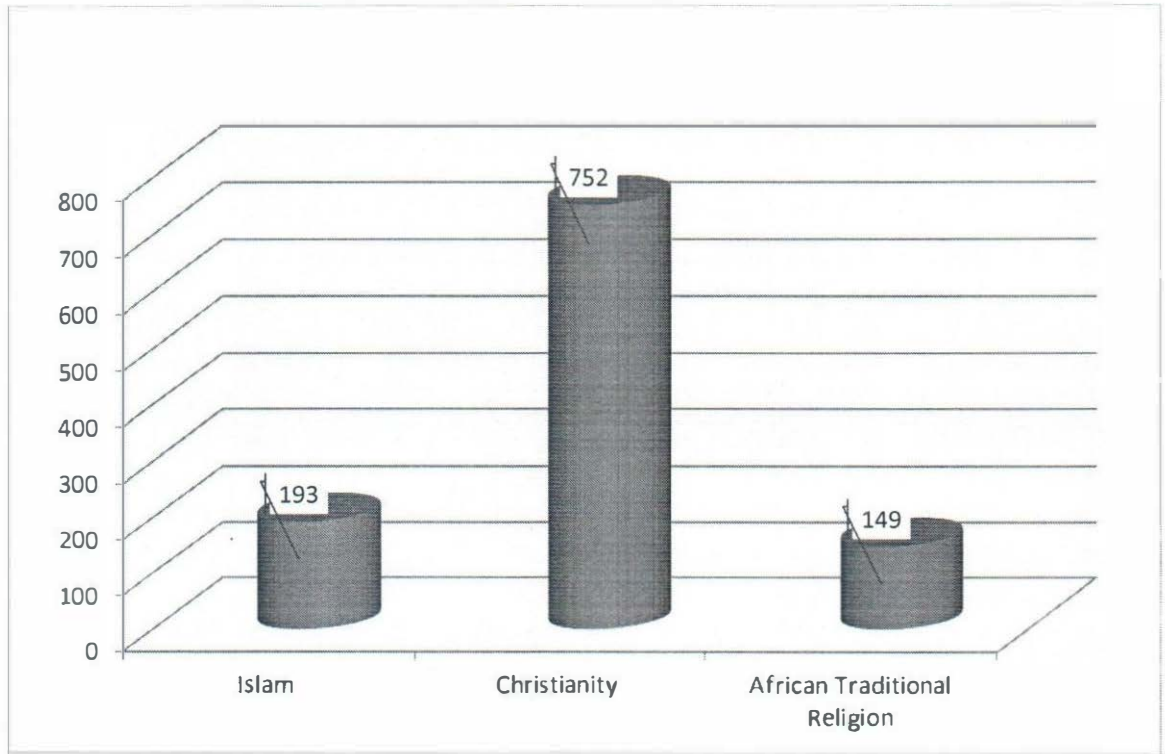


Figure 5: Graphical illustration of respondents' religion distribution

4.1.2 Demographic data of Respondents (qualitative data)

Table 4.2 shows that 60% of the respondents were male and 40% were female. The table also revealed that the age of the interview respondents ranged from 33 to 62. All respondents were females with age range of 69-87 years. Moreover, all the respondents have had some form of education. 25.0% of the respondents were married, 80% of the respondents were married, 10 per cent is widowed and 10 % is single. Furthermore, the interview is where community leaders, farmers, teachers, and employees of Lafarge African PLC. Finally, 30% of the respondents were from Akamkpa, 30% were from Akpabuyo and 40% were from Odupkani

Table 4.2 Demographic characteristics of Interview Respondents

Categories	1	2	3	4	5	6	7	8	9	10
Sex	Male	Male	Male	Femal e	Male	Fema le	Male	Male	Female	Female
Age	52	47	61	51	41	28	33	49	35	62
Marital status	Marrie d	Marri ed	Wido wed	Marrie d	Marri ed	single	Marrie d	Marrie d	Married	Married
Education al qualificati on	SSCE	FSLC	Gradu ate degree	SSCE	Grad uate Degre e	OND	B.sc	B.sc	B.Sc	FSLC
Position	Comm unity Leader	Farm er	Comm unity leader	Marke t leader	Clerg yman	teach er	Youth Leader	Pricipa l	Employ ee of Lafarge	Woman leader
LGA	Odukp ani	Oduk pani	Akpab uyo	Odukp ani	Akam kpa	Akam kpa	Akpab uyo	Akpab uyo	Akamk pa	Akamk pa

Source: *Field Survey, 2019*

TABLE 4.3
Descriptive statistics of study variables

	N	Mean	Std. Deviation
ACCESS RD	1094	15.7029	4.48995
EDU FACILITIES	1094	15.7450	4.87031
ECONOMIC EMPOWERMENT	1094	15.4835	4.37254
HEALTH SERVICES	1094	14.6746	6.05133
WELLBEING	1094	17.5439	2.87771
Valid N (listwise)	1094		

4.2 Analysis of research questions

4.2.1 Research question one

What is the relationship between Lafarge provision of access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria? Descriptive statistics (frequency and percentage) was used to answer the research question. Participants' responses are presented in table 4.4 and graphical illustration of respondents' response pattern showed in figure 6.

Results of analysis as indicated in table 4.4 shows participants response pattern as follows; on whether Lafarge Cement Company as part of their corporate social responsibility has constructed roads in my community; 607 (55.00) strongly agreed, 318 (29.00) agreed, while 95 (9.00) disagreed 74 (7.00) strongly disagreed. On whether Lafarge Cement Company has invested on road maintenance in my community; 447 (41.00) strongly agreed, 312 (29.00) agreed, 201(18.00) disagreed and 134 (12.00) strongly disagreed. When asked if road projects in my community are handled only by the government not by Lafarge cement company; only 121 (11.00) strongly agreed, 133 (12.00) agreed, 405 (37.00) disagreed, and 435 (40.00) strongly disagreed. Lafarge Cement Company only engage in road rehabilitation and has not constructed any road in my area; 64 (6.00) strongly agreed, 166 (15.00) agreed, 415 (38.00) disagreed and 449 (41.00) strongly disagreed. On whether only host communities' benefits from road projects executed by Lafarge Cement Company; 84 (8.00) strongly agreed, 214 (20.00) agreed, while 419 (38.00) disagreed and 377 (34.00) strongly disagreed.

TABLE 4.4

Responses on access roads and well-being of rural dwellers

S/N	STATEMENT	SA	A	D	SD
7	Lafarge Cement Company as part of their corporate social responsibility has constructed roads in my community	607 (55.00)	318 (29.00)	95 (9.00)	74 (7.00)
8	Lafarge Cement Company has invested in road maintenance in my community	447 (41.00)	312 (29.00)	201 (18.00)	134 (12.00)
9	Road projects in my community are handled only by the government not by any company	121 (11.00)	133 (12.00)	405 (37.00)	435 (40.00)
10	Lafarge Cement Company only engage in road rehabilitation and has not constructed any road in my area.	64 (6.00)	166 (15.00)	415 (38.00)	449 (41.00)
11	Only host communities' benefits from road projects executed by Lafarge Cement Company	84 (8.00)	214 (20.00)	419 (38.00)	377 (34.00)

Source: Field survey, 2019

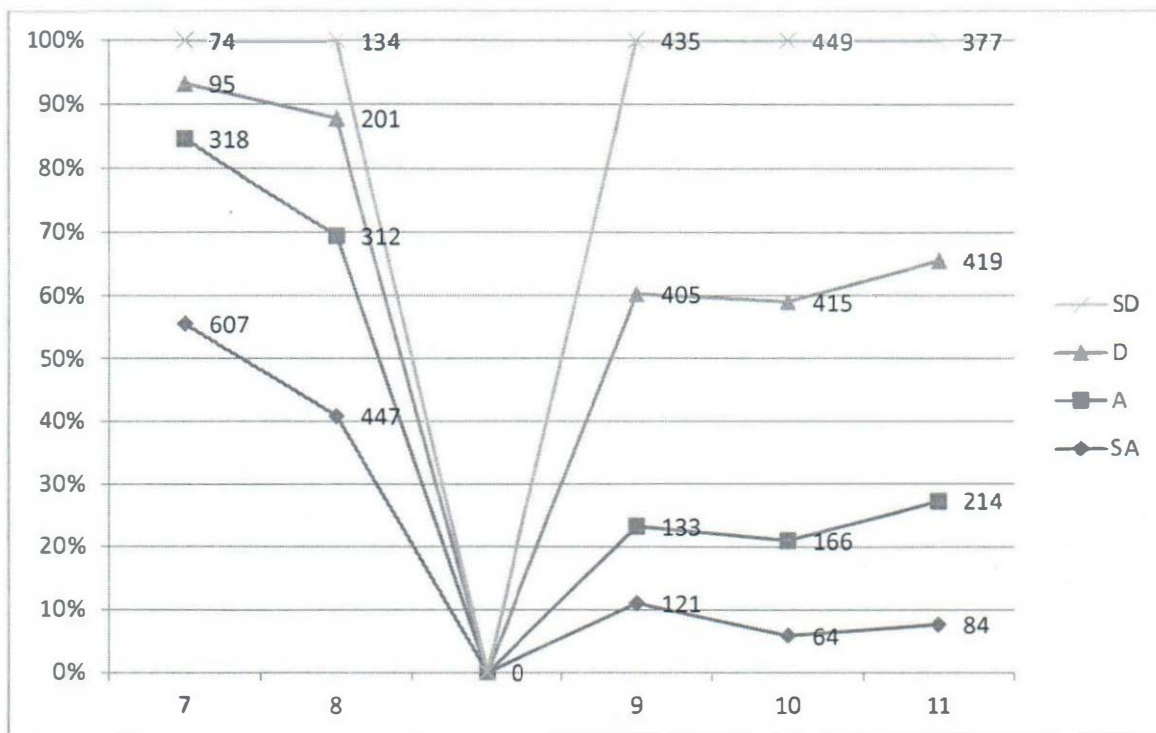


Figure 6: Graphical illustration of respondents' response pattern on access roads and wellbeing of rural dwellers

4.2.2 Research question two

How does Lafarge's provision of educational services relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria? Descriptive statistics (frequency and percentage) was used to answer the research question. Participants' responses are presented in table 4.5 and graphical illustration of respondents' response pattern showed in figure 7.

Results of analysis as indicated in table 4.5 shows participants response pattern as follows; on whether Lafarge Cement Company provides books and other reading materials to schools in my community; 433 (40.00) strongly agreed, 365 (33.00) agreed, while 190 (17.00) disagreed 106 (10.00) strongly disagreed. On whether Writing materials are given to students in both primary and secondary schools in my community by Lafarge Cement Company; 468 (43.00) strongly agreed, 395 (36.00) agreed, 143 (13.00) disagreed and 88 (8.00) strongly disagreed. When asked if Lafarge Cement Company has constructed new classroom in other to boost learning across communities in Southern Senatorial District; only 112 (10.00) strongly agreed, 141 (13.00) agreed, 418 (38.00) disagreed, and 423 (39.00) strongly disagreed. Dilapidated classroom blocks in communities across Southern Senatorial District has been renovated by Lafarge Cement Company; 23 (2.00) strongly agreed, 61 (6.00) agreed, 413 (38.00) disagreed and 597 (54.00) strongly disagreed. On whether Laboratories has been constructed and equipped by Lafarge Cement Company across schools in Southern Senatorial District; 41 (2.00) strongly agreed, 55 (5.00) agreed, while 522 (48.00) disagreed and 476 (43.00) strongly disagreed.

TABLE 4.5

Responses on Lafarge's provision of educational services and well-being of rural dwellers

S/N	STATEMENT	SA	A	D	SD
12	Lafarge Cement Company provide books and other reading materials to schools in my community	433 (40.00)	365 (33.00)	190 (17.00)	106 (10.00)
13	Writing materials are given to students in both primary and secondary schools in my community by Lafarge Cement Company	468 (43.00)	395 (36.00)	143 (13.00)	88 (8.00)
14	Lafarge Cement Company has constructed new classroom in other to boost learning across communities in Southern Senatorial District	112 (10.00)	141 (13.00)	418 (38.00)	423 (39.00)
15	Dilapidated classroom blocks in communities across Southern Senatorial District has been renovated by Lafarge Cement Company	23 (2.00)	61 (6.00)	413 (38.00)	597 (54.00)
16	Laboratories has been constructed and equipped by Lafarge Cement Company across schools in Southern Senatorial District	41 (2.00)	55 (5.00)	522 (48.00)	476 (43.00)

