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THE ROLE OF PUBLIC LIBRARY RELATION SERVICES IN THE PROMOTION OF WOMEN ENTREPRENEURSHIP IN NSUKKA LOCAL GOVERNMENT AREA OF ENUGU STATE

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ABSTRACT: The study examined the role of public library services in the promotion of women entrepreneur in Nsukka Local Government Area of Enugu State. To achieve the objective of the study, five research questions were raised such as: what are the sources of business information for rural entrepreneurial development in public library?, what are the extents of public library services used for entrepreneurial development?, extent of satisfaction with public library services on business information by rural entrepreneurs?, what are the impacts of public library services on rural entrepreneurial development?, what are the challenges faces by public library entrepreneur users?. Relevant literatures were reviewed. The research adopted a survey research method and a random selection of the women entrepreneurs were selected to represent the various women entrepreneurs in Nsukka Local Government Area of Enugu State. Therefore to get the views from respondent, a set of 176 questionnaires were distributed and 153 were retrieved and deemed appropriate for analysis. Data collected was analysed using frequency distribution table with percentages. Public library services usage/patronage is prevalent among women entrepreneurs and it is recommended that Public libraries should be stocked with up-to-date information resources to encourage users while obsolete resources weeded. Electronic resources should be included, Network and related online facilities should be made available in the library to attract more information seekers and users (women entrepreneurs) since the need for connectivity can no longer be ignored in this era of information and communication technology, There should be new services to attract more users(women entrepreneurs); and the physically challenged people should also be taken into consideration and to also recruit more qualified librarians to enhance library services, Public libraries should organize sensitization programs to attract more users to the library including those with no formal education; while factual information is disseminated to users. Adequate fund should be provided by government while solicitation of funds could be made from library friends for the smooth running of the library and be ensured that the funds are judiciously used for the intended purpose.

Keywords: Public libraries, Library, Services, Rural area, Education, Entrepreneur.

1. INTRODUCTION

Generally, public libraries are accepted as public goods. They are universities of the people since it gives access to every intending member of the public. (Library's, 1977) defined a public library as a library established by local, state or central government for the use of the general public. There are however, some individuals or organizations that establish library that offers services to the public free of charge and such libraries also provide educational, social and political information to people in a particular community.

(Olanlokun and Salisu, 2003) viewed that public libraries are libraries set up to provide free but traditional service to everyone. A public library is a service oriented institution with set goals to be achieved within the resources made available by the parent institution, which is usually the government. In other words, a public library is primarily established to provide viable and revealed services to the entire members of the public. The public libraries in Nigeria have the same universal function of serving the general public by providing educational opportunities for the self-development awareness and potentialities for both rural and urban dwellers. In order to realize the objective, the functions of public libraries therefore involve the acquisition, collection, organization, and dissemination of information

available in the form of printed and non-printed materials for effective use. Patrons of public libraries are very many as they cut across all walks of life and also embrace illiterates, pensioners, children, adolescent, adults, farmers, physically-challenged people etc. The public library is therefore the main arena through which the overall information resources in various areas of knowledge are made freely available to all members of the society irrespective of age, sex, religion, cultural background and educational standard as well as political and social inclination.

In 1953, the Federal Government of Nigeria with the help of UNESCO organized the first regional seminar on the development of public libraries in the various regions of Nigeria with the following objectives (Abdulsalami *et al.*, 2013).

- i. Creating and strengthening reading habits in children from early age.
- ii. Supporting both individual and self-conducted education as well as formal.
- iii. Providing opportunities for personal creative development
- iv. Stimulating the imagination and creativity of children and young adults
- v. Promoting awareness of cultural and appreciation of the arts, scientific achievement and innovations;
- vi. Providing access to cultural expressions of all performing arts
- vii. Fostering intercultural difference and favouring cultural diversity
- viii. Supporting oral tradition
- ix. Ensuring access for citizens to all sorts of community information
- x. Providing adequate information services to local enterprises, associations and interests groups
- xi. Facilitating the development of information and computer literacy skills and;
- xii. Supporting and participating in literacy activities and programmes for all age group and initiating such activities if necessary.

Abdulsalami. (2016) argued that responsive library services require intelligent planning, ability to learn from experience, and sensitivity to human needs. Therefore, concerned library personnel who want to provide responsive services must keep themselves constantly alert to changing library roles and ensure that library users derive maximum benefit from the services provided. Public libraries being media of education help to ensure the realization of national development in Nigeria. The roles of the public libraries services, in a nutshell, include:

- i. Provision of information for planning.
- ii. Provision of political and economic information.
- iii. Provision of educational informational and facilities.
- iv. Undertaking researches.
- v. Organization of enlightenment programmes.
- vi. Promotion of culture.
- vii. Recreation
- viii. Engine room for National Development.

The public library render services such as; lending of materials, reference services, children/school services, computer/internet/ICT services, referral services, translation services, user education services, current awareness services, outreach and extension services, photocopying services, adult literacy services, consultancy services.

