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Nurturing the Contemporary Entrepreneur: A Tactical Solution to the Outrageous Unemployment and Poverty Rate in Nigeria

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Abstract:

Despite the Nigerian government's supports for entrepreneurial development through initiatives with significant capacity for growth as witnessed over the years from the activities of establishments like National Directorate of Employment (NDE) and Small and Medium Enterprises Development Agency of Nigeria (SMEDAN). The existing level of poverty and unemployment is disheartening though many attributed it to unbalanced increase in population growth. The study reviewed literatures on building entrepreneurial mind-set, entrepreneur culture and competent skill development in relation to entrepreneurial development. The study is based on qualitative research method and in the process large amount of data was generated with results descriptively drawn from the data obtained. The aftermaths of literature review indicate the absence of entrepreneur mentorship and counselling in Nigeria. Similarly, the absence of entrepreneurial mind-set and clarity of entrepreneur culture is another factor. For that reason, there is need to develop a framework to help nurture our ideal contemporary entrepreneur which entails setting up an adequate entrepreneurial mentorship and counselling programmes to help inculcate the act of building an entrepreneur mind-set as well as entrepreneur culture in all aspects be it a new entrepreneur start-up or an existing venture with the hope of a wide geographical spread in both rural and urban areas. Adequate geographical coverage and equal opportunity for both genders will significantly help in curbing poverty in Nigeria. Integrating these practices with adequate government policy can contribute to entrepreneur growth as a job creation strategy to reduce government burden of employment generation as well as improve the living standard of Nigerians.

Keywords: *Nurturing, contemporary, entrepreneur, solution, unemployment, poverty, Nigeria*

1. Introduction

Today Entrepreneurs are considered to an utmost magnitude as national assets to be cultivated, motivated, and remunerated because they tend to have the ability to change the way people live and work. Successful innovations of entrepreneur ventures made standard of living better, create wealth as well as employment and ultimately contribute to economic growth. From stimulating social change to innovation drive, entrepreneurship is undeniably a significant phenomenon (Shobhit, 2019).

Entrepreneurial ventures help in achieving economic prosperity. New start-ups as well as improving existing businesses helps entrepreneurs to develop new markets and creates new wealth through enhanced technology, products or services. Furthermore, entrepreneur activities contribute to high national income generated through tax revenue as a result of improved employment rate and better earnings which leads to an enriched quality of life, morale boost, and appreciable economic freedom (Shobhit, 2019).

Depending on its drive, be it discovery, opportunity, unemployment or need for survival, entrepreneurship is categorised into opportunity-based and necessity-based (Global Entrepreneurship Monitor, 2012). To Reynolds (2000) and Clausen (2006), necessity-driven entrepreneurship is unemployment in disguised and mostly results to less productivity due to misallocation of a person's resources and competences. A prospective entrepreneur ends up searching

for breakthrough out of necessity (Druker, 1985), or the action may yield effects with new opportunities (Baron & Henry, 2010).

Idam (2014) is of the opinion that certain necessity-driven persons are likely to arise as opportunity-driven entrepreneurs with attributed features, however, the criteria for detecting entrepreneurial should not be self-employment and necessity-based. Furthermore, entrepreneurship was conceptualized as the process of spotting and exploiting opportunities, through the process of innovation, under uncertain circumstance, to either start-up a fresh venture, or restructure a current venture with potentials of creating jobs and worth for stakeholders (Idam 2014).

Entrepreneurship necessitates the use of private initiative and know-how to raise and expand a current business or a new start-up with great growth potential (UNDP, 1999; Ujunwa et.al, 2011). A consensus exist among intellectuals that nationwide or regional economic development is extremely reliant on establishing new venture with intensity (e.g. Venesaar and Loomets, 2006; Ujunwa et.al, 2011). Ujunwa et.al (2011), orated that the creation of new companies is a significant pointer of entrepreneurial action and vital element in economic development. Entrepreneurship growth involves the act of evolving and enhancing knowledge and skills of entrepreneurship through a structured institution-building programme and training (UNDP, 2003).

Entrepreneurship development has a proven record of job creation, accelerates economic growth as well as poverty reduction. In 1947, the number of higher academic institutions worldwide running courses on small-scale business management and entrepreneurship development rose from one university to more than 1600 by the 1990s (Anyadike et al., 2012; Solomon, et al, 2002). Government Regulation plays a crucial role in nurturing entrepreneurship. Without government regulations, unwanted outcomes such as unfair market practices are bound to dwindle the progress of entrepreneurship (Shobhit, 2019).