Source: Field survey, 2019

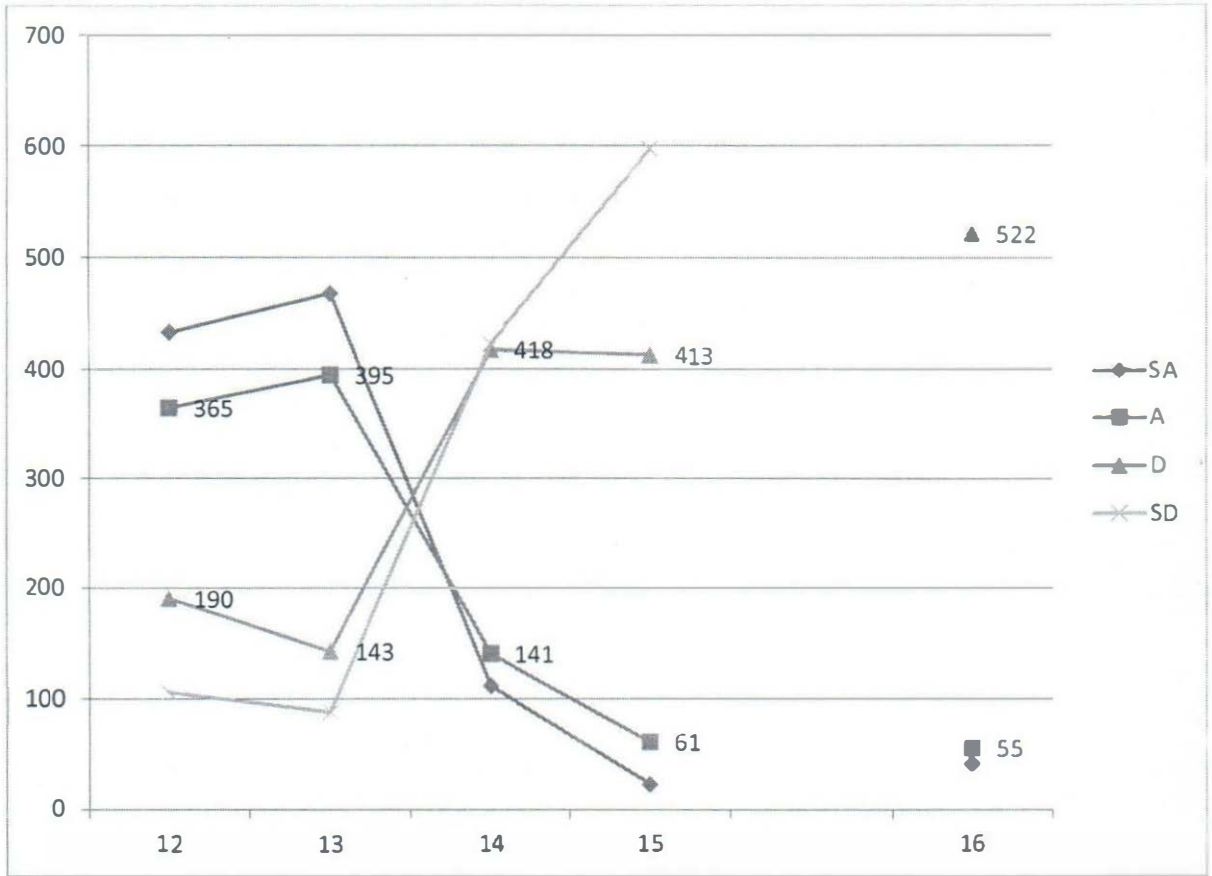


Figure 7: Graphical illustration of respondents' response pattern on Lafarge's provision of educational services and wellbeing of rural dwellers

4.2.3 Research question three

What is the relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria? Descriptive statistics (frequency and percentage) was used to answer the research question. Participants' responses are presented in table 4.6 and graphical illustration of respondents' response pattern showed in figure 8.

Results of analysis as indicated in table 4.6 shows participants response pattern as follows; on whether Lafarge Cement Company periodically provide skills acquisition training to rural dwellers; 244 (22.00) strongly agreed, 312 (29.00) agreed, while 277 (25.00) disagreed 261 (24.00) strongly disagreed. On whether Working tools such as drier, computers and fishing nets are provided to rural dwellers by Lafarge Cement Company; 355 (33.00) strongly agreed, 318 (29.00) agreed, 310 (28.00) disagreed and 111 (10.00) strongly disagreed. When asked if Lafarge Cement Company provide micro-credits to Small and Medium Enterprises operating Southern Senatorial District; only 322 (29.00) strongly agreed, 384 (35.00) agreed, 208 (19.00) disagreed, and 180 (17.00) strongly disagreed. Asked if fertilizers are provided to farmers to grow their crops by Lafarge Cement Company; 388 (35.00) strongly agreed, 341 (31.00) agreed, 175 (16.00) disagreed and 191 (18.00) strongly disagreed. On whether Lafarge Cement Company provide grants to local farmers in my community; 222 (20.00) strongly agreed, 312 (29.00) agreed, while 261 (24.00) disagreed and 299 (37.00) strongly disagreed.

TABLE 4.6

Responses on Lafarge's economic empowerment and well-being of rural dwellers

S/N	STATEMENT	SA	A	D	SD
17	Lafarge Cement Company periodically provide skills acquisition training to rural dwellers	244 (22.00)	312 (29.00)	277 (25.00)	261 (24.00)
18	Working tools such as drier, computers and fishing nets are provided to rural dwellers by Lafarge Cement Company	355 (33.00)	318 (29.00)	310 (28.00)	111 (10.00)
19	Lafarge Cement Company provide micro-credits to Small and Medium Enterprises operating Southern Senatorial District	322 (29.00)	384 (35.00)	208 (19.00)	180 (17.00)
20	Fertilizers are provided to farmers to grow their crops by Lafarge Cement Company	388 (35.00)	341 (31.00)	175 (16.00)	191 (18.00)
21	Lafarge Cement Company provide grants to local farmers in my community	222 (20.00)	312 (29.00)	261 (24.00)	299 (37.00)

Source: Field survey, 2019

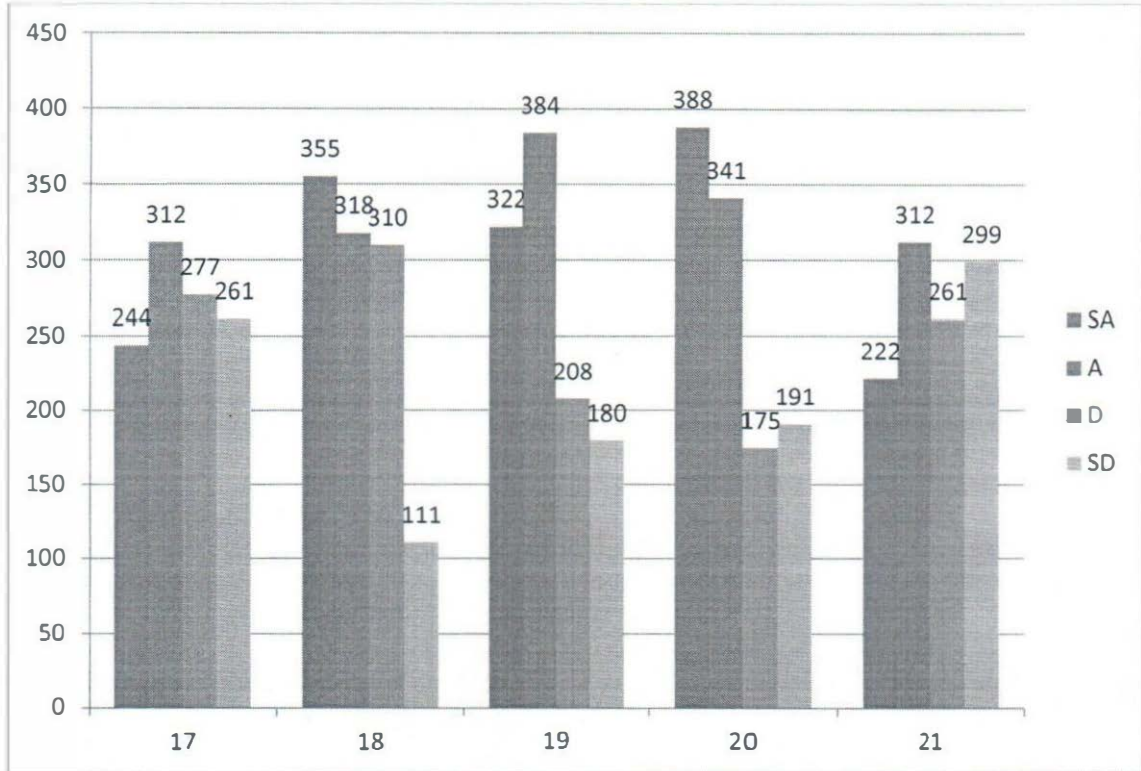


Figure 8: Graphical illustration of respondents' response pattern on Lafarge's economic empowerment and wellbeing of rural dwellers

4.2.4 Research question four

To what extent does Lafarge's provision of health services relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria? Descriptive statistics (frequency and percentage) was used to answer the research question. Participants' responses are presented in table 4.7 and graphical illustration of respondents' response pattern showed in figure 9.

Results of analysis as indicated in table 4.7 shows participants response pattern as follows; on whether the sick are at liberty to use Lafarge Cement Company health facilities; 457 (42.00) strongly agreed, 402 (37.00) agreed, while 155 (13.00) disagreed 80 (7.00) strongly disagreed. On whether Drugs are supply to local health centres across Southern Senatorial District by Lafarge Cement Company; 488 (45.00) strongly agreed, 376 (34.00) agreed, 137 (13.00) disagreed and 93 (8.00) strongly disagreed. When asked if Health workers posted to rural areas receive supports in terms of accommodation from Lafarge Cement Company; 355 (33.00) strongly agreed, 494 (45.00) agreed, 166 (15.00) disagreed, and 79 (7.00) strongly disagreed. Asked if Lafarge Cement Company carry out medical outreaches to take care of the health of rural dwellers; 410 (38.00) strongly agreed, 395 (36.00) agreed, 178 (16.00) disagreed and 111 (10.00) strongly disagreed. On whether Sick beds, and other medical equipment are provided by Lafarge Cement Company to rural communities in Southern Senatorial District; 302 (28.00) strongly agreed, 397 (36.00) agreed, while 134 (12,00) disagreed and 261 (24.00) strongly disagreed.

TABLE 4.7

Responses on Lafarge's provision of health services and well-being of rural dwellers

S/N	STATEMENT	SA	A	D	SD
22	The sick are at liberty to use Lafarge Cement Company health facilities	457 (42.00)	402 (37.00)	155 (13.00)	80 (7.00)
23	Drugs are supply to local health centres across Southern Senatorial District by Lafarge Cement Company	488 (45.00)	376 (34.00)	137 (13.00)	93 (8.00)
24	Health workers posted to rural areas receive supports in terms of accommodation from Lafarge Cement Company	355 (33.00)	494 (45.00)	166 (15.00)	79 (7.00)
25	Lafarge Cement Company carry out medical outreaches to take care of the health of rural dwellers	410 (38.00)	395 (36.00)	178 (16.00)	111 (10.00)
26	Sick beds, and other medical equipment are provided by Lafarge Cement Company to rural communities in Southern Senatorial District	302 (28.00)	397 (36.00)	134 (12.00)	261 (24.00)

Source: Field survey, 2019

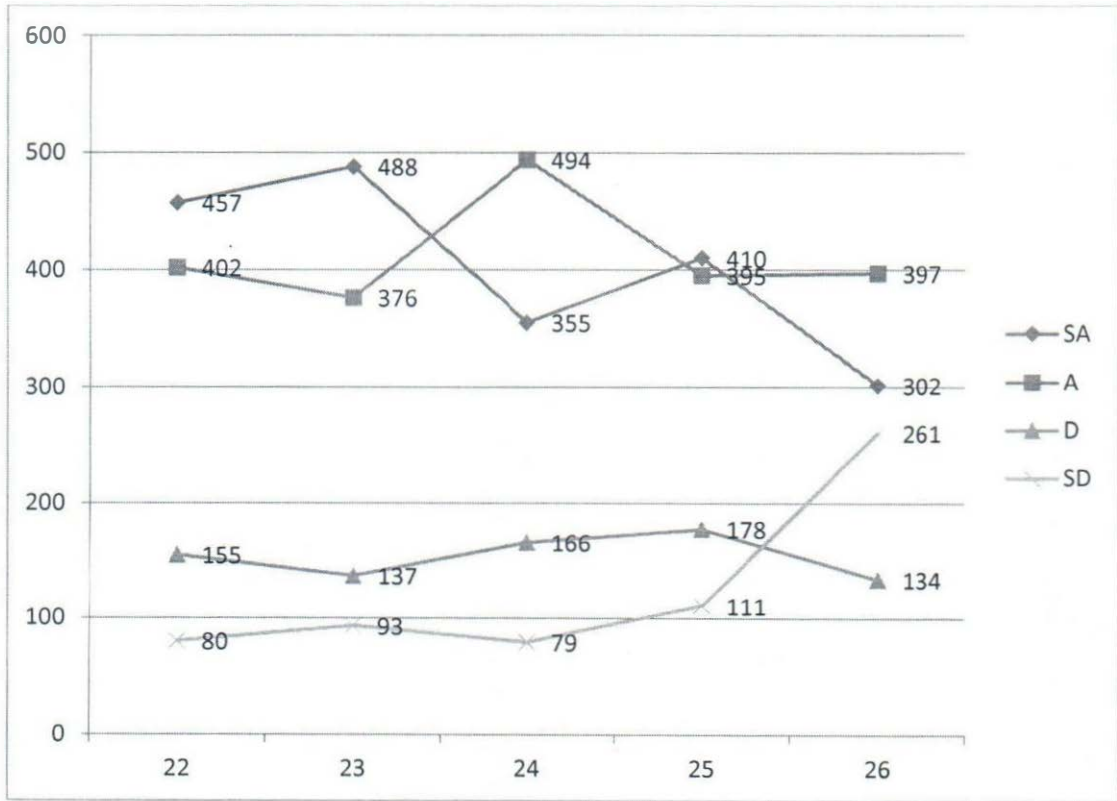


Figure 9: Graphical illustration of respondents' response pattern on Lafarge's provision of health services and wellbeing of rural dwellers

Results of analysis as indicated in table 4.8 shows participants response pattern as follows; on whether literacy level has increased community as more people have access to formal education; 423 (39.00) strongly agreed, 418 (38.00) agreed, while 141 (13.00) disagreed 112 (10.00) strongly disagreed. On whether the number of people who can read and write has increase in my community; 312 (29.00) strongly agreed, 277 (25.00) agreed, 261 (24.00) disagreed and 244 (22.00) strongly disagreed. When asked if Farmers make more from their farm produce as they have access to motorable to transport their goods to neighbouring communities for sale; 597 (54.00) strongly agreed, 413 (38.00) agreed, 61 (6.00) disagreed, and 23 (2.00) strongly disagreed. Asked if Farmers spend less in conveying their goods to the market; 494 (45.00) strongly agreed, 355 (33.00) agreed, 166 (15.00) disagreed and 79 (7.00) strongly disagreed. On whether the incident of maternal death has reduce in Southern Senatorial District; 419 (38.00) strongly agreed, 377 (34.00) agreed, while 214 (20.00) disagreed and 84 (8.00) strongly disagreed.