Entrepreneurs according to Abdulsalami. (2016) are those who manage and organize any enterprise especially a business, usually with a considerable initiative and risk. Women constitute about half of the total World population. The position of women and their status in the society is often an index of development. Though women are considered as equal partners in the process of development, women in India have been the neglected lot. While women have contributed actively towards national development of a nation, their role generally goes unrecognized and undervalued. Women play multiple roles within the family and the community.

In recent years they have also become an important earning member of the family and are often the primary bread earners. Many of them are taking up small scale entrepreneurial ventures to earn a living. Most often entrepreneurial activities of women are an extension of their kitchen activities. Women from rural and low income households often enter into entrepreneurship due to push factors such as economic

difficulties and responsibilities. They start small business like food processing, handicrafts, etc. which can have a significant effect on their socio-economic condition, especially of those with lower educational qualifications. This makes supporting entrepreneurship among women important for family as well as national development. Entrepreneurs need different kinds of information to succeed in their ventures. This includes information on market, industry, technological changes, institutional procedures, legal issues, competitors, etc. The ability to access and utilize information is critical for all entrepreneurs in order to operate and succeed in an increasingly competitive and challenging business environment. In Nigeria, about 34.55% women are illiterate. Due to lack of education, they often do not have business, technology and market knowledge necessary for succeeding in entrepreneurial activities.

Rural entrepreneurship, [Dabson \(2004\)](#) asserted that Occupational pursuits opted by the rural dwellers received different meaning of value attached to entrepreneurship. Rural entrepreneurs are considered to venture in to business pursuits as society grew and the opportunities for business occupation opened up as well the value of work tended towards change into the various occupational roles.

There are various forms of formal educational facilities in rural Nigeria. These include (a) informal out-of-school education offered to rural families by experts in agriculture, home economics, health, small-scale industries, etc. This type of education is often known as extension education. (b) Semi-formal literacy education organized for adults who had no opportunity to acquire formal education at earlier age. This is known as adult education. (c) Formal education offered at the primary and secondary levels to rural children and adolescents. At the primary level, two main types of education can be identified in Nigeria. These are the western type of education and the koranic type of education with the latter being more prevalent in the Muslim areas of the country.

Decline in Nigeria reading culture since mid-80`s till now is a worrisome situation; that speculation is high in a near future, Nigeria polity may completely lose consciousness in reading especially in discovery and re-discovery of new knowledge and in production of quality human resources (capital), which are essential requirement for surviving in present world of fast growing knowledge economy. Respondingly, President Goodluck Ebele Jonathan , on the 20th of Dec., 2010 launched an initiative “Bring Back the Book”(BBB), aimed at revitalizing and restoring reading culture and to make reading materials available, reachable, and accessible to Nigerians. Owing to this, a lot of criticisms arose, querying the neglect of place of libraries, and librarians as the resource person(s). Books and other reading materials need to bring back to the Nigeria society. Foreseeing the whopping danger that may engulf our society in a near future; if the essential resources (books) required for developing our citizens mentally are scarcely available? How can we reasonably justify our efficiencies in production of human capitals? When there is no exposure to adequate knowledge. This and many other questions will be raised if books failed to be our greatest weapon for economic sustainability, curbing of political thuggery, illiteracy, and poverty. According to (UNESCO: Basic) quoted in [Krolak \(2005\)](#), the goal of education for all also involves the development of literate societies in the developing world, and cannot be attained solely by providing quality learning materials to schools. If people are to stay literate, they “MUST” have “ACCESS” to a variety of written documents and continue the habit of reading in their adult lives. In line with this, libraries are a vital tools to provide access to information sources, and ensure that users are in frequent contact with them. They achieve this through planning –exterior of the library should be inviting and the interior made attractive. Serene Environment should be maintained, lighting fitting, and good furniture properly fixed. Also, terms of services postulate proper users’ information services and needs. Literacy is an integral part of societal life; it is needed at home, in the classroom, in the workplace, for development and preservation of the cultural heritage and that of history. Literacy programs should be designed to functions within a framework of relevance. In other to inculcate value and achieve desired goal via dissemination of information. Here libraries play a vital role in provision of information (reading) materials for all.

1.1. Statement of the Problem

The public library plays an important role of taking library services to where the users are, especially those living miles away from the public libraries. The public library service targets mostly people not only living in urban areas but also people living in remote and rural areas. The public library services targets areas where basic services like information resources are hard to find. Largely, women entrepreneurs in rural areas in Nsukka Local Government area, Enugu State have very little knowledge on how to access relevant information resources that can satisfy their information needs, the market women(female entrepreneur) lack the knowledge on how to create new ideas, how to be innovative, how to increase productivity, how to manage their sales of production, they are also not aware on to whom to

produce, how to increase production, how to find the right place to produce and make sales, who they are competing with and how to be successful. The government on their part did not commissioned individuals who will be responsible for creating awareness, workshop enlightenment, exposure to both foreign and local product and services etc. to the general women entrepreneurs in samara on how to be productive, successful and help the society's economy grow.