Entrepreneurship rely on access and participation to succeed as it has been proven that entrepreneurs breed life to new ideas. Government and policy makers play a vital role in creating suitable conditions for new entrepreneur start-ups to thrive through policy implementation and proportionately spread of entrepreneurial activities (geographically, demographically and socio-economically). Entrepreneurism is considered as an average person's route for wealth creation. According to traditional models, response to unmet market needs and demands serves as a motivating factor for entrepreneurial start-ups which in turn leads to job creation, increase in productivity as well as reinforce market competition. Also referred to as 'opportunity' entrepreneurs and 'necessity' entrepreneurs as the case maybe, entrepreneurs in general boost economic growth and create job opportunities for the unemployed or underemployed (Sapin, 2016).

Entrepreneurs proffer solutions to societal issues ranging from employment to innovations for societal benefits because they start-up profitable businesses to address the challenges of hunger, education, health problems and financial literacy. Entrepreneurs effect social changes to better the living standards of the population through Philanthropic activities by giving back to their communities. They are known for their donation and charitable activities like homeless shelters, education empowerment and health as well as mentorship to guide prospective and existing entrepreneurs on how to overcome the sector's hurdles (Woodruff, 2018). In addition, creating employment opportunity is the most crucial way an economy is improved by entrepreneurs. Both entrepreneurs and their employees are revenue generators because they pay taxes when the business is successful (Fitzgerald, 2017).

In Nigeria, quite a few entrepreneurship programmes are said to be inaccurately planned while others suffered shortage of necessary resources. Yet, in condition where availability of resources is not an obstacle to the realisation of the goals, spread and coverage have a tendency to be the hindrance. Similarly, institutional support is crucial to entrepreneurship growth. Entrepreneurial activities in Nigeria still face avoidable challenges like poor infrastructure, shortage of electricity supply, lack of access to capital, insecurity, and high rise of unemployment as well as poor continuity of public policy arising from change in government all undermine the success of entrepreneurial activities in Nigeria (Patrick & Emmanuel, 2017).

2. Problem Statement

Considering the alarming rate of poverty as well as unemployment despite numerous efforts by the Nigeria government to support the growth of Small and Medium enterprises in the country with impactful programmes and schemes such as tradermoni empowerment scheme and the current Financial Bill signed by President Muhammadu Buhari in 2020, there is still need for improvement and continuity, policy consistency and sensitization (Abubakar et.al, 2020).

According to focus economics, GDP per capita refers to an indicator of a country's standard of living, and how it averagely reflects on the wealth of a resident. Hence, it deals with how countries wealth is measured using a standard method to compare in relation to ascertain whether the country is poor or wealthy (Focuseconomics, 2018).

Scarcity of access to at least necessities like food, healthcare and education is a clear indication of poverty. Availability to necessities largely helps as the foundation to lift people out of extreme poverty. Muhammed (2019) cited that the number of poor Nigerians is more than the population of Germany and went further to point out that nearly six Nigerians fall into poverty every minute. According to late Professor Babatunde Osotimehin in 2017, countries in the Saharan African region mostly viewed as frontiers of world's poverty are currently experiencing an explosive growth in population and the area's population is predicted to increase in the next decade by approximately 51%. The UN projects that While Nigeria's population is estimated to be around 398 Million by 2050 as projected by the UN which will make it the world's third-largest country (Muhammad, 2019).

According to VOA (2018), Nigeria will have to create 4 million jobs annually to reverse its current negative unemployment trends. Nigeria's unemployment rate increased by almost 30% in 2018 to 16 million as reported by National Bureau of Statistics in November. That today, not more than 40% of out the country's population of nearly 200

million are said to be fully employed. Consequently, Washington-based Brookings Institution report indicated, that Nigeria overtook India as the country with the highest figure (87 million) of persons living in abject poverty (VOA, 2018).

Timothy (2019) also depicts that almost half Nigeria's entire population lives in abject poverty. Although the Nigerian government is tirelessly working to amend the condition, experts believe that the strategies adopted are not sustainable. According to a data-gathering team (known as World Poverty Clock which monitors progress against worldwide poverty), that in 2019 Nigeria witnessed about 6.8 million increase in the number of people living in extreme poverty making the figure 93.7 million (Timothy, 2019).