TABLE 4.8

Responses on well-being of rural dwellers

S/N	STATEMENT	SA	A	D	SD
27	Literacy level has increase in my community as more people have access to formal education	423 (39.00)	418 (38.00)	141 (13.00)	112 (10.00)
28	The number of people who can read and write has increase in my community	312 (29.00)	277 (25.00)	261 (24.00)	244 (22.00)
29	Farmers make more from their farm produce as they have access to motorable to transport their goods to neighbouring communities for sale	597 (54.00)	413 (38.00)	61 (6.00)	23 (2.00)
30	Farmers spend less in conveying their goods to the market	494 (45.00)	355 (33.00)	166 (15.00)	79 (7.00)
31	The incident of maternal death has reduce in Southern Senatorial District	419 (38.00)	377 (34.00)	214 (20.00)	84 (8.00)

Source: Field survey, 2019

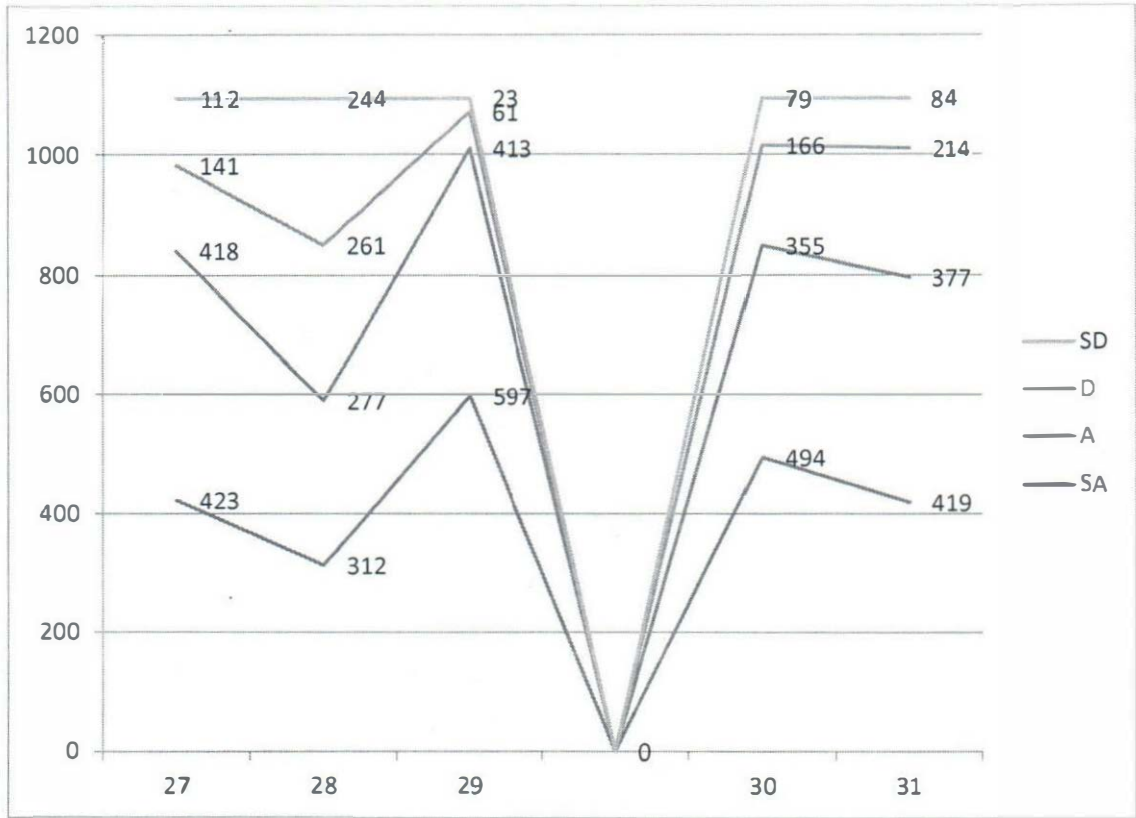


Figure 10: Graphical illustration of respondents' response pattern on wellbeing of rural dwellers

4.3 Test of hypotheses (Analysis of research hypotheses)

4.3.1 Hypothesis One

There is no significant relationship between Lafarge provision of access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The independent variable in this hypothesis is access road, while the dependent variable well-being of rural dwellers. Both variables were measured continuously and inferential statistics involving simple linear regression was used to test the hypothesis at 0.05 level of significance and the result is presented in table 4.9.

The result of analysis as presented in table 4.9 and graphical illustration of data distribution in figure 11 – 13, revealed R-value of 0.485^a. Correlation coefficient is a standardised measure of an observed degree of relationship between variables, it is a commonly used measure of the size of an effect, and that values of ± 0.1 represent a small effect, ± 0.3 is a medium effect and ± 0.5 is a large effect. Also, the R^2 -value of .087 imply that 8.7% of total variance is accounted for by predictor variable (access road). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 35.793$; $p < .000$, is significant. Thus, the null hypothesis was rejected. This implies that there is a linear association (contribution) of the predictor variable (access road) on well-being of rural dwellers. The adjusted R^2 (.086) shows some shrinkage of the unadjusted value (.087) indicating that the model could be generalised on the population. Based on the result, it was concluded that Lafarge provision access road significantly contributes to well-being of rural dwellers in the study area.

TABLE 4.9

Summary simple linear regression analysis of the contribution of Lafarge's Provision of access road to well-being of rural dwellers

Variables	Mean	Std. Deviation						
Access road	15.7029	4.48995						
Well-being of rural dwellers	17.5439	2.87771						
Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	Sig
Regression	2128.735	1	2128.735	35.793	.485 ^a	.087	.086	.000 ^a
Residual	6922.659	1092	6.339					
Total	9051.394	1093						

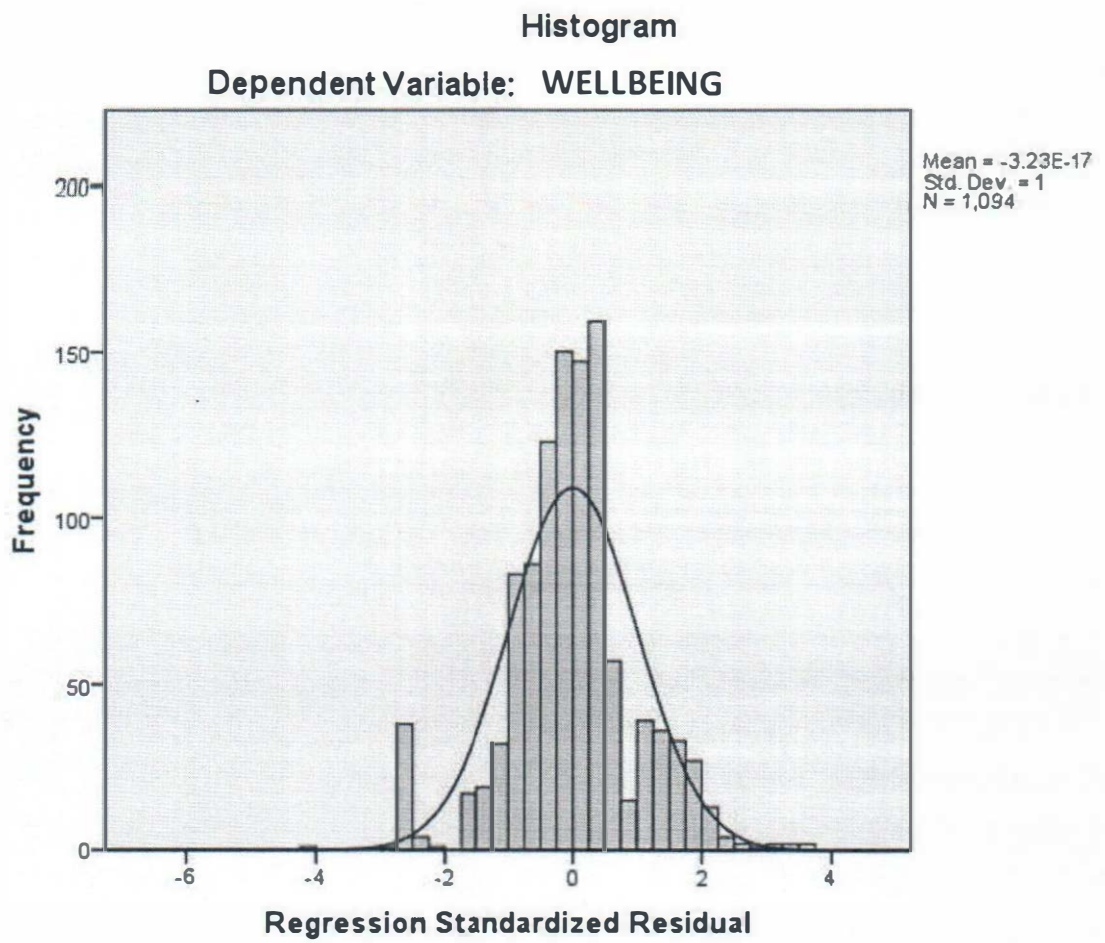


Figure 11: Histogram illustration of regression standard residual of the contribution of infrastructural development to the well-being of rural dwellers

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: WELLBEING

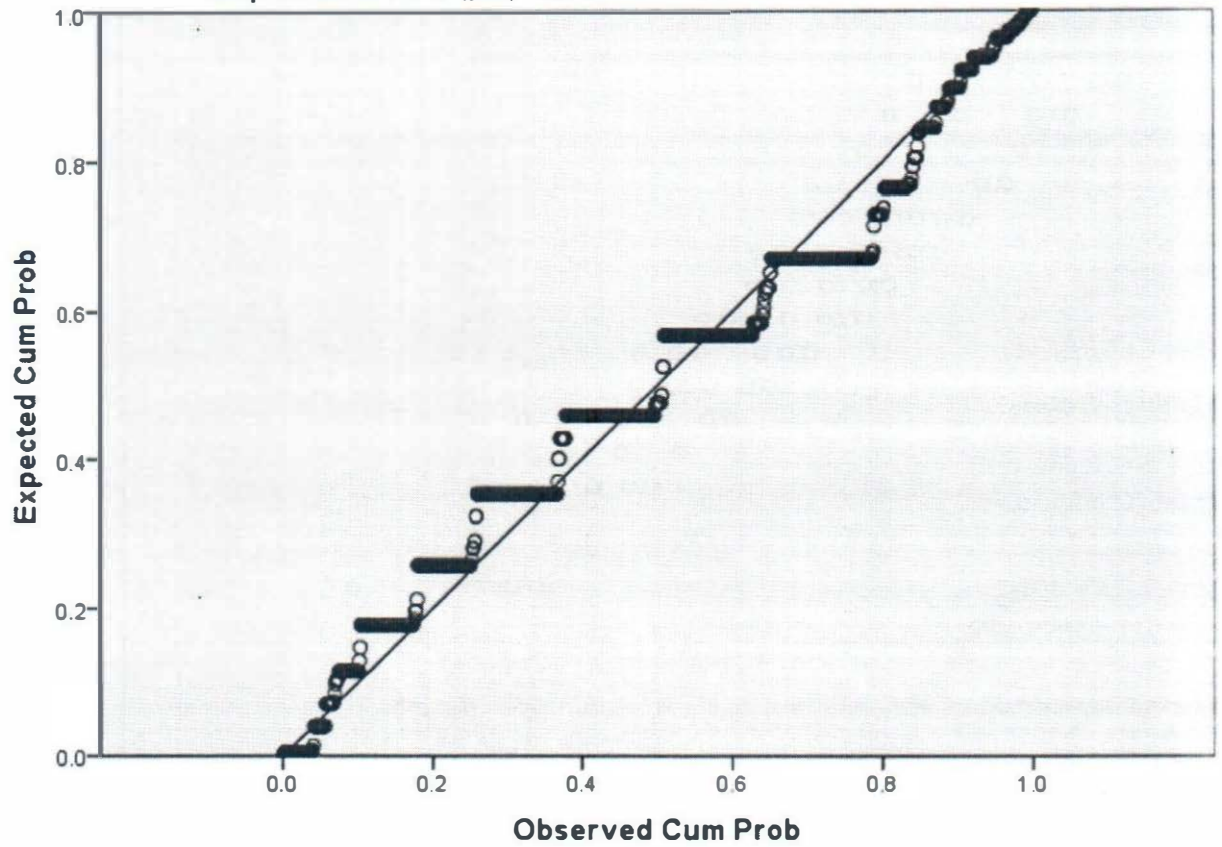


Figure 12: P-P Plot of regression standard residual of the contribution of infrastructural development to the well-being of rural dwellers

4.3.2 Hypothesis two

Lafarge's provision of educational services does not significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The independent variable in this hypothesis is provision of educational services, while the dependent variable is well-being of rural dwellers. Both variables were measured continuously and inferential statistics involving simple linear regression was used to test the hypothesis at 0.05 level of significance and the result is presented in table 4.10.

The result of analysis as presented in table 4.10 with graphical illustration of data distribution in figure 14 – 16, revealed R-value of 0.174^a. Correlation coefficient is a standardised measure of an observed degree of relationship between variables, it is a commonly used measure of the size of an effect, and that values of ± 1 represent a small effect, ± 3 is a medium effect and ± 5 is a large effect. Also, the R^2 -value of .030 imply that 30% of total variance is accounted for by predictor variable (educational services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 34.127$; $p < .000$, is significant. Thus, the null hypothesis was rejected. This implies that there is a linear association (contribution) of the predictor variable (educational services) on well-being of rural dwellers. The adjusted R^2 (.029) shows some shrinkage of the unadjusted value (.030) indicating that the model could be generalized on the population. Based on the result, it was concluded that Lafarge's provision of educational services could significantly contribute to well-being of rural dwellers in the study area.