Therefore, it is on this note that the researchers tends to investigate the role of public library services in the promotion of rural women entrepreneur in Nsukka Local Government Area of Enugu State.

2. OBJECTIVES OF THE STUDY

This study is determined to establish support to rural entrepreneurs in Nsukka Local Government Area of Enugu State using public library services.

The study was guided by the following objectives:

1. Find out the sources of business information for rural entrepreneurial development in public library?
2. Find out the extents of public library services used for entrepreneurial development?
3. Examine the extent of satisfaction with public library services on business information by rural entrepreneurs?
4. Examine the impacts of public library services on rural entrepreneurial development?
5. Assess the challenges faces by public library entrepreneur users'?

2.1. Research Questions

1. What are the sources of business information for rural entrepreneurial development in public library?
2. What are the extents of public library services used for entrepreneurial development?
3. Extent of satisfaction with public library services on business information by rural entrepreneurs?
4. What are the impacts of public library services on rural entrepreneurial development?
5. What are the challenges faces by public library entrepreneur users?

2.2. Sources of Business Information for Rural Entrepreneurial Development in Public Library

An entrepreneur commences the development of his business by first and foremost identifying what the need of potential customers are through a market research or environmental scanning. The aim of the entrepreneur is to satisfy the customers therefore he is desirous to change his product and services to the needs of the customers. He develops new products, modify existing ones where necessary, and eliminate others that can no longer satisfy the needs and wants of the customers. This analysis is done using available business information which provide to the entrepreneur high chances of success in his business. Various information sources are required to be able to carry out satisfactory socio-economic activities in the rural area (Daudu, 2010).

Sterenson (2011) opines that the specific instrument of entrepreneurship development is innovation. It is the act that endows resources with value and with a new capacity to create wealth. Innovation indeed creates a resource which he finds a use for it. Therefore available sources of business information must be identified, organized and efficiently utilized to achieve a desirable satisfaction for human needs. In every rural community there are many businesses which have been started and run by people with or without formal education. These individuals have survived and prospered by adequately and appropriately using any available of sources of business information which is almost certainly a necessary condition for business success.

Oki (2008) identify some of the available sources of business information to rural entrepreneurs to include:

- i. The customer
- ii. Radio
- iii. Television
- iv. Telephone
- v. Posters

- vi. Worship Centers
- vii. Community meeting Centers
- viii. Newspaper/Periodicals
- ix. Public Library services

He further observed that Nigerian rural population is predominantly peasant farmers and fishermen. Libraries in these areas can plan current awareness programs based on farming seasons, pond management, agricultural marketing authorities, market prices, etc., as well as general information on health and nutrition, infant care, loans and financial aid. Current awareness services keep the users up-to-date, save time, helps create new ideas, saves time and money spent on journals, and reduces paperwork. The major obstacles inhibiting efficient information services in rural areas are poor communication infrastructure and widely-dispersed rural population.

[Baruah and Achintya \(2012\)](#) argues that large percentage of rural entrepreneurs always face the challenge of failing to access information and business support services from facilitating institutions like the government, libraries, banks and NGOs. They also noted that this is a problem that frequently occurs to them. The organizations that are involved in rural entrepreneurship development are mainly based in urban areas and only travel to the rural areas only when they are running a specific program. Rural entrepreneurs therefore have limited access to up-to-date market information and business services from these organizations. Business support by these organizations traditionally focused on providing a business-friendly environment, mainly through decreasing bureaucracy and/or through setting up small scale business centers. In order to improve the rural business environment, the local approach to be observed in all case studies is one of trying to integrate services and to facilitate business entry.

This is done by setting up “virtual” or “real” one-stop agencies where potential and new entrepreneurs can obtain general information and are redirected to more specific organizations. A variety of approaches have been used by rural entrepreneurs to study the benefits that public libraries bring to those who patronize them. [Daudu \(2010\)](#) reported that library is one of the sources that should provide balanced information, especially to the rural populace who form bulk of the population in most developing countries. These efforts also have a variety of names: economic impacts, economic benefits, return on investment (ROI), taxpayer benefit, and so forth. The study techniques have generally involved analysis of surveys of user s/non-users of public libraries.

[Iwhiwhu and O. \(2011\)](#) pointed out that there are indications that the public library benefits that would be derived by the entrepreneurs include:

- Improves overall quality of entrepreneurship development
- Increases local property values
- Attracts new businesses to the community
- Attracts patronage to local businesses
- Enhanced goal fulfillment
- Nurtures a love of reading
- Is a source of enhancing product and services awareness
- Helps in educating entrepreneurs how to manage personal finances or saved money
- Helped to obtain a new business technique
- Helped improved or start business
- Helped with a business opportunity through current awareness services
- Assisted entrepreneurs to be more productive and innovative in their job
- Introduced users to new business concepts.