Nigeria is considered the home to more than 10 million out-of-school youngsters, with girls comprising about half of the total figure and it is barely coincidental that the world's country with the most population of out-of-school kids is home to people living in poverty. Nigeria's North-East and North-West region which is highly populated accounts for Two-third (2/3) of the total figure (10 million) and its mostly attributed to social unrest caused by the Boko Haram, terror (Muhammad 2019).

Even though the Nigerian government have put a few social schemes to address the issue of poverty. Nonso Obikili an economic expert of the opinion that, the unevenness in economic development and population growth is a key element contributing to poverty rise in Nigeria. With a less than 2% economic growth and 2.8% population growth, the effort of the Buhari led government to lift 100 million people out of poverty will likely yield a negative result until the population growth is controlled while the economy grows steadily (Timothy, 2019). An automatic remedy for poverty is not lesser population growth but a moderately educated, healthy and resilient populace as observed in the case of Chinese youths, one of the finest growth catalysts (Muhammad, 2019).

According to Nigeria's National Bureau of Statistics (NBS), unemployment remains high in the productive age group (15-64 years of age) and Dielmann, is of the opinion that the main danger facing a country like Nigeria with rising population growth and outrageous number unemployment is the lack of economic growth (Dawn 2019).

The United Nations Development Programme (UNDP) and the Oxford Poverty and Human Development Initiative (OPHI) disclose that the traditional concept of poverty is outdated. The recent data reveal that it is oversimplifying to categorise countries as either rich or poor. The 2019 Global Multidimensional Poverty Index (MPI) findings reveals the disparities on how people experience poverty in terms of lack of access to health, education, and standard of living and thereby expose immense inequalities amongst countries and the poor populace separately. Achim Steiner, UNDP Administrator is of the opinion that 'Combating poverty requires identifying the location of where the poor resides' because they seem not be uniformly spread across a geographical area or within a household' (UNDP, 2019).

With an estimated population of nearly 202 million, Nigeria accounts for almost half of West African region's entire population and is considered in ranking amongst top countries with high youth population in the world. The lack of job opportunities as well as social and political unrest has affected poverty reduction immensely in Nigeria. Despite Nigeria's recent progress socio-economically, its human capital development is still weak as a result of under-investment judging from the country's ranking of '152 out of 157' in World Bank's 2018 Human Capital Index. (Worldbank1, 2019).

Driven by activities in the Services Sector (especially telecoms), Nigeria's recovery from recession continues to sustain a projected 2% steady growth rate from 2016 to 2019. However, there is slight increase in Agricultural growth, the sector remains affected due to insurgency and farmer-herder conflicts. While the Oil sector has witnessed a stable growth rate, the Manufacturing Sector's is slow due to unstable power supply. Weak consumer demand and lower public and private investment is attributed to the overall sluggish speed of recovery in 2019 (Worldbank2, 2019).

3. Entrepreneurship Development in Nigeria

Several policies have been supported in literature to address poverty concerns. Noticeable strategies among others include, growth strategy, basic needs strategy, targeting approach, and employment-oriented approach (Ujunwa et. al, 2011). Unlike previously witnessed, there is need for Policy shift to promote private sector labour intensive growth. Adopting rural development approach is necessary due to high concentration of the poor in rural areas of emerging nations. The approach constitutes as such - infrastructure development, social services delivery and employment opportunities to rural dwellers (Aigbokham, 2008).

Several entrepreneurship programmes have been in place for a long time as a means of empowering the unemployed population as well as to help reduce the level of poverty in the country. Below are some of the government's contribution to boost economic development through empowerment in terms of training and skills acquisition:

3.1. The National Directorate of Employment (NDE)

NDE is the lead Nigerian Government's agency tasked with the responsibility of creating jobs for the unemployed. It's mandated to maintain employment data bank, design and implement programmes capable of combating unemployment and to articulate developmental policies with intensive labour potentials. NDE has a presence in all the States across to help achieve its four (4) key areas of intervention for job creation as such- Vocational Skills Development, Entrepreneurship Development, Agricultural Skills Training and, Public Works Programme. Idaman pointed vocational skills acquisition training, career counselling and employment linkages, entrepreneurial training and enterprise creation, amongst others as NDE's key programmes (Idam, 2014).