TABLE 4.10

Summary simple linear regression analysis of the contribution of educational services to the well-being of rural dwellers

Variables	Mean	Std. Deviation						
Provision of educational services	15.7450	4.48995						
Well-being of rural dwellers	17.5439	2.87771						
Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	Sig
Regression	274.302	1	274.302	34.127	.174 ^a	.030	.029	.000 ^a
Residual	8777.092	1092	8.038					
Total	9051.394	1093						

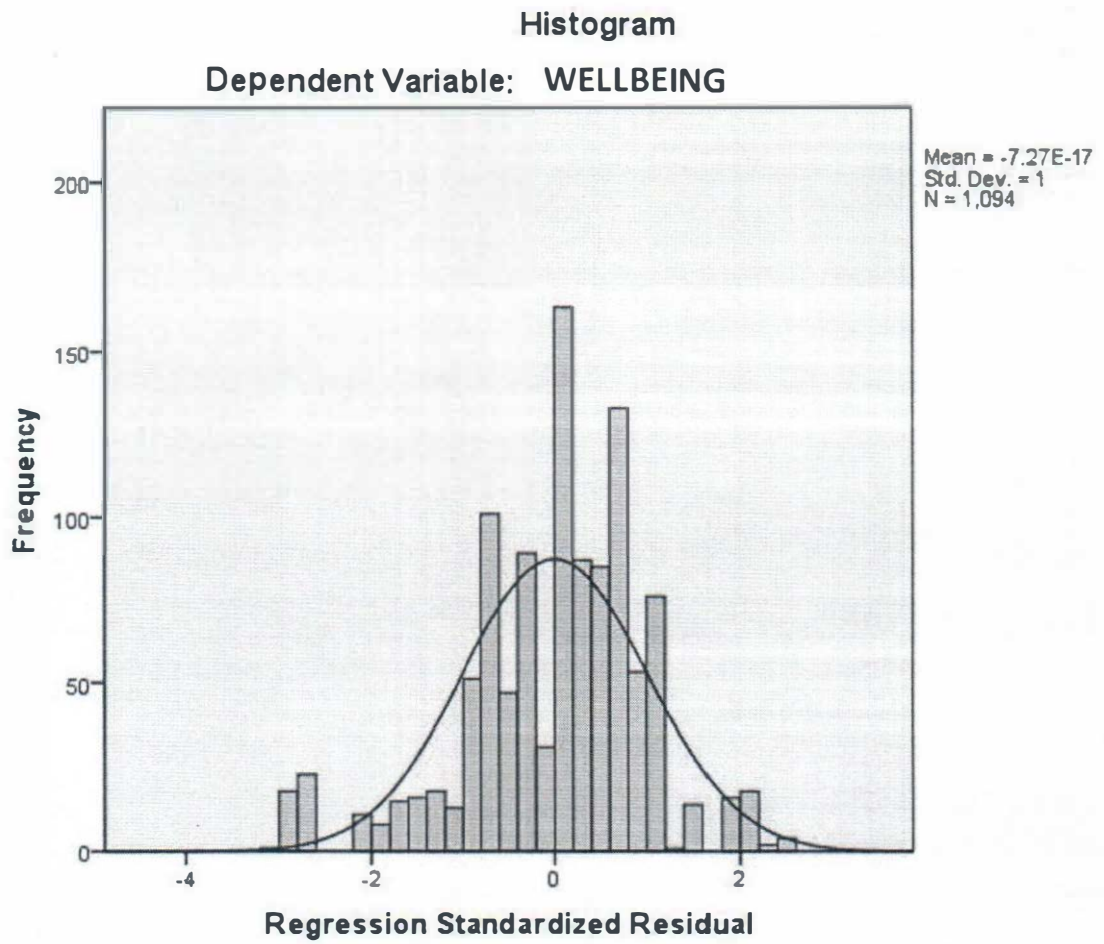


Figure 14: Histogram illustration of regression standard residual of the contribution of educational services to the well-being of rural dwellers

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: WELLBEING

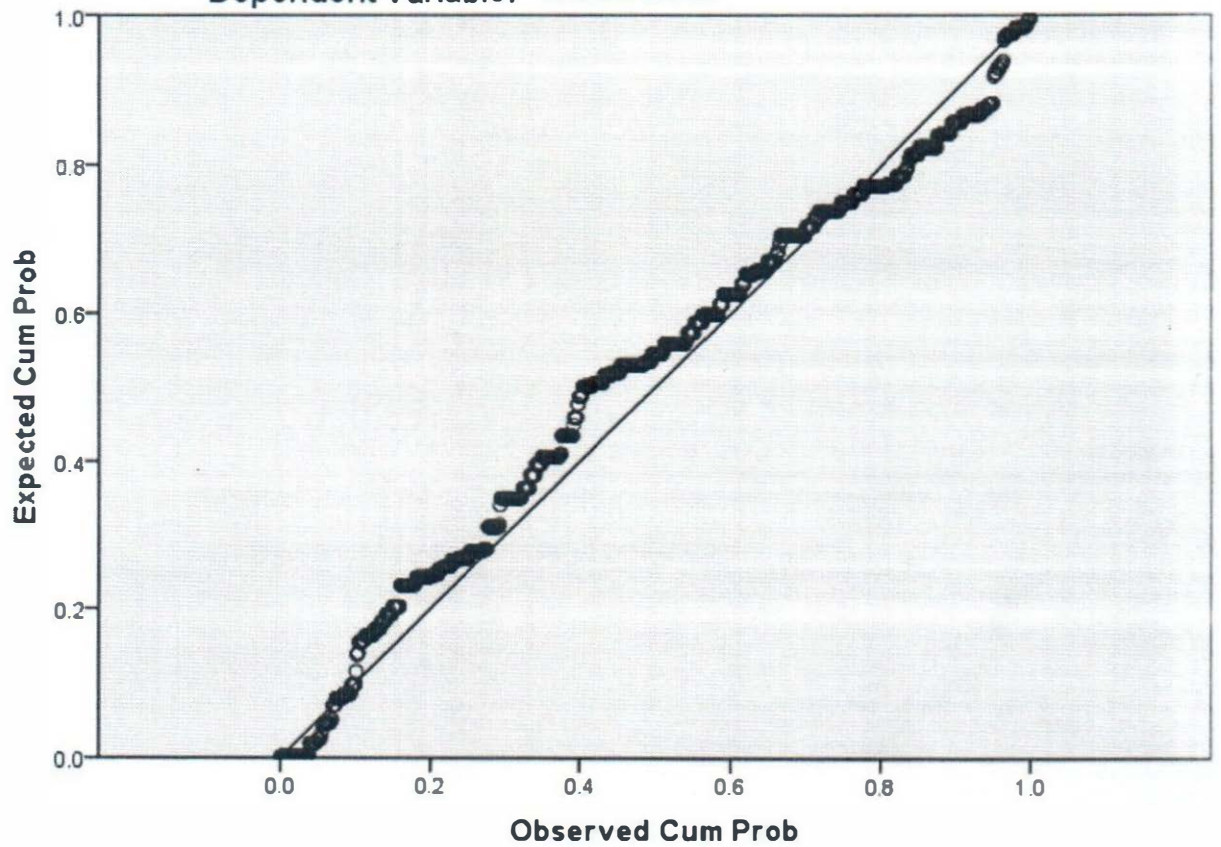


Figure 15: P-P Plot of regression standard residual of the contribution of educational services to the well-being of rural dwellers

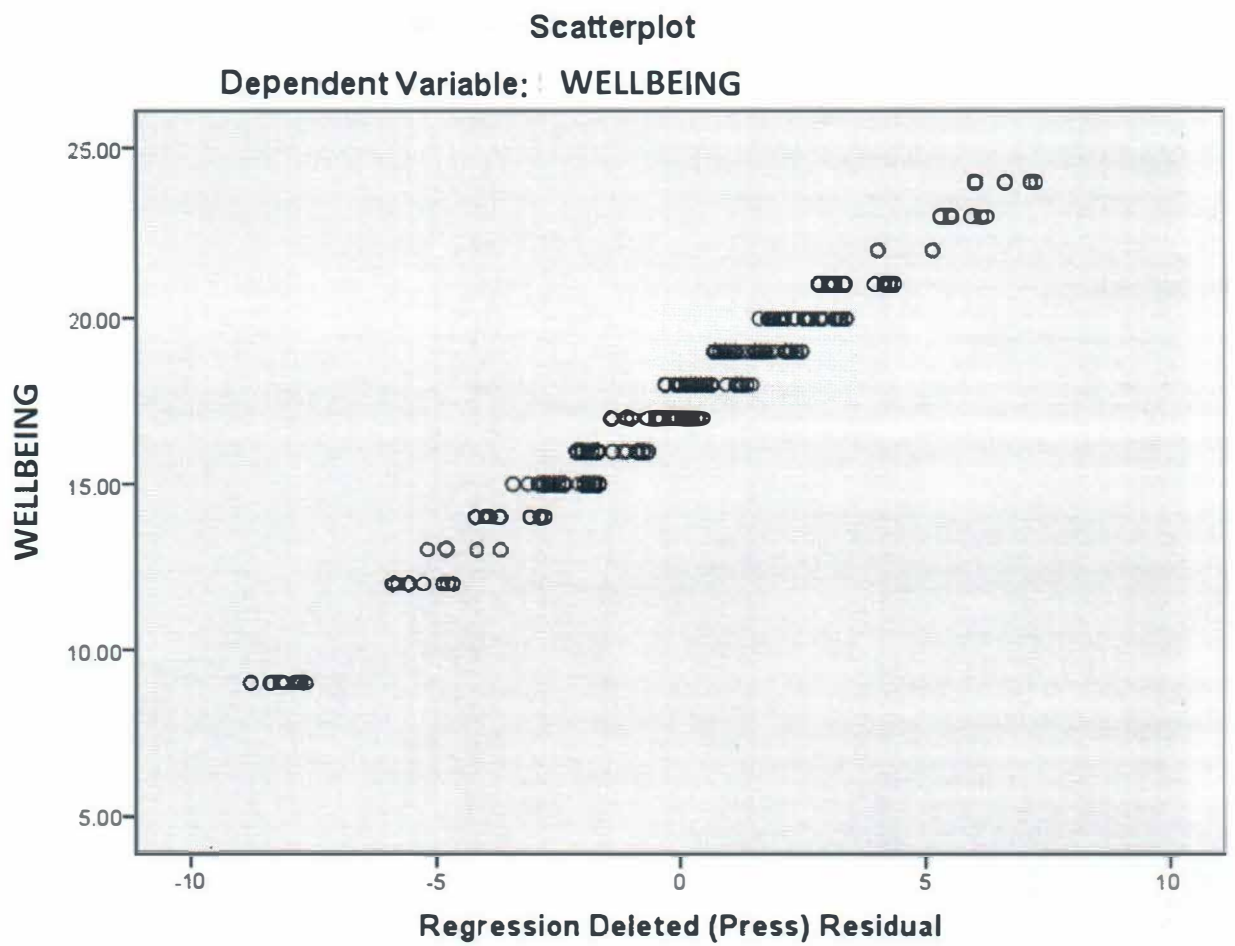


Figure 16: Scatterplot of regression standard residual of the contribution of educational services to the well-being of rural dwellers

4.3.3 Hypothesis three

There is no significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The independent variable in this hypothesis is Lafarge's economic empowerment and while the dependent variable is well-being of rural dwellers. Both variables were measured continuously and inferential statistics involving simple linear regression was used to test the hypothesis at 0.05 level of significance and the result is presented in table 4.11.

The result of analysis as presented in table 4.11 with graphical illustration of data distribution in figure 17–19, revealed R-value of 0.312^a. Correlation coefficient is a standardised measure of an observed degree of relationship between variables, it is a commonly used measure of the size of an effect, and that values of ± 0.1 represent a small effect, ± 0.3 is a medium effect and ± 0.5 is a large effect. Also, the R^2 -value of .070 imply that 70% of total variance is accounted for by predictor variable (economic empowerment). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 21.472$; $p < .000$, is significant. Thus, the null hypothesis was rejected. This implies that there is a linear association (contribution) of the predictor variable (economic empowerment) on well-being of rural dwellers. The adjusted R^2 (.069) shows some shrinkage of the unadjusted value (.070) indicating that the model could be generalised on the population. Based on the result, it was concluded that Lafarge's economic empowerment significantly contributes to well-being of rural dwellers in the study area.