The review above strongly indicates the importance of mobile libraries and other agencies that provide sources of business information to the rural entrepreneurs. It is also obvious from the foregoing review that there is a remarkable development on the businesses of those entrepreneurs who regularly patronize these sources. The entrepreneur must decide clearly what he/she wants to achieve to enable him know the areas of his need for information before engaging the information provider in a transaction. As a result of this entrepreneurs receive prudent information that will help him deal with risky ideas and opportunities to harness all the profits of risk-taking.

2.3. Extents of Public Library Services Used For Entrepreneurial Development

The rural business environment is very different from urban business environment. Therefore, there is need for strategies to be employed that will change the business condition very quickly, many rural entrepreneurs set up their businesses relying on just customers turn out and hope that the lower price will yield more sales without promotion and advertisement.

Nowadays in a very dynamic and competitive business environment business information is rather important to turn non-customer to a customer.

It is based upon this that [Williams \(2003\)](#) identified various business information needs of the rural entrepreneurs which include the following:

- Information about different field about the particular trade
- Purpose of being the business
- Responsibilities towards customers and the society
- Marketing of the product (strength and weakness of the product)
- Factors affecting market demand
- Cost and model of distribution
- Manufacturing process
- Plant and machinery
- Availability of new materials
- Production costs
- Manpower
- Fund requirement of working capital
- Assessment of profitability and repayment of term loan.

[Ajibero \(2009\)](#) supported that it is one thing to monitor the environment with a view to identify needs to be satisfied with a product or service; it is another thing to have the business idea to do it. He observed that feasibility studies for choosing a business location is one important aspect of business information required by the rural entrepreneurs. This is because it entails gathering facts and figure about a particular business idea aimed at determining the business profit potentials and the return on investment. This is necessary depending on the nature and size of the business before committing any money. [Alain and Sadoulet \(2007\)](#) further explain that a rural entrepreneur must possess the ability to see and evaluate business opportunities through feasibility studies, to gather the necessary resources to take advantages of them and initiates appropriate action to ensure success.

From the review, it is observed that for rural entrepreneurial development there must be willingness to learn from experience and change with the times. An entrepreneur has to be constantly aware of new ways to increase productivity. One of the main keys to business success is continuous involvement in product promotion and service growth. Customer psychological traits have to be studied in order to understand their needs and wants and as such product and services is to be tilted towards their satisfaction. This is to say that a rural keeps track record of

What goods or services are most patronized by the customers and such is improved upon to win customer loyalty and satisfaction.

[Haggablade et al. \(2007\)](#) assert that nowadays some customers do not play fair, if they like you, they will share information with you. Information that is vital for concluding a deal and the very most important one is usually the price and comes next the quantity. This situation requires long term relationship with customers. This shows that business owner must maintain good relationship with customers so as to obtain from them information from his competitors. Businesses grow bigger as entrepreneurs go more and more direct with customers. The only way to survive would be to come up with something innovative, provide more value added services or provide more risky services. Entrepreneurs improve the efficiency of their business operation using pioneer and informative advertisement as a source of information to woo the customers. Advertisement is a tool to create new customers and promote goods and services to the potential customers.

[Jones and Sakong \(2013\)](#) described advertisement as a business information that described new products and services as well as entire business model. When business serves its customers well, the customers generally respond by returning and purchasing more which consequently raises profits. Many rural entrepreneurs are either uneducated or semi-educated and therefore never have the right information at the right time to make an informed decision.

These poor outcomes raised costs and loss of customers. Adequate information about customer needs made it possible for entrepreneurs to use real time data obtained from the customers to immediately allocate, repair resources to affected areas and inform customers of repair efforts in order to restore service fast. When entrepreneurs achieve one or more of this business information will lead to operational excellence, customer satisfaction, customer/entrepreneur intimacy and improved decision making. There are also chances of achieving a competitive advantage to do things better than your competitors with the right information at hand.

This implies that responding to customers in real time all add up to higher sales and higher profits. Entrepreneurs should focus on ways to obtain business information because they are necessities of doing business. These necessities are driven by initiatives that would create changes to attract customers through higher service levels. Business information is the foundation for conducting business today. Survival and even existence without extensive use of business information is inconceivable and plays a critical role in increasing profit. Although, needs for business information has become more of a commodity when coupled with complimentary changes in enterprise and management. It can provide the foundation for new products, services and ways of conducting business that provide the enterprise with a strategic advantage.

Rouse (2010) opines that for rural entrepreneurs to develop, they need information on customers purchasing habits by way of negotiation, booking appointments and clinching a deal face to face and buying advertisement space in the range of local authority publication to gain potential customers. Telephones can be used to sell the appointments by picking out few good customers within the community as your prospective potential customers, give a call, this boost your selling confidence. For a good sales never fail to turn up for an appointment, don't mention the competition, let the prospect do that, never argue with a customer or else you would lose out if you do, never leave a lost sale, always revisit some other time, never take rejection to heart, loosing make you appreciate your gains and always keep sales record up to date, it helps in planning.