Adam (2016) pointed out that, Oyemomi (2013) summary of the NDE's achievement accordingly: That more than 2 million unemployed people have benefitted from NDE's training in about 90 different vocational training as well as assisted over 40,000 Nigerians to set up businesses of their own interest. The Directorate has organized labour-based groups through which 160,000 people benefitted. Between 2005 and 2009, official reports of NDE indicated that around 599,405 individuals were empowered under its numerous programmes and schemes. Consequently, 171,253 people

nationwide benefitted in 2010 while in 2011, 159,076 benefited from its programmes and schemes (FRN, 2012). Umoh, cited in Odey and Okoye (2004) that an average of about 108,000 Nigerians participate in NDE programmes annually. It is worthy to note that despite all its efforts to support skills development as well as entrepreneurial set up, NDE main weakness is its inability to provide post training supervision which attributed to lack of commitment by various stakeholders (Idam, 2014).

3.1.1. Small and Medium Enterprises Development Agency of Nigeria (SMEDAN)

SMEDAN was established in 2003 to provide institutional support with structured design for Small and Medium Scale industries. Through the effort of SMEDAN, Small business were able to contribute to Nigeria's economy by creating entrepreneur growth and contemporary business innovations to stimulate economic development such employment opportunities. SMEs account for the major source of employment and value creation. In addition, SMEs in political economy play a significant role in promoting and strengthening reforms.

The mandate of SMEDAN is to stimulate, monitor, and coordinate the development of Nigeria's micro, small and medium enterprises (MSMEs) as well as to initiate and articulate policies, programmes, instruments and support services for MSMEs development (Idam, 2014). Furthermore, SMEDAN provides programmes and schemes such as Corper Entrepreneurship Development Programme (CEDP for NYSC members) advisory services, business sensitization as well as business counselling through their offices and Consultants. (SMEDAN, 2012). So far, SMEDAN has created over 59.7 million jobs across Nigeria (Orih, 2015).

3.1.2. Youth Enterprise with Innovation in Nigeria (YouWIN)

YOUWIN is a youth employment empowerment programme for entrepreneurial development. The programme is all about capacity building, mentoring, financing and peer networks. YouWIN is a large-scale national business plan competition for aspiring young entrepreneurs which involves a collaboration between Ministries of Finance, Communication Technology, and Youth Development with support from Department for International Development (DFID) and the World Bank. The main objective of the program is to encourage innovation and employment generation through the creation of new enterprises as well as expansion of the existing ones (McKenzie, 2019).

It's all about innovative business plan competition with aim to encourage and support Nigeria's ambitious entrepreneurial youths to develop and execute business ideas (YouWIN, 2013). Youths within the age range of 18 to 45 years compete for the N1 million to N10 million prize to execute their entrepreneurial ideas. In 2011, a total of 1200 successful participants in the completion were given businesses grants, and thereafter, the agency continued with post-award monitoring exercise (YouWIN, 2013). Idam further express concern about programme's sustainability due to political undertone and the nature of the award (Idam, 2014).

3.2. Overcoming Challenges: Transition Process

In the words of Gary Bredow, the host and creator of the Start-Up show, 'that in the current age of entrepreneur, and as job security increasingly becomes a thing of the past, the available option is to become self-reliant' (Pinola, 2016). The transition process requires an understanding of below in nurturing a potential entrepreneur.

3.2.1. Entrepreneurial Mind-set

In the words of Nitin (2018), there's no superior time to decide whether to be an entrepreneur or not than today. According to the publication 'Entrepreneurial mind-set...' by Jonny, (2020), developing an outstanding entrepreneurial mind-set is all about determination to follow a proven formula. Having an entrepreneurial mind-set is all about an approach adopted overcome challenges. It entails how the entrepreneur thinks, makes decisions as well accepting the outcome of those decisions. The outcome of the drive to improve becomes a reality when the skills of the entrepreneur is constantly improved after making mistakes in the process. It takes a strong will power to develop an entrepreneurial mind-set (Jonny, 2020). Learning how to become an entrepreneur is not an impossible task. It's about building the necessary habits and confidence as well as learning some business strategies to fearlessly start-up the business. Some start with a side business without quitting their job in the initial phase. A prospective Entrepreneur is most likely to succeed after overcoming self-doubt. Self-doubt kills dreams way faster than bad decisions, mistakes and other external factors such as bad economy or unfavourable business environment (Jonny, 2020).

Jonny further explained that the determination to become a successful entrepreneur begins with the spirit to nourish the feelings to accomplish the goals imagined. Below are some of the qualities that can help a prospective entrepreneur to develop an entrepreneur mind-set. This enables one to understand why famous entrepreneurs think and act alike irrespective of their race or geographical difference (Jonny, 2020).