TABLE 4.11

Summary simple linear regression analysis of the contribution of Lafarge's economic empowerment to well-being of rural dwellers

Variables	Mean	Std. Deviation						
Lafarge's economic empowerment	15.4835	4.37254						
Well-being of rural dwellers	17.5439	2.87771						
Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	Sig
Regression	94.100	1	94.100	21.472	.312 ^a	.070	.069	.000 ^a
Residual	8957.294	1092	8.203					
Total	9051.394	1093						

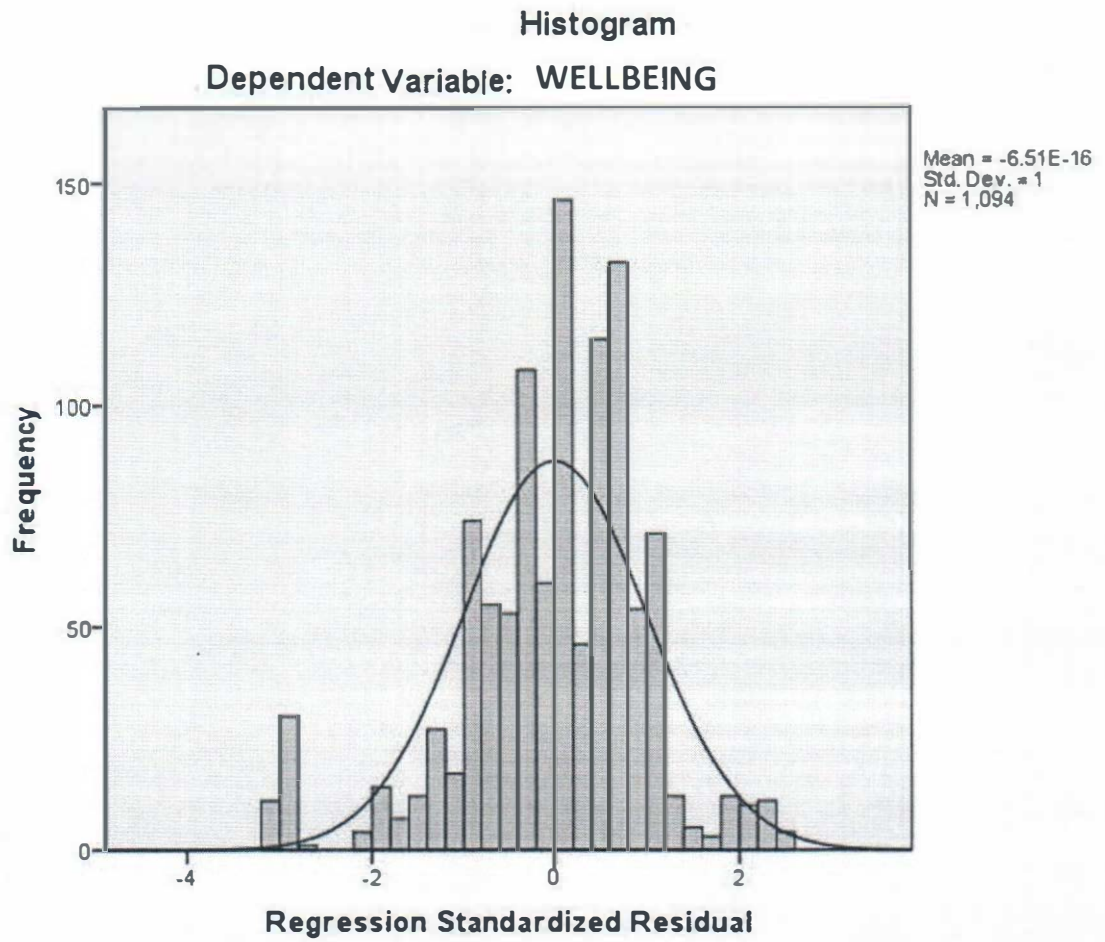


Figure 17: Histogram illustration of regression standard residual of the contribution of Lafarge's economic empowerment to the well-being of rural dwellers

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: WELLBEING

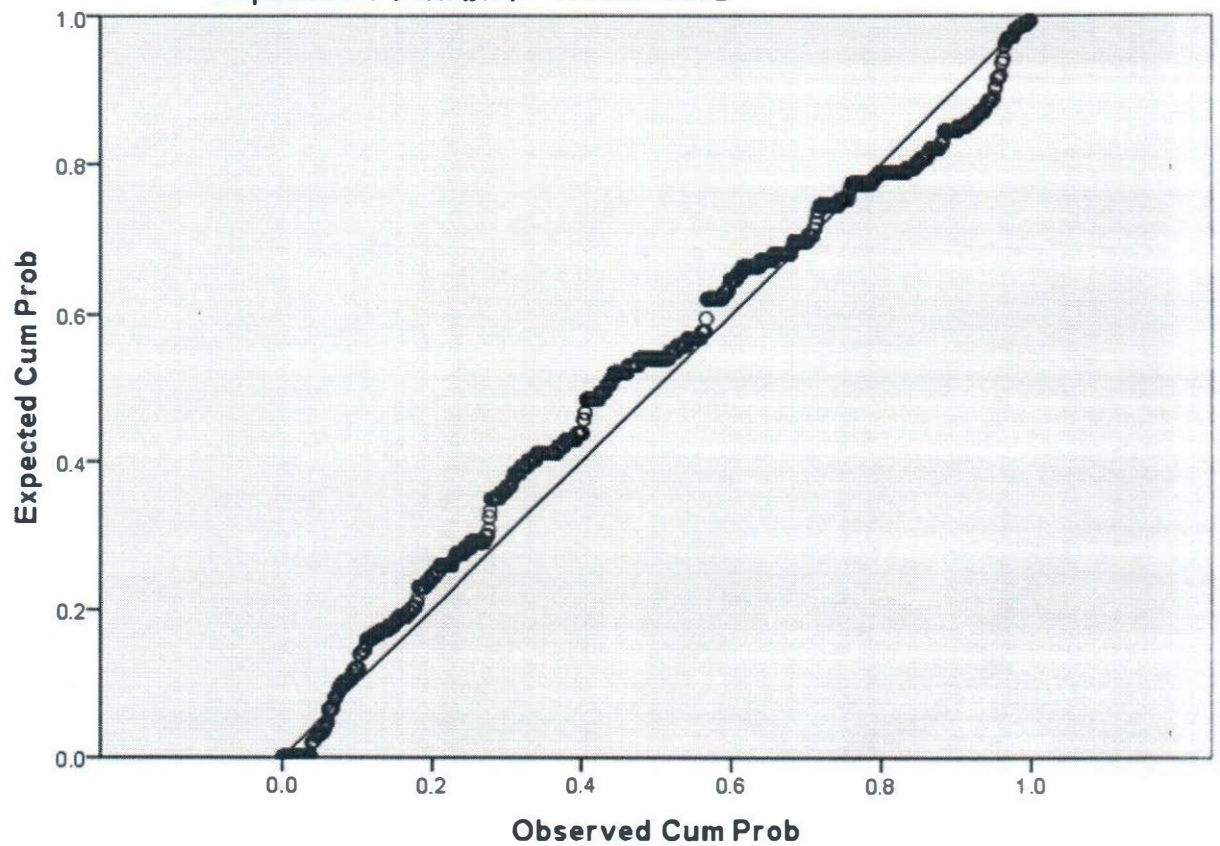


Figure 18: P-P Plot of regression standard residual of the contribution of Lafarge's economic empowerment to the well-being of rural dwellers

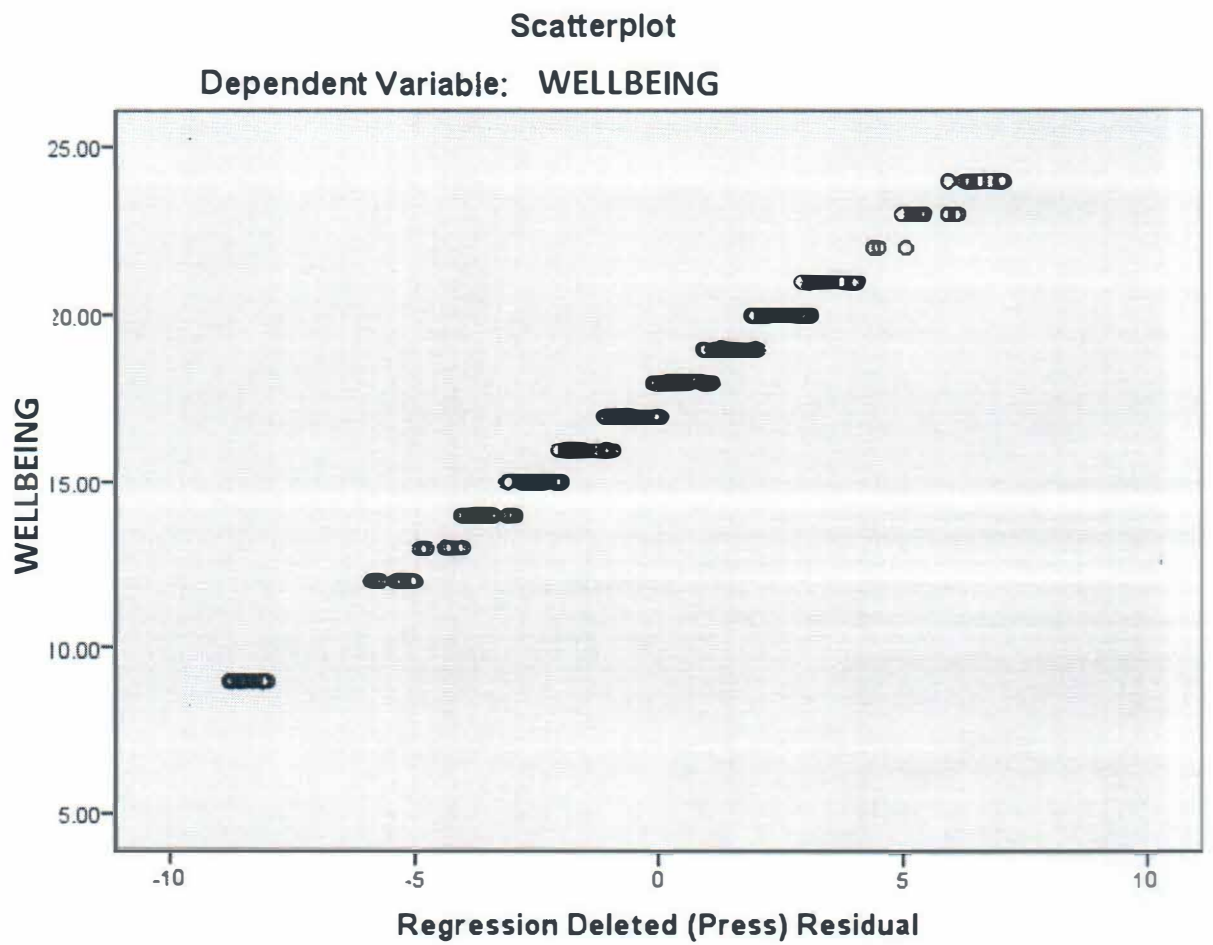


Figure 19: Scatterplot of regression standard residual of the contribution of Lafarge's economic empowerment to the well-being of rural dwellers

4.3.4 Hypothesis Four

Lafarge's provision of health services does not significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The independent variable in this hypothesis is Lafarge's provision of health services and, while the dependent variable is well-being of rural dwellers. Both variables were measured continuously and inferential statistics involving simple linear regression was used to test the hypothesis at 0.05 level of significance and the result is presented in table 4.12.

The result of analysis as presented in table 4.12 with graphical illustration of data distribution in figure 20–22, revealed R-value of 0.112^a. Correlation coefficient is a standardised measure of an observed degree of relationship between variables, it is a commonly used measure of the size of an effect, and that values of ± 0.1 represent a small effect, ± 0.3 is a medium effect and ± 0.5 is a large effect. Also, the R^2 -value of .020 imply that 20% of total variance is accounted for by predictor variable (provision of health services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 11.003$; $p < .000$, is significant. Thus, the null hypothesis was rejected. This implies that there is a linear association (contribution) of the predictor variable (provision of health services) on well-being of rural dwellers. The adjusted R^2 (.019) shows some shrinkage of the unadjusted value (.020) indicating that the model could be generalised on the population. Based on the result, it was concluded that Lafarge's provision of health services significantly contributes to well-being of rural dwellers in the study area.

TABLE 4.12

Summary simple linear regression analysis of the contribution of Lafarge's provision of health services to well-being of rural dwellers

Variables	Mean	Std. Deviation						
Provision of health services	15.4835	4.37254						
Well-being of rural dwellers	17.5439	2.87771						
Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	Sig
Regression	8.307	1	8.307	11.003	.112 ^a	.020	.019	.001 ^a
Residual	9043.087	1092	8.281					
Total	9051.394	1093						

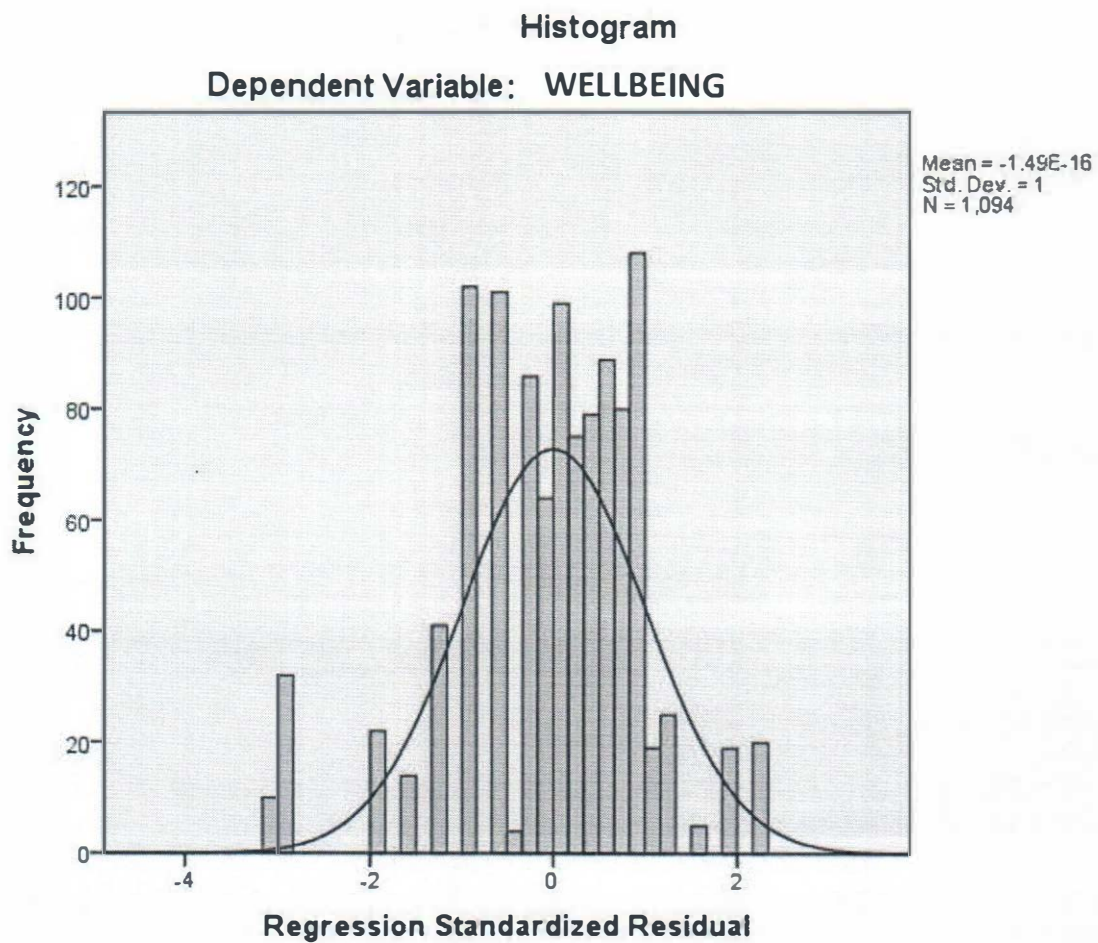


Figure 20: Histogram illustration of regression standard residual of the contribution of Lafarge’s provision of health services to the well-being of rural dwellers