Another aspect of rural information needs as postulated by Rouse is the strategies for winning the support of the public through human manipulation. Design a business policy that will shape the business to be kinder, supporting, promoting community trade and customer esteem. Entrepreneur must create a business ethics that is ethical, purposeful, protecting the environment and making donation to the society in whatever form. This gives business concise and a win for more customers.

It is observed from the reviews that acquiring the right business information expose the small businesses to experience growth and face similar challenges experienced by large businesses. Expanded sales trigger growth in sales support activities, material purchasing, inventory management, logistics, transaction accounting and after sales service. Growing sales compel the entrepreneurs to study new channels of distribution, feasibility of extending product lines and possible entry into new markets.

2.4. Extent of Satisfaction with Public Library Services on Business Information by Rural Entrepreneurs

Observers of the economy often refer to the highly entrepreneurial nature of rural populace that seems to allow almost anyone to start a business and build it into a success. An entrepreneur is that individual who is playing in the business field of uncertainty Alain and Sadoulet (2007) The early history of entrepreneurship in rural areas reflects from the culture, customs and tradition of the people. The process of entrepreneurship development in rural areas therefore passed through the potential roots of the society and all those who accepted entrepreneurial role had the cultural heritage of trade and business. Entrepreneurship involves all the processes of creating and managing a business to achieve desired benefits.

Lukpe (2004) revealed that a rural entrepreneur is a pillar of economic development, job creation and social inclusion that serves as a catalyst for rural regeneration in deprived areas.

This pointed out that yet entrepreneurship strategies in rural areas need to be strengthened. The obstacles that rural entrepreneurs face when they plan to start or run a business virtually borders on lack of takeoff capital, illiteracy, poor access to business information etc. To be effective, approaches to support rural entrepreneurs have to be designed with reference to the special situation of the areas in which business are to be set up. The strategies have taken into account a number of factors that are typical of these areas pertaining to their particular structural, cultural, human, economic and social situations.

Achintya and Com (2006) postulated that many rural areas display several competitive disadvantages: poor infrastructure, limited access to capital, greater cost of commodities, transportation difficulties and many more. But businesses based in rural areas in other words have some advantages:

untapped local markets with substantial buying power, growth opportunities and a large, diverse and available pool of human capital. Addressing these challenges is vital in order to create an appropriate business climate in rural areas. By examining these factors highlighted one will conclude that adequate financing of rural entrepreneurs is very important for rural entrepreneurship development. The barriers pointed out especially lack of verifiable business or market information; limited access to capital, poor infrastructure has to a great extent degenerate rural entrepreneurship.

In agreement with [Achintya and Com \(2006\)](#), [Ajibero \(2009\)](#) stated that these observations are true because rural entrepreneurship development is tie down to the availability of basic infrastructure, education and access to capital. Tradition governs almost all aspect of living in rural areas, from the use of economic opportunities and pursuit of occupations, to socialization and the organization of business. Therefore, community development policies should be initiated by the local governments to attract rural populace to engage into full investment in rural areas.

[Dabson \(2004\)](#) asserted that Occupational pursuits opted by the rural dwellers received different meaning of value attached to entrepreneurship. Rural entrepreneurs are considered to venture in to business pursuits as society grew and the opportunities for business occupation opened up as well the value of work tended towards change into the various occupational roles.

The emergence of entrepreneurship in this part of the country took effect at the period government launches rural economic empowerment such as small and medium scale enterprises through various agencies like National Directorate of Employment (NDE), Bank of Industries and Poverty Alleviation Programs. The concept of growth seems to be closely related in explaining the trends in entrepreneurship development in rural areas. Entrepreneurship and small business are widely accepted for rural economic development, but well-resourced components of strategies to expand and revitalize local enterprises are required. A central element of these strategies is a wide range of services which include provision of adequate and appropriate business information, marketing advice and training of entrepreneurs and business owners.

The rationale for the training according to [Lundstrom and Sterenson \(2011\)](#) is usually one of four imperatives: to make the rural entrepreneurs aware of the wide range of financing and support services that are available to them; to increase the rate of new opportunities, to reduce the failure rate of small businesses and to mitigate risks associated with providing debt capital to start-up businesses. There is a prevailing comment in many circles that rural entrepreneurs and small business require greater incentives, support and encouragement to operate than their counterparts in other locations. However, there has been a widespread shift in perspective that suggests that rural entrepreneurs benefit from significant advantages.

From the foregoing review, it is discovered that the future of any nation would be gloomier when human capital in the rural areas is adequately empowered through entrepreneurship skill development. Entrepreneurship skill development should be a priority need of the nation. This is so because capital investment format of Nigeria as a nation remains faulty format without adequate economic empowerment of rural citizenry.

[Ashley and Maxwell \(2001\)](#) pointed out that there is a growing recognition that government and the private sector in Nigeria are playing a greater role in rural economic development. The role of indigenous entrepreneurship is likely to be much more important in small businesses than in the large scale enterprises in the past. The shift is because many large businesses have not been profitable or economically efficient because of poor state of infrastructures necessary for their running. Consequently, a change of policy that provide greater opportunities for small business run in rural areas is more likely to increase than to reduce the rate of urban influx and growth of crime. They contended that rural entrepreneurship development is action oriented and highly motivated opportunities to gather the necessary resources, to initiate appropriate action that will ensure business success.