3.2.1.1. Decisiveness

Indecision is said to be the paramount root of business let-down due to delay or lack of taking actions. Decisiveness here is all about the ability to make effective business decisions without delay. An entrepreneur's ability to make business decisions contribute to the survival or failure of a business be it a start-up dream or an existing business. It is therefore all about making confident decisions after understanding the business challenge at hand.

3.2.1.2. Confidence

What differentiates being good or bad in terms of appearance is mostly attributed to how confident one acts. It is good for an entrepreneur to learn and master the act of being confident when speaking or marketing a product. It's a skill an entrepreneur must learn to accomplish the desired business goals. It takes multiple practice to become good or better at it.

3.2.1.3. Accountability

Entrepreneurs hold themselves responsible in all circumstances. No matter the outcome, whether positive or negative the entrepreneur must develop the mind-set of taking responsibilities. Accountability is an obligatory aspect of having an entrepreneurial mind-set as it entails taking action to address the outcomes of issues not necessary caused by the entrepreneur.

3.2.1.4. Resilience

Resilience is all about having the capability to recuperate as soon as a catastrophe occur. How fast an entrepreneur thinks or act to correct mistakes or bad business decisions helps in the process of developing an entrepreneurial mind-set. Learning to quickly deal with difficult situations is part of an entrepreneurial skill.

3.2.2. Entrepreneur Culture

According to Herb Kelleher, Founder of Southwest Airlines, Culture is among the most exquisite possession of a business and it is a reflection of a particular business values. Entrepreneurial culture is significant for a venture because it is the tool that reveals the business founder's value. Entrepreneurial culture helps employees to understand the way to treat customers, colleagues' as well as employee general expectation within the firm.

If managed properly, culture also improves the performance of the business. As an essential fragment of the overall strategy entrepreneurial culture improves the performance as well as contributes to ensure organisational growth towards client expectations as established during start-up. Jennifer Prosek (CEO of CJP Communications) entrepreneurial culture is not an option but a necessity to out-pace the competitors. Prosek, further mentioned Authenticity, continuous effort, commitment to business and to people as the four key pillars to creating entrepreneurial culture (Jeff, 2011).

In addition, entrepreneurial culture is fostered at the community level as seen in the case of Silicon Valley, part of the San Francisco Bay area, famously known as a launch pad for technologically inclined start-up firms (The Reference, 2020). Silicon Valley serves as the universal center for technology as well as innovation, and social media. San Jose, the largest city in the valley (Orma, 2018), according to Brookings Institution has the 3rd highest GDP per capita (\$77,440 in 2014) in the world behind Zurich, Switzerland and Oslo, Norway (Hall, 2014).

3.2.3. Vocational Skills and Competence Development

As countries witness constant economic and social needs adjustment, skill development should be a worldwide priority. Transferable skills acquisition and development is progressively encouraged in all realms be it industrial or academia. Globally, the employability of young adults, most especially graduates from schools, training centres and higher institutions is on the rise based on international development agenda (UNESCO 2012, World Bank 2012). Countries best known in terms of significant corporate investment in employee skills development is Germany and Japan (Thelen and Kume, 2001).

In Japan, development policies in both public and private sector has always been Skills enhancement based with significant emphasises on human resource development due to the countries limited natural resources. The backbone of Japan's economy is its robust manufacturing sector. Due to contemporary significant changes in business environment worldwide, the Japanese government works together with the academia and industries to improve the mechanisms of the country's leading industries in terms of innovation, productivity and relevant policy formulations on human resources development (Yoshida, 2013).

Also, in Germany, skills development is said to be the fundamental reason for the country's sparkling manufacturing sector (Sanna, 2015). The low unemployment and high skills of Germans is attributed to the country's dual education system (vocational education and training system) endowed with an admirable approach to skill development, covering training and vocational education, occupational competence and identity (FMRG, 2020). The training which is mostly completed between two to three years commences immediately after high school. It equips beneficiaries with both practical exposure and theoretical study in over 350 occupations covering diverse fields of individual's interest. The schools are funded by the government while corporate institutions are responsible for providing skill training and work experience. Countries like Austria, Switzerland, Netherlands, France, and China have implemented the dual VET systems to help tackle their youth unemployment challenges (Sanna, 2015). Due to growing awareness and demand worldwide from countries for cooperation with Germany, the Federal Education Ministry launched an online 'Apprenticeship Toolbox' to offer support for existing and prospective decision-makers with desire to implement the dual apprenticeship schemes (FMRG, 2020).