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: WELLBEING

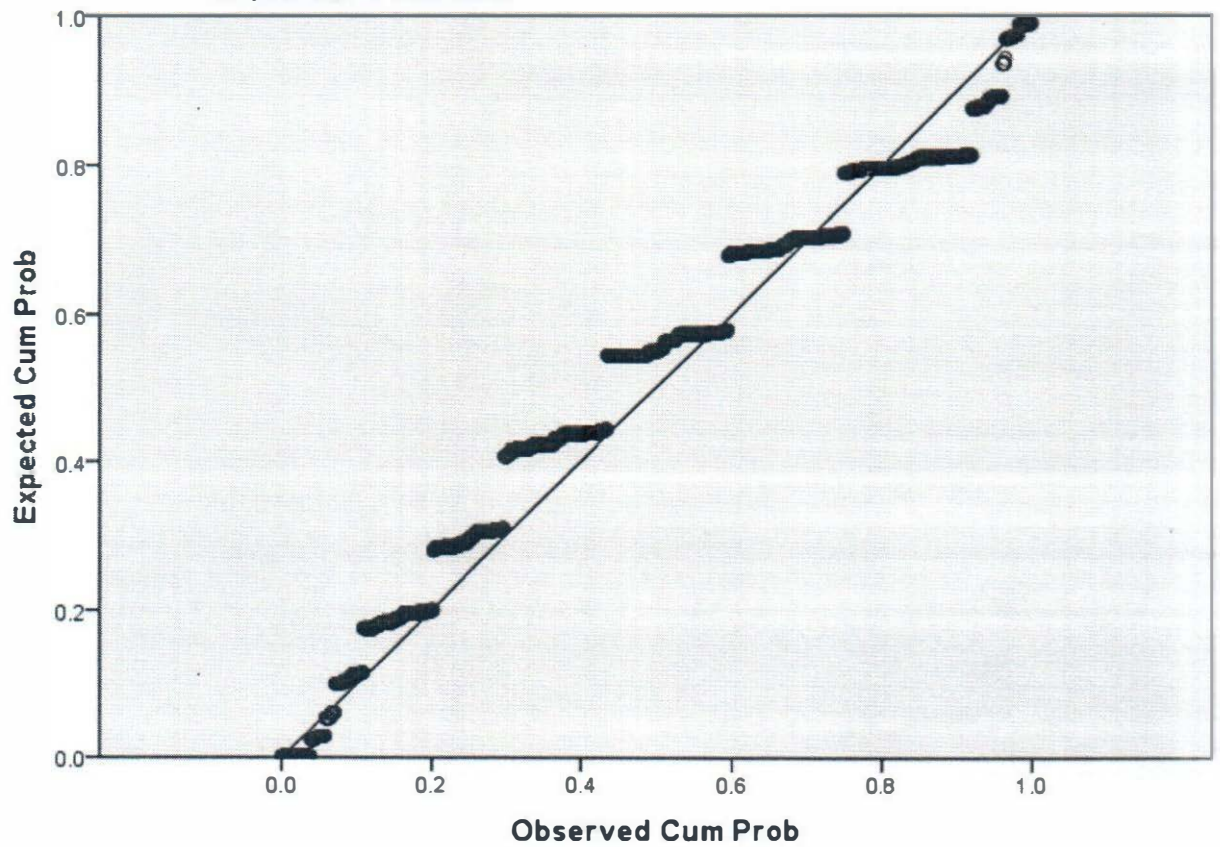


Figure 21: P-P Plot of regression standard residual of the contribution of Lafarge's provision of health services to the well-being of rural dwellers

4.4 Discussion of findings

4.4.1 Access road and the well-being of rural dwellers

The result of the statistical analysis for hypothesis one shows that there is a significant relationship between Lafarge's provision of access road and well-being of rural dwellers. From the analysis, the value was positive which indicated that the access road significantly contributes to the well-being of rural dwellers in the study area. The study shows that beyond the construction of roads Lafarge Cement Company also engage in the maintenance of roads and drainages in the study area. This is evident in the response of the participants, where 70 per cent of the participants agreed that Lafarge Cement Company has invested in road maintenance in their community. Also result revealed that Lafarge do not just focus on host communities, they build and maintain roads in neighbouring communities also. This is according to the response of 72 per cent of the participants who responded that Lafarge do not just concentrate on host communities. Also, 77 per cent of the participants maintain that Lafarge has constructed new roads in their communities. The descriptive analysis was subjected to Simple Linear Regression at 0.05 level of significant. Result revealed an R-value of 0.485^a. Also, the R²-value of .087 imply that 87% of total variance is accounted for by predictor variable (access road). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 35.793$; $p < .000$, is significant. This implies that there is a linear association (contribution) of the predictor variable (access road) on well-being of rural dwellers. The adjusted R² (.086) shows some shrinkage of the unadjusted value (.087) indicating that the model could be generalized on the population. With this result we can conclude that access road significantly contributes to well-being of rural dwellers in the study area.

This finding agrees with the result of Dercon and Hoddinott (2009) who use panel data from fifteen rural villages in Ethiopia and examine the impact of agricultural extension programs and road access on poverty and consumption growth. The study finds based on GMM estimation that access to all-weather roads reduces poverty by 6.9%, and it increases average consumption growth by 16.3% after controlling for regional fixed effects and seasonal shocks. The findings of this study equally corroborated conclusions drawn by Umoren, Ikurekong, Emmanuel and Udida (2010) who used correlation analysis was employed to determine the relationship between road infrastructure and socio-economic development. The correlation coefficient of 0.87 indicates a strong, positive relationship between road infrastructure and socio-economic activity.

Worku (2011) analysed the impact of roads sector development on economic growth in Ethiopia. The study used time-series data on the country's road network and GDP growth over 1971-2009. The author uses a comprehensive road network per worker, and he also tests the significance of paved and gravel roads independently. A two-step GMM estimator shows that paved roads have a positive and significant impact on economic growth while gravel roads do not. However, although he finds a positive impact of the road on overall GDP, it does not show the variation in road access in different parts of the country and how this might affect economic performance at lower levels of administrative units.

Khandker and Koolwal (2011) study result show positive and significant outcomes of roads on per capita expenditure in the short run, especially for indigent households. However, in the long run, enormous benefits will be accrued to higher-income groups due to the increasing rate of return to rural investments and expansion of non-farm employment. They also identified that the initial difference in the

households' characteristics and quality of roads determines the long-run impact of the roads.

Fan and Chan-Kang (2005) found that rapid development of expressways and secondary standard feeder roads contribute to poverty reduction and economic growth in China. The study shows how investment in roads increase agricultural productivity and improve non-farm employment, and this can also lower food prices which are very important for poor households. Jacoby (2000) found that much of rural benefit accrues to the poor households, but the extent is not large enough to reduce the income inequality.

Mu and van de Walle (2007) study results point to significant average impacts road access on the development of local markets. However, they also uncover evidence of considerable impact heterogeneity, with a tendency for more impoverished communes to have higher impacts due to lower levels of initial market development. Nevertheless, impoverished areas are also saddled with other attributes that reduce those impacts. Asomani-Boateng, Fricano and Adarkwa (2015) employ a case study approach to assess the socio-economic impacts of rural road improvements in the three northern regions of Ghana. The analysis revealed that road improvements led to dramatic growth in these indicators along each subject road corridor during the program's initial phase. However, indicators grew to a minor degree or declined during the second phase. The analysis attributes this change to soaring fuel prices impacting freight and passenger charges.

Khanani, Adugbila, Martinez, and Pfeffer (2020) investigate how the implementation of road infrastructure projects is transforming the socio-spatial landscapes and economic development and how they affect social groups within the

peri-urban areas of Kisumu (Kenya) and Accra (Ghana) cities, focusing on effects at the community level. On the one hand, the findings show that road infrastructure projects scaled up residential development, both in Kisumu and Accra, as the roads contributed to housing rents and land prices to increase and rendered peri-urban communities along with them as attractive zones for real estate developers. Furthermore, accessibility to facilities and services improved. Also, in both cities, the road improvements fuelled employment opportunities. Conversely, in both cities, the road infrastructure projects led to gentrification and, therefore, the displacement of poor residents into the hinterlands, which changed social fibre and integration to a certain degree. Tegebu and Seid (2017) measured the extent and type of relationship underlying the road influence zone of rural roads on socio-economic outcomes. The study results suggest that socio-economic impacts of roads differ not only on socio-economic and wealth differences of households but also on distance to the road.

During an IDI session with a farmer and a community leader in Odukpani Local Government Area, he revealed that roads were constructed by Lafarge cement company. Responses from the IDI also shows that the company has invested in other infrastructural projects like dredging of bore holes, rural electrification projects and provision of street lights. The extract from the IDI interaction is presented thus:

The company has done well in the construction of roads and the dredging of bore holes. They have also provided social amenities like the provision of electricity transformers to some communities. Access to electricity, though not always constant has transformed the well-being of the people. Small businesses such as laundry services, hair-dressing and barbing salons that depend on power to operate spend less in power generation. (IDI/52

years/Community leader/ Odukpani Local Government Area)

These views were supported by another community leader who is of the opinion that the cement company has done her bit in ensuring that the socio-economic development of host community is enhanced: The extract of his view is presented thus:

You do not expect the cement company to take full responsibility of developing their host community. The company is only a stakeholder in issues of development in rural areas. The government is sole responsible for the development of both urban and rural area. In fact, government is all about providing for the welfare of the people. Lafarge company has tried in building roads, providing streets light in rural areas and executing water projects in some selected communities where access to water is a serious problem. (IDI/61 years/Community leader/ Akpabuyo Local Government Area)

The response of few market woman interviewed are not different from the ones shared by their male counterparts. Their views shows that they strongly agreed that the cement company has done well in the area of road maintenance and potable water supply. One of the women noted that:

We are now able to transport our product to major markets easily because of the new roads Lafarge built for us. The company has opened up a number of areas in some areas in Odukpani for easy movement of goods and person. (IDI/54 years/Market leader/ Odukpani Local Government Area)

A clergy man also acknowledged the fact that Lafarge cement company has considerably assisted various communities in dealing with infrastructure deficit through its infrastructural development projects. He stated that:

Some of the good road network in this local government areas are handiwork of Lafarge cement company. This has clearly shown that beyond profit making, the well-being of the people is an issue of concern to the company. (IDI/41 years/Religious leader/ Akamkpa Local Government Area)

4.4.2 Lafarge's provision of educational services and well-being of rural dwellers

The result of the statistical analysis of hypothesis two revealed that Lafarge's provision of educational services significantly relates to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The value was positive which implies that when education is inculcated into the people, its aim is to always produce people who can choose for themselves the kind of development and self-actualisation they want to undertake. In this case, education is used to prepare man for social, civil, political and economic role that goes beyond the limit of rudimentary literacy training, which merely has to do with reading and writing. This is why individuals, families, communities and even the entire nation embrace education in order to update their cultural, linguistic and spiritual heritage. Education is therefore an agent of social change. From the analysis of the descriptive analysis, 73 per cent reported that Lafarge in meeting their corporate social responsibility provides books and other reading materials to schools in the study area. 79 percent of the participants that Lafarge provides writing materials to students in both primary and secondary schools in the study area. The descriptive analysis result was subjected to Simple Lineal Regression at 0.05 level of significant. Result revealed an R-value of 0.174^a. Also, the

R^2 -value of .030 imply that 30% of total variance is accounted for by predictor variable (educational services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 34.127$; $p < .000$, is significant. Also, the adjusted R^2 (.029) shows some shrinkage of the unadjusted value (.030) indicating that the model could be generalised on the population. Based on this result we can conclude that Lafarge's provision of educational services significantly contributes to well-being of rural dwellers in the study area

The findings of this study agree with studies undertaken by Kayani, Akbar, Faisal, Kayani, and Ghuman (2017), İnce, (2011), Mehrara and Musai (2013) that educational services and socio-economic well-being. The finding of this study is similar to that of Kayani, Akbar, Faisal, Kayani, and Ghuman (2017) study on socio-economic benefits of education facilities in developing countries. The study report that the benefits of education are numerous: such as employment, earnings, poverty alleviation, export rate. This finding is in line with İnce, (2011) who asserts that education improves women's well-being and living standards by raising the social benefits which are utilized either by individuals or as a society. The study concludes that through education talents, skills, creativity, productivity, imagination and even knowledge is enhanced. Also, Mehrara and Musai (2013) study on education and socio-economic well-being in America revealed education enhances labour market productivity and income growth for all. Rising levels of education improve people's productivity in the home, which in turn can increase family health, child survival, and the investment in children's human capital. For Meena, Jain, and Meena (2008), higher educational attainment increases employment and income opportunity for the educated. Education, employment and earning capacity has an impact on future generations and can accelerate socio-economic

development. Higher educational attainment increases income generating capacity of people.

The findings Ozturk (2001) supports the result of this study. The findings of the study revealed that education enriches people's understanding of themselves and the world. More so, it improves the quality of their lives and leads to broad social benefits to individuals and society. Education raises people's productivity and creativity and promotes entrepreneurship and technological advances. In addition, it plays a very crucial role in securing economic and social progress and improving income distribution. Nyong (2012) noted that there are sufficient proofs that attest to the involvement of corporate organisations in education as an aspect of its social corporate responsibility and its positive impact on well-being of rural dwellers. Odennel (1983) maintains that corporate organisations donate such materials as books, desks, pens, chinks and office furniture to schools in rural areas. Corporate organisations to a great extent have actually alleviated the problems of people who would have depended entirely on the government.

In an In-depth interview session carried out with the participants in Akamkpa Local Government Area, the participant noted that education is one area that people have felt the CRS activities of Lafarge cement company. The traditional ruler maintained that schools have been renovated, both reading and writing materials supplied to schools by the company. His views are summarised thus:

The cement company believes that education is the bedrock of any successful society. They have invested reasonably to the running and maintenance of schools. Some of the PTA teachers are paid by the company in my own community. Indeed, the company is passionate

about the education of our children in this local government area.

Another participant observed that the company has succeeded to match action to words when it comes to the provision of education services. He stated that:

I am aware of students that have benefitted from the company scholarship programmes. While some are in secondary schools, majority of them are in tertiary institutions. The company has been consistent in the supply of educational materials to selected local government area in purview of their operations.

A Youth leader share similar view with the opinion of other IDI participants. He noted that the cement company CSI supports educational services. His views are presented thus:

The company has invested much in the educational service of our children. Classroom blocks have been renovated, and new classroom constructed in primary and secondary schools. The science labs are equipped and science students provided with text books in their subject area.

The principal in one of the community secondary school in Bakassi Local Government Area acknowledge the important part Lafarge cement company has played providing educational services. He reported:

The company has really assisted in providing quality education for our children. We the staff and students have directly and indirectly benefitted from their contributions to education. Workshops have been organised severally for teachers on various subject matter. More than eight of my students are beneficiaries

of the company's scholarship program. The company equipped the science laboratories in our community secondary school.

4.4.3 Lafarge Economic empowerment and well-being

The result of hypothesis three signifies that there is a significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. The findings suggests that empowering individuals at rural areas to be economically or financially self-reliant will produce rural dwellers that are economically viable and productive. Results from the descriptive analysis revealed that Lafarge periodically provides skill acquisition programmes. This is according to the response of 51 per cent of the participants, who agreed on the question. Also, 62 per cent of the participants reported that Lafarge also provides working tools such as drier, computers and fishing nets for people in the study area. The company also fulfil their corporate social investment by providing micro credit to small business owners in the study area. This is according to 64 per cent of the participants who agreed that the company provides micro credit. 66 per cent of the participants reported that Lafarge also provide farm items such as fertilizers to farmers in the study area. Just 49 per cent of the participants reported that Lafarge provides grants to farmers in the study area. The descriptive analysis result was subjected to Simple Lineal Regression at 0.05 level of significant. Result revealed an R-value of 0.312^a. Also, the R²-value of .070 imply that 70% of total variance is accounted for by predictor variable (economic empowerment). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 21.472$; $p < .000$, is significant. The adjusted R² (.069) shows some shrinkage of the unadjusted value (.070) indicating that the model could be generalised on the population. Based on the result, we can concluded that Lafarge's

economic empowerment significantly contributes to well-being of rural dwellers in the study area.

This explains why Khandker (2001) reported that micro-credit scheme has been able to reduce poverty through increasing rural people income levels, as well as improving healthcare, nutrition, education, and helping them to impact their immediate environment positively. This finding is similar to that of Gangadhar and Malyadri (2015) who specifically found that microcredit; a variant of economic empowerment is a powerful tool in enhancing socio-economic development in terms of increased legal awareness, mobility, economic security and family decision making.

This study supported the findings of Achoja, Idoge, Ukwaba, and Ariyoh. (2013), which shows that government amnesty economic intervention policy significantly and positively impacted on artisanal fishing business in the Niger-Delta region of Nigeria. The findings of this study are also similar to that of Taga (2013) who reported that one effective way of enhancing the well-being of rural dwellers is to make members of the society productive by economically empowering them. The empowerment of individuals creates a sense of responsibility and promotes participatory development in the society. The study of Malathi and Vijayarani (2012) further shows that microcredit help rural dwellers in gaining empowerment, which enhances their socio-economic well-being. Pitt, Khandker, and Cartwright. (2003) found that participation in microcredit programs help rural dwellers to have access to financial and economic resources, play significant role in household decision making, have greater social networks and greater communication in general knowledge about family planning and parenting concerns. Conclusions from Khandker (2001), Gangadhar and Malyadri (2015), Achoja, Idoge, Ukwaba, and Ariyoh, (2013), Taga

(2013), Malathi and Vijayarani (2012), Khandker, and Cartwright. (2003), all paralleled the submissions that Lafarge's economic empowerment in any form has a significant effect on the well-being of rural dwellers.

During an IDI session, a participant in Akamkpa Local Government Area, an employee of Lafarge reported that the well-being of rural dwellers has improved as a result of empowerment programmes carried out by Lafarge cement company. His views are presented as follows:

The company has done much for us in the areas of helping to improve our well-being. Skills are provided for both young and old persons, particularly, unemployed women. Some of the skills rural dwellers are exposed to are barbing, hair dressing, carpenter, shoe making, soap making, among others. I am fully aware of individuals that are beneficiaries of these skills' empowerment.

One of the participants maintained that economic empowerment programme of Lafarge has taken different forms and it has great impact on the well-being of beneficiaries and their dependants. He stated the following:

Farmers and fishermen including artisans have benefitted tremendously from the economic empowerment programme of the cement company. The company supports rural farmers with items such as fishing nets, fertilizers and crops.

At Akamkpa Local Government Area, a woman leader acknowledged and expresses her appreciation for all the economic support the people have received from Lafarge cement company. The excerpt of her response is stated thus:

The company has assisted many communities with economic facilities that could transform their life for

good. The fishermen have good testimony to share of how the cement company has supported their business. Farmer and small-scale business owners have also benefitted from the loans and other credit facilities provided by the cement company, through this support, businesses have been transformed and the living conditions of the people improved.

Another participant said that:

The company has been involved in capacity building here in our community. It has focused on micro-credit scheme to boost small-scale enterprises in areas such as agriculture, carpentry, hair dressing and other skill development. In fact, the company is the hope of farmers and fishermen in our community.

4.4.4 Health services and well-being

The result of hypothesis four shows that Lafarge's provision of health services significantly relates to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. result from this study revealed that Lafarge have also provided health services for the people in the study area. This is because from the descriptive analysis, 79 per cent of the participants reported that the sick can in communities where Lafarge have their health facilities can also use these facilities. 79 per cent of the participants also reported that Lafarge provides drugs for local health centres in the study area. From the descriptive analysis, 78 per cent of the participants reported that Lafarge provides support for health workers that are posted to health centres in the study area. 74 per cent of the participants also reported that Lafarge Cement Company carry out medical outreaches to take care of the health of rural dwellers. . The descriptive analysis result was subjected to Simple Lineal Regression at 0.05 level of significant. Result revealed an R-value of 0.112^a. Also, the R²-value of

.020 imply that 20% of total variance is accounted for by predictor variable (provision of health services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 11.003$; $p < .000$, is significant. This implies that there is a linear association (contribution) of the predictor variable (provision of health services) on well-being of rural dwellers. The adjusted R^2 (.019) shows some shrinkage of the unadjusted value (.020) indicating that the model could be generalized on the population. Based on the result, it was concluded that Lafarge's provision of health services significantly contributes to well-being of rural dwellers in the study area.

The findings of the study is in tandem with assertion of (Ezenwaji, 2002) that corporate organizations has drastically address the health challenges in rural areas through the renovations of health centres, provisions of drugs, syringe, injections, payment of medical personnel as well as organising free medical treatment for all. Okon (2012) noted that this contribution is paramount because the health of a nation is central to national development. Similarly, Ekwuruke (2007) averred that the general health of members of any society can be seen as part of an interrelated sets of terms, which have to do with their capacity to adjust to their immediate environment and to utilise it to their optimal benefits. For decades, corporate organisations have worked with governments and other public health providers to improve health and safety in rural communities in Nigeria. Their emphasis is on primary healthcare with particular focus on strengthening existing resources and fostering local programs on health development.

In an IDI session carried out in Odukpani Local Government Area, a community leader reported that Lafarge company's interest in healthcare is amazing. He noted that the through the company's rural healthcare programme many lives in the rural area have been touched: He said that:

Lafarge cement company has supported the rural people with the delivery of healthcare services. The company often organise medical outreach where medical practitioners visit rural communities to attend to their health needs.

Another participant, a farmer in Odukpani shares her views thus:

The company has a hospital where both their staff and members of the community go when they are sick. The company has assisted us in addressing our health needs. In some of the rural health centres, you hardly can get any drugs except paracetamol and most times malaria drugs. Lafarge provide better treatment options than what you can find in any health centre in the rural areas.

Another participant, a youth Leader in Akpabuyo reported that the company invested huge resources in ensuring that they support the government of Cross River State during the Covid-19 pandemic. She said:

During the Covid-19 pandemic, the company provided medical supply to the government. Ambulances, PPEs, hand sanitisers, and nose masks were made available to the government. Even before the outbreak of the deadly Covid-19 pandemic, the company has paid special interest to the health needs of their host communities.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The focus of this study is to assess the relationship between Lafarge Cement Company corporate social responsibility and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. four specific objectives were raised, these are:

- (i) Examine the relationship between access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (ii) Determine the extent to which Lafarge's provision of educational services relates to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (iii) Investigate the relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (iv) Explore whether Lafarge's provision of health services relates to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

The specific objectives were turned into four hypothetical questions that were state in the null form;

- (i) There is no significant relationship between access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (ii) Lafarge's provision of educational services does not significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

- (iii) There is no significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.
- (iv) Lafarge's provision of health services does not significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria.

Literature was reviewed according to the specific objectives raised for the study and these were under the following subheading.

- (i) Access road and well-being.
- (ii) Education services and well-being
- (iii) economic empowerment and well-being
- (iv) Health services and well-being

Four theories were raised to give credibility to the study; the theories are integrated rural development model linked to the Ford Foundation's report that responded to the India famine of 1966, and later advanced by the work of Abasiokong (1981) and Hallet (1996). , Basic human need approach, grew out of the work of the ILO World Employment Program (WEP) of the 1970s, The participatory approach to development of Robert (1983)and Fiorino and Bowel (2001), and the Stakeholder theory, which was developed by Edward Freeman (1970).

The study adopted the cross-sectional survey research design because it enables the researcher to select and study samples drawn from the population for the purpose of discovering the relative incidence, distributions and interrelations of sociological and psychological variables. The study adopted two sampling techniques. They are purposive, and systematic stratified sampling technique. The stratified sampling technique was opted for because it reduces sampling error as it enabled the researcher

to identify and consider the heterogeneous characteristics of the population while drawing the sample. The purposive sampling technique was adopted because it is very useful in explorative studies of this nature as it encourages the researcher to go directly to respondents who have useful information that would aid the realisation of research objectives.

The study purposively selected 1200 participants from three local government areas in Southern Senatorial District of Cross River State. Closed-ended questionnaire on four (4) points Likert scale of strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD), designed by the researcher was used for data collection. The reliability estimate of the instrument was established through the Cronbach method. Elucidated data was coded and analysed using statistical package for social scientists (SPSS) version 20. Linear regression was used to establish the effect of Lafarge cement company corporate social responsibility on well-being of rural dwellers in Southern Senatorial District of Cross River State. This statistical tool was considered most appropriate because of the nature of the variables involved in the study. Each hypothesis was tested at 0.05 percent level of significance. Out of 1200 questionnaires administered, 1,094 were recovered, representing 91.5 per cent of the total distributed quantitative instrument and these was used for analysis. The high number of unretrieved instrument is attributed to the nature of the study area. Being mostly rural, it is difficult to meet the participants at home, especially on weekdays.

5.2 Conclusion

From the analysis of the first hypothesis carried out, result revealed that There is a significant relationship between access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. the result revealed an R-value of 0.485^a. Also, the R² -value of .087 imply that 87% of total variance is

accounted for by predictor variable (access road). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 35.793$; $p < .000$, is significant. This implies that there is a linear association (contribution) of the predictor variable (access road) on well-being of rural dwellers. The adjusted R^2 (.086) shows some shrinkage of the unadjusted value (.087) indicating that the model could be generalised on the population. Also from the descriptive analysis, 70 per cent of the participants agreed that Lafarge Cement Company has invested in road maintenance in their community. Also result revealed that Lafarge do not just focus on host communities, they build and maintain roads in neighbouring communities also. This is according to the response of 72 per cent of the participants who responded that Lafarge do not just concentrate on host communities. Also, 77 per cent of the participants maintain that Lafarge has constructed new roads in their communities.

Result also revealed that Lafarge's provision of educational services significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. From the analysis carried out, Result revealed an R-value of 0.174^a. Also, the R^2 -value of .030 imply that 30% of total variance is accounted for by predictor variable (educational services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 34.127$; $p < .000$, is significant. Also, the adjusted R^2 (.029) shows some shrinkage of the unadjusted value (.030) indicating that the model could be generalised on the population. From the descriptive analysis carried out, 73 per cent reported that Lafarge in meeting their corporate social responsibility provides books and other reading materials to schools in the study area. 79 percent of the participants that Lafarge provides writing materials to students in both primary and secondary schools in the study area.

Result from the third analysis revealed that there is a significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Result revealed an R-value of 0.312^a. Also, the R²-value of .070 imply that 70% of total variance is accounted for by predictor variable (economic empowerment). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 21.472$; $p < .000$, is significant. The adjusted R² (.069) shows some shrinkage of the unadjusted value (.070) indicating that the model could be generalized on the population. From the descriptive analysis carried out, of 51 per cent of the participants, who agreed that Lafarge periodically provides skill acquisition programmes. Also, 62 per cent of the participants reported that Lafarge also provides working tools such as drier, computers and fishing nets for people in the study area. The company also fulfil their corporate social investment by providing micro credit to small business owners in the study area. This is according to 64 per cent of the participants who agreed that the company provides micro credit. 66 per cent of the participants reported that Lafarge also provide farm items such as fertilizers to farmers in the study area. Just 49 per cent of the participants reported that Lafarge provides grants to farmers in the study area.

Finally, Result from the fourth analysis revealed that Lafarge's provision of health services significantly relate to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Result revealed an R-value of 0.112^a. Also, the R²-value of .020 imply that 20% of total variance is accounted for by predictor variable (provision of health services). Furthermore, the regression ANOVA revealed that the $F(1, 1093) = 11.003$; $p < .000$, is significant. This implies that there is a linear association (contribution) of the predictor variable (provision of health services) on well-being of rural dwellers. The adjusted R² (.019) shows some shrinkage

of the unadjusted value (.020) indicating that the model could be generalised on the population. From the descriptive analysis carried out, 79 per cent of the participants reported that the sick can in communities where Lafarge have their health facilities can also use these facilities. 79 per cent of the participants also reported that Lafarge provides drugs for local health centres in the study area. From the descriptive analysis, 78 per cent of the participants reported that Lafarge provides support for health workers that are posted to health centres in the study area. 74 per cent of the participants also reported that Lafarge Cement Company carry out medical outreaches to take care of the health of rural dwellers.

5.3 Recommendations

- (i) The finding of the study revealed that There is a significant relationship between access road and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Hence, there is need for Federating units and federal governments to partner with Lafarge Cement Company to implement a robust rural road development programme and the rehabilitation of existing roads in the rural areas, in order to eradicate poverty and significantly improve people's standard of living.
- (ii) Findings also revealed that Lafarge's provision of educational services significantly relate to well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. there is need the Governments to create space for all education stakeholders including the private firms to become involved, including in the formulation of education policies, standards, strategic plans and regulatory framework from the outset and on a continuing basis. Governments can facilitate dialogue between corporate entity, private schools and banks to increase access to financing and microcredit to support school

improvements and encourage easy access to loans for private school operators or other businesses interested in investing in education. Corporate entities could also partner with and incentivize private publishing houses to make teaching and learning materials available to a wider audience at an affordable price.

- (iii) Result also revealed that There is a significant relationship between Lafarge's economic empowerment and well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Hence, there is need for corporate entities in Southern Senatorial District of Cross state to increase and strengthen their support for SMEs services as part of CSI. A comprehensive awareness campaign on the relevance of Lafarge's economic empowerment programmes should be launched by corporate entities in the study area. If the poor are to ever come out for their poverty, they need to be adequately informed and given the chance to demonstrate their risk abilities and create wealth for themselves.
- (iv) Finally, result revealed that Lafarge's provision of health services significantly relate to the well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. Hence, there is need for the government to invite corporate entities to join key conversations to build trust and ensure innovations and initiatives, not only to support government long-term health goals, but also maximize returns on investments for optimal effectiveness. A unified, multisectoral approach in the health sector will ensure that adequate resources and knowledge are leveraged for equitable healthcare for all.

5.4 Recommendations for further Studies

There is need for further research that will look at the cooperate social responsibility of other cooperate organisations in Southern Senatorial District of Cross

River State, Nigeria. Also other research need to look at other variables that Lafarge cooperate social Responsibility covers.

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APPENDIX I

Department of Sociology,
Faculty of Social Sciences,
University of Calabar.

QUESTIONNAIRE ON LAFARGE CEMENT COMPANY CORPORATE SOCIAL
RESPONSIBILITY AND SOCIO-ECONOMIC WELL-BEING

Dear respondent,

I am a Ph.D candidate from the above name department, conducting a study of Lafarge Cement Company corporate social responsibility and socio-economic well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria. This study is designed to assess the extent to which Lafarge Cement Company corporate social responsibility and socio-economic well-being of rural dwellers. Kindly respond to the questions by ticking () in the box responses that best appeal to your conscience. There is no need for you to disclose your identity, all the information given will be strictly use for academic purposes and treated with confidentiality.

Thank you for your anticipated cooperation.

Asari, Anam E.
(*Researcher*)

SECTION A

PERSONAL DATA

Instruction: Please tick [] against any option you show agreement to

1. Sex: Male , Female
2. Age: Below 25 years [] 26 – 34 years [] 35 – 44 years [] 45 – 54 years [] 55 years and above []
3. Marital status: Single [] Married [] Divorced [] Separated []
Widow/Widower []
4. Education attainment: Non formal education [], Primary education [],
Secondary [], Tertiary []
5. Religion Affiliation: Christianity [] Islam [] African Traditional
Religion []
6. Occupation: Trading [], Farming [], Occupation [], Civil Servant []

SECTION B

LAFARGE CEMENT COMPANY SOCIAL RESPONSIBILITY
AND SOCIO-ECONOMIC WELL-BEING

Instruction: Please tick [✓] on the option that best applies to your opinion. The responses required are classified as: Strongly Agree [SA], Agree [A], Disagree [D] and Strongly Disagree [SD].

S/N	STATEMENT	SA	A	D	SD
	SUB-SCALE 1 ACCESS ROAD				
7	Lafarge cement company as part of their corporate social responsibility has constructed roads in my community				
8	Lafarge cement company has invested in Road maintenance in my community				
9	Road projects in my community are handled only by the government not by any company				
10	Lafarge cement company only engage in Road rehabilitation and has not constructed any road in my area				
11	Only host communities' benefits from road projects executed by Lafarge cement company				
	SUB-SCALE 2 EDUCATIONAL SERVICES				
12	Lafarge Cement Company provide books and other reading materials to schools in my community				
13	Writing materials are given to students in both primary and secondary schools in my community by Lafarge Cement Company				
14	Lafarge Cement Company has constructed new classroom in order to boost learning across communities in Southern Senatorial District				
15	Dilapidated classroom blocks in communities across Southern Senatorial District has been renovated by Lafarge Cement Company				
16	Laboratories has been constructed and equipped by Lafarge Cement Company across schools in Southern Senatorial District				

	SUB-SCALE 3 ECONOMIC EMPOWERMENT				
17	Lafarge Cement Company periodically provide skills acquisition training to rural dwellers				
18	Working tools such drier, computers and fishing nets are provided to rural dwellers by Lafarge Cement Company				
19	Lafarge Cement Company provide micro-credits to Small and Medium Enterprises operating Southern Senatorial District				
20	Fertilizers are provided to farmers to grow their crops by Lafarge Cement Company				
21	Lafarge Cement Company provide grants to local farmers in my community				
	SUB-SCALE 4 PROVISION OF HEALTH SERVICES				
22	The sick are at liberty to use Lafarge Cement Company health facilities				
23	Drugs are supply to local health centres across Southern Senatorial District by Lafarge Cement Company				
24	Health workers posted to rural areas receive supports in terms of accommodation from Lafarge Cement Company				
25	Lafarge Cement Company carry out medical outreaches to take care of the health of rural dwellers				
26	Sick beds, and other medical equipment are provided by Lafarge Cement Company to rural communities in Sothern Senatorial District				
	SUB-SCALE 5 SOCIO-ECONOMIC WELL-BEING				
27	Literacy level has increase in my community as more people have access to formal education				
28	The number of people who can read and has increase in my community				
29	Farmers make more from their farm produce as they have access to motorable to transport their goods to neighbouring communities for sale				

30	Farmers spend less in conveying their goods to the market				
31	The incident of maternal death has reduce in Southern Senatorial District				

APPENDIX II

IN-DEPTH INTERVIEW GUIDE

Preliminary Information

Introduction

Interviewer will introduce herself as Asari, Anam E.

Purpose: I am carrying out a field work as part of my Thesis for a Ph.D Degree in Sociology of development, from the University of Calabar, Cross River State.

Topic: Lafarge Cement Company Corporate Social Responsibility and Socio-economic well-being of rural dwellers in Southern Senatorial District of Cross River State, Nigeria

Assurance of confidentiality: Confidentiality of all interviewee is assured.

Interview recorded: It is my intention to use a tape recorder to record this interview. The reason for recording the interview is to ensure that the notes I take are accurate. It is also my intention to provide you with a copy of my notes to ensure that the information recorded is a true and accurate reflection of the interview

Duration: The expected duration of the interview is between 30-45 minutes

Conduct of the interview: The interview will be conducted in four parts

- a. Access Road
- b. Educational services
- c. Economic empowerment
- d. Health services

a. Access Roads

- (1) Has your community benefitted from Lafarge Cement Company corporate social responsibility?

Probe to know building and repairs of access roads are part of the corporate social responsibility provided by Lafarge Cement Company

Probe further to know if portable roads is part of the corporate social responsibility provided by Lafarge Cement Company?

b. EDUCATIONAL SERVICES

- (2) What are some of the educational services provided by Lafarge Cement Company to your community as part of their corporate social responsibility
Probe further to know if text books, renovation of dilapidated class room blocks are part of educational services provided by Lafarge Cement Company as part of their corporate social responsibility to your community

c. ECONOMIC EMPOWERMENT

- (3) Lafarge Cement Company periodically provide skills acquisition training to rural dwellers
Probe further to identify those skills provided by Lafarge Cement Company to rural dwellers as part of their corporate social responsibility
Also, probe to discover other economic empowerment programmes executed by Lafarge Cement Company in your community

d. PROVISION OF HEALTH SERVICES

- (4) What are the health services offer by Lafarge Cement Company to the sick in your community
Probe further to know the implication of health services on well-being of rural people in your community

Conclusion of interview

Thank interviewee for granting the interview

Assure of confidentiality.

Ask if they want a copy of the aggregate results of the study.

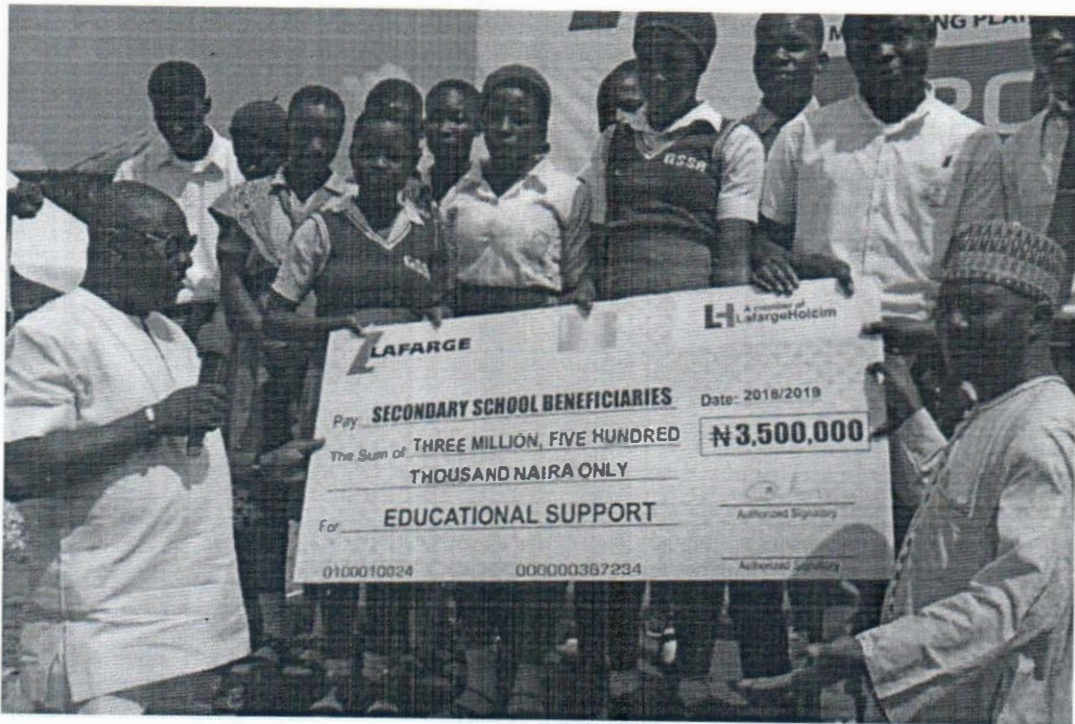
APPENDIX 3



Pictorial Illustration 1
Lafarge carrying out Road rehabilitation in Akpabuyo



Pictorial Illustration 2
Construction of Road in a community in Akamkpa



Pictorial Illustration 3
Scholarship being giving to Scholarship to children in Mfamosing



Pictorial Illustration 4
Beneficiaries of Scholarship offered by Lafarge in Mfamosing



Pictorial Illustration 5
Constructed Classroom building in Mbului



• Sewing machines donated to beneficiaries from various host communities

Pictorial Illustration 6
Sewing Machines from Lafarge to beneficiaries in Host communities



Pictorial Illustration 7

Lafarge & Girl Power Initiative Sponsored Girls skill training in Odukpani



Pictorial Illustration 8

2021 graduates of the Lafarge Driving Institutes



Pictorial Illustration 9
Lafarge MDF offer free medical aid to host Communities



Pictorial Illustration 10
Lafarge Mediatrix & Development Foundation offer free medical aid to host Communities



Pictorial Illustration 11
Lafarge provided ambulance for Cross River State during Covid-19



Pictorial Illustration 11
Lafarge Mediatrix & Development Foundation offer free medical aid to host Communities