The entrepreneur on the other hand is empowered to deal with the risk to achieve the goals. It is in support of this that [Ayodele and Oyeude \(2005\)](#) recognizes that rural business owners should be aware of the barriers associated with their business prospects. They identified that such barriers could be the reason why rural entrepreneurs fail.

Some of the barriers identified by Ayodele and Oyeude include:

- Lack of proper planning
- Lack of viable business concept
- Lack of market familiarity

- Inadequate start-up or seed capital
- Lack of business know-how and sources of business information
- Time pressures and distractions
- Technological infrastructure problems

In addition to the above factors entrepreneurship development in rural areas has to do with agreement that involve a kind of behavior that includes:

- a. Initiative taking
- b. Organizing or reorganizing of social economic mechanisms to turn resources and situations to practical account
- c. The acceptance of risk of failure

This signifies that rural entrepreneurship development is a dynamic process of creating incremental wealth by individuals who assume the major risk in terms of equity, time and career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources. This is obvious in the rural areas of Kaduna state where many employees are not satisfied with their jobs either due to poor remuneration packages or job conditions. Due to these situations, an employee that is entrepreneurially inclined and who has the necessary resources ventured into small scale businesses in order to improve his/her own standard of living.

2.5. Impacts of Public Library Services on Rural Entrepreneurial Development

From time immemorial, society have brought men to live and work together to achieve common goals. This is done through communicating information from one person to another.

Vaughan (2006) stated that “business information is a kind of information that has been provided to the business community.” Various kinds of business information services is apparent to business operations including publicly funded ones such as the public library business information services. To serve the business community well, information professionals need to know the sources and approaches used by the business community to gather information. This implies that for a business to succeed there is need for adequate and appropriate communication of business information to the business community. Until today business information has been the most effective resource to rural entrepreneurship development.

Brenda *et al.* (2002) Assert that “business information is primarily responsible for the proper and efficient management of business enterprise.” Business information is rather important in any entrepreneurship development hence it is focused on different areas of the enterprise. Some examples include: managing the relationship with customers, management supply chain, production resource management and business intelligence. The role of business information is very important for the survival of business but also for the day to day business transaction. This indicates that when there is a lack of vital business information available, the business stands to suffer poor growth and may even crumble.

It is a strategic factor that creates the right business environment for business to flourish in any competitive environment. It focuses on development of public business especially as it relates to promoting the best entrepreneurial environment to start and expand the business.

In support of this statement Banabakova and Panev (2009) sees business information as a logistical service employed by an entrepreneur to create customer relationship management. It is designed to improve the marketing services and logistical campaigns for better services, customer loyalty and to generate a greater income. Business information stimulates the effective relationship with customers, which influences the strategy and culture of the enterprise. This means that the management of the main business processes like the advertisement, business publicity, production and supply information, distribution etc. depends on the accurate and appropriate business information. The effective management of an enterprise and the increase in productivity as well as business promotion are all aspects of business information.

American (2012) typifies that business information is a major and vital key in the success of any enterprise. For instance, what do you think will happen if there is no way this information is passed on to the relevant customers? The application of business information in business entrepreneur is to improve sales and services, increase customer awareness and promote the entrepreneurship development. Thus,

lack of business information can lead to inadequate publicity which can affect customer patronage. When there is no adequate information on business enterprise there will be low patronage, low sales and low profits. Another effect is that it brings about confusion in the business. It can also impede business progress, destroy customer and client relationship and increase financial crises.

Business information as a message transmitted from certain persons to other persons by verbal, written or any other means. This definition entails the use of any form of medium through which information can be conveyed to the business proprietors as well as the potential customers. Business information is viewed as the most important singular variable, which differentiates and determines whether the enterprise is developing or not. This means that business information is a yardstick for rating the business organizations in terms of development. It can liberate an entrepreneur from the shackles of economic darkness; access to it is a fundamental right as such rural entrepreneur needs it just like the urban entrepreneurs. From the literature reviewed one can summarize that business information is facts and opinion provided and received during the course of daily transaction.

Business information can be obtained directly from people, mass media, and libraries and even within the society through observation.

Meyer (2005) viewed business information as a resource which like other resources should be managed to give a competitive edge. This implies that business information as a resource should be managed in such a way to produce further benefits that will enhance business prosperity. It is in line with this that Aruwa (2005) sees business information as one of the important resources needed by rural entrepreneurial development. A business entrepreneur goes through stages of development, what you focus on today will change and require different approaches to be successful. Aruwa (2005) identified attributes of business information as operational excellence, new products, services and models, customer and supplier intimacy, improved decision making, competitive advantage and business survival.

The analysis has revealed that entrepreneurial information is different from most other information. The very fact that business information is characterized as a dynamic force constantly changing and extending knowledge that corresponds with situations in business development in which outside information is offered to target groups to influence their understanding of certain business potentialities, which in turn can help solve problems such as improving standard of living.

2.6. Background to Public Library and Its Services

Library services are the activities that libraries and their personnel render to meet the information needs of their users.

Such services are core and traditional library services Morgan (2005) advised that it is vital that the views of the service users are sought to help inform the debate about the library's performance. Satisfactory service cannot be provided unless the views of users are considered. Also, Morris and Barron (2008) asserted that users' views about the services they use should be sought regularly and systematically to inform decision makers about what services should be provided. Emojoroh (2005) conducted a study on the roles and effectiveness of public library in nation – building in Nigeria and found that Nigeria public libraries are performing poorly in most aspects due to appalling resources. Library must not only provide the resources but also ensure effective use of the resources by its clientele/community. (Okiy, 2003) corroborated this and posited that for the library to perform its role adequately, its resources must be effectively utilized. Thus, access to relevant information resources is very necessary.

In view of the effective utilization of information resources and services in public libraries, Parvathamma and Reddy (2009) advocated that public library need to take proactive approach in motivating users to use their resource collections, provide access to the internet and offer community-based services including literacy programs.

Perceived ease of use may be the occurring factor influencing whether or not a particular information service of the public library is used Ossai (2009). The Librarian has to know whether the right materials are acquired, available and used.

This can be achieved through systematic evaluation of the library's collection; there need to be proper library orientation to users because without the knowledge of the use of the library's catalogue and the entire library, one cannot retrieve materials easily from the library. Aguolu and Aguolu (2002) believes that instruction in library use aims at developing the bibliographic skills of library users so that they can make the most effective use of the library and information resources. One way to stimulate the effective use of books and other services of public libraries is to teach library users how to obtain information from available sources or services and this is usually done through user education. Busayo (2003) argues that user education is intended to acquaint users with the basic library skills necessary to

enable them use effectively with minimum problems the library materials which are most suitable to them for the purpose of learning, research and recreation. Furthermore, an information literate person is able to recognize when information is needed and has the ability to locate, evaluate and use effectively the needed information. Brophy (2007) agrees that use of public library depends on the services provided or made available in the library. If the services are not adequate for the needs of public library users, it is not likely that the library will be heavily used. (Igben, 2003) cited by Bassey (2006). argued that for a library to be functional, the services it provides should correspond as closely as possible with the needs of its users. Creating access points to library resources by the library encourages the users to visit and use the library more often. Abagai (2008) opined that, the use of library by users and indeed their satisfaction with library services depends on availability of suitable learning materials, accommodation and competent staff in the library. This main objective of any library is to support the community, an objective which is achieved through systematic acquisition and organization of all forms of recorded and undocumented information in all fields pertinent to the goals of the public and making such information available for use.

The use of the library include how to locate information including the techniques of using the catalogue, the classification system in use, getting assistance from the library staff and having knowledge of library approach to reference services, borrowing pattern knowledge of opening and closing time in the library and others Abagai (2008). In other words, availability of library information resources, the knowledge of their existence and acquisition of some basic skills on how to locate such materials and information depend on the objectives and pursuance of library. Emerole and Ogugua (2007) found that there is low patronage of library services by many users because they have not fully realized the potentials of the library in various endeavors .In addition, Goulding (2006) asserted that, there is a widespread recognition that public library needs to tackle the issue of non-use of public library services. (Goulding, 2006) also found out that use of public library for children at the secondary school declines as other activities begin to take up their time but, young adults (15-19 years old) in full time education use public library services more. Although they may not borrow books, they use the facilities to study and to access resources not available in their school libraries. "19-15" years old do not use public library services heavily and their use tends to be borne from necessity rather than pleasures, it's difficult to generalize about library use of "mature adults" in 35–60 years range as use is often dependent upon their circumstances. Finally, "elderly people" use public library primarily for pleasure and are heavy users of local community libraries.

Public library is to serve its users at any point in time and to do this effectively, there should be quality information in terms of its relevance, currency and accuracy that would meet and satisfy user's needs. If the library fails to meet the information need of users, then effective services have not been rendered. In other words, the library users must be satisfied with the services rendered by public libraries. Goulding (2006) opines that "satisfaction of user's needs and attention to their complaints" must be the guiding principle for public library.

The library should re-design its services as most statistics on the use of the library was declining. Song (2009). "Too many times library planning has resulted in the creation of structures that dictated how people must use the library and consultation enables library management to determine what users really want which will help public library design and refine services in users expectations, monitor service and identify service problem Morris and Barron (2008). Lack of need and interest appear to be the main factors keeping people away from public library making them have no desire interest or need to use public library services. (Goulding, 2006).

2.7. Importance/Goal of Mobile Library

User satisfaction is a concept that includes how good users' feels after visiting and using the public library, their likeness to return back to that library when next information is needed by them. "user satisfaction" as the extent to which a library user information needs are fulfilled with the available service and information resources of a given library. Parvathamma and Reddy (2009) sees users satisfaction of public library information resources and services as how users judge the services of the public libraries and whether users of public library get the desired information resources, facilities and services expected to be provided by the libraries.

Satisfying the requests of users implies providing the actual information or services that will meet the needs of an information seeker (user) Bassey (2006) as cited by Bassey (2006) found out that the quality of services rendered to users or readers in any library reflect the quality of the staff. He argued that if a library is managed by well experienced and cultured staff, users will always be encouraged to make use of the library.

Public library is to serve its users at any point in time and must be able to give out quality information in terms of currency, relevance, accuracy and ease of use to meet and satisfy the information needs of its users. If the library fails to meet the information needs of its users, then satisfactory and effective services have not been rendered. In other words, the library users must be satisfied with the services provided by the public library and the services provided must be able to meet their information needs in the right time and format as desired.

Satisfaction of users' needs and attention to their complaints" should be the guiding principle for public library services in this 21st century. To support this, [Bassey \(2006\)](#), posits that users are described as the "raison-detre" (reason for existence) of the library. It is entirely on their behalf that the organization and administration exists. Librarians should make maximum efforts to ensure that their library user derived the best possible benefits from the services they render. Libraries should provide materials in support of the learning process, research and advanced study, assist the users in self-development. [Abagai \(2008\)](#) observes that the use of library by users and indeed their satisfaction with library services depend on availability of suitable learning materials, accommodation and competent staff in the library. [Abagai \(2008\)](#) further comments that the main objective of any library is to support the parent institution, an objective which is achieved through systematic acquisition and organization of all forms of recorded and undocumented information in all fields and making such information available for use. [Morris and Barron \(2008\)](#) opine that the once traditional assumption that "public libraries operate on a minimum level of user satisfaction, surviving largely on the goodwill, low expectations and relatively easy demands of the majority of users" has now largely disappeared. Furthermore, with user studies extending into the realms of lapsed library users and non-users of library services, public library are shaking off the presumption that they "do not promote themselves adequately and dismiss unmet needs as either already satisfied, all too easily.

2.8. Challenges Faced by Public Library Entrepreneurs' Users

Constraints faced by rural women entrepreneurs can be divided into societal, personal and enterprise related. Women entrepreneurs often feel frustrated because they have to spare their time and energy for business as well as household duties and most of them face at least some level of work family conflict. Entrepreneurial venture often takes a second place to household duties and is one of the main weaknesses of women entrepreneurs. Being a woman entrepreneur itself is a major challenge, especially in rural areas. They face resistance from men and attitude of the society and constraints in which she has to live and work are not very conducive for promoting entrepreneurial activities ([Sinha, 2011](#)). Women entrepreneurs also face major psychological bottlenecks like lack of confidence and motivation. They often lack experience and education, which can be major constraints. While enterprise related constraints affect everyone, women are influenced because of their dual role as a wage earner and homemaker. Rapid growth of rural and small scale sector managed by women is marked by problems like technological stagnation, under-utilization of capacity, lack of vertical mobility, sickness and high mortality rates, shortage of finance, inadequate storage facilities, inadequate marketing, stiff competition, low mobility and family responsibilities. Some of the other problems faced by women entrepreneurs include non-availability of long -term finance, regular and frequent need of working capital, long procedure to avail financial help, high cost of required machine or equipment.

Women also face additional constraints in accessing information required to run their enterprise due to low exposure to formal sources of information (like extension staff) due to socio-cultural norms. As a result, they often receive incomplete, distorted and out dated information from informal sources.

It has been found that, due to prevailing social norms, women entrepreneurs were prevented from managing their businesses independently. These norms restrict women entrepreneurs' mobility and interaction with others ([Anwar, 2002](#)). Also, women face additional barriers in accessing information using modern communication technologies (like internet), especially in parts of the developing world ([Tandon, 2008](#)). Difficulties faced by women entrepreneurs in getting information include inability to get the required information, absence of a specific place to get the required information, taking a lot of time to get correct information and outright ignorance of information facilities. They felt that sometimes the information they get was unreliable.

3. METHODOLOGY

The method adopted is the survey method; this is because it has the advantage of gathering data about the target population from a sample and generalizing the findings of the entire population. It also saves time and ensures efficiency. The population of the study is made up of 3520 entrepreneurs in

Nsukka area of Nsukka Local Government. Sample is a part or subset of a population. It is any subgroup or sub aggregate drawn by some appropriate method from a population. Nwana (1981) prescribed that if a population is a few thousands one needs a sample size of 5%. It is on that note that the researchers used simple random sampling technique to draw a sample of 5% of the population. This sampling technique was used because it will give every user an equal chance of participating in the selection of respondent given the sample population of 176. The instruments used are the questionnaires of the rural entrepreneur situation. The questionnaires are aimed at understanding user’s satisfaction with the resources and services of the public library under investigation. These instruments are used in order to obtain some degree of reliability on the investigation made. The researchers administered 176 questionnaires to the entrepreneurs in Nsukka Local