India was left with no choice but to equip its population with skills development because it was predicted that they will be the youngest productive population by 2020 globally, with an average of 29 years compared to US and China 37, Europe 45 and Japan 48. Thus, the reason why the India government responded by establishing the Ministry of Skill Development and Entrepreneurship in 2014 to help restructure the Vocational education and training. Today, vocational education in India is accessible after secondary school in industrial training centres owned by government and private

institutions. Between 2019 -2010 in India, out of 460.2 million total labour force, 50.8 million have secondary education, while 7.9 million attended vocational training and 10.5 million have technical education knowledge (Sanna, 2015).

There is need for transition from school to work due to high youth unemployment and skill mismatch almost all context today (Tasli, 2018).

4. Findings

Although lack of access to start-up fund has been the major challenge of many potential entrepreneurs in many countries around the globe, its accessibility has proved to be a solution to poverty and unemployment where it is made available. From agrarian to commercial rural areas, the lack of financial presence has always constituted a challenge in Nigeria. The absence of sustainable entrepreneurs in the rural areas is a thing of concern. The government seems to focus only on urban areas when it comes to empowerment. The neglect of rural development approach is one of the major reasons for the unrest in Nigeria especially the Northern region. There is zero or nearly nothing in terms of healthcare services, infrastructure development, dilapidated schools, poor social services, high illiteracy rate as well as outrageous number of unemployed youths.

However, to achieve the key objective of this paper which is 'nurturing a contemporary entrepreneur in the face of poverty and slow economic growth', our findings reveals the following –

- There is lack of entrepreneurial mind set. From all indication is there is lack of entrepreneurial mind-set as most unemployed youths do not have the ability to think as entrepreneurs and lack the knowledge about what it takes to be self-employed due to lack of confidence.
- There is little or no clearly defined entrepreneurial culture in Nigeria as observed in places like Silicon Valley.
- Absence of Mentorship. There is little or no Impact of how successful entrepreneurs share their experience with aspiring entrepreneurs.

5. Conclusion and Recommendation

Despite the tireless support of government, the high rate of unemployment and poverty is still a challenge to economic growth in Nigeria. In conclusion, it is important to note that delays experienced in release of start-up funds by government and micro-financial institutions as well as the lack of entrepreneurial initiative and confidence displayed by most unemployed people to come up with viable business plan has been observed to exist in Nigeria. The development of entrepreneurial activities in both rural and urban areas should continue to be supported by government to promote self-employment as it holds one of the key solution to improving quality of life and decline in societal mayhem, such as insecurity & theft, as well as the issues of drug peddling and prostitution.

With the alarming rate of poverty, which is basically attributed to the outrageous unemployment ratio, the only solution is to embrace entrepreneurship as remedy to complement the effort of government in employment generation. Engaging the unemployed youths will lead to reduction of poverty, if empowerment coverage is appropriately carried out. Boosting entrepreneurial activities is the keyway for government to encourage private sector engagements which in turn will reduce the burden of employment generation as all expectations are on government. The authors came up with three vital recommendations, as such -

- There is need for educational reforms in Nigeria. Government should introduce several technical and vocational skills training a student must pass through from primary to secondary school to equip and prepare them for life after school in the event of unemployment. If implemented and monitored properly, it will help to reduce the expected rise in number of unemployed and people living in poverty.
- Employment of entrepreneurial Guidance and Counselling staff in both primary and secondary school can help to shape and prepare the mind-set of existing and upcoming generation of youths in Nigeria towards entrepreneurial start-up. Guidance and counselling will no doubt help in early identification of prospective entrepreneurs with potentials of creating wealth to improve economic growth.
- There is need to create mentorship groups to serve as an avenue where start-ups can easily access information and guidance. A good mentoring system will enable new entrepreneurs to minimise business risks associated with impetuous decision making. Having an accessible source of encouragement is essential to the survival of new entrepreneurship start-ups in difficult times.

As proved in countries like Malaysia, investing in girl child education and healthcare is essential to economic growth and poverty alleviation as it tends to give women the chance to compete for available employment opportunity. Nurturing a contemporary entrepreneur is all about the determination to succeed by overcoming challenges. All it takes is developing that entrepreneurial mind-set full of confidence knowing that it won't be easy but hoping it will eventually get better with a clearly defined entrepreneur culture. Thus, arise the need for an entrepreneur guidance and counselling.

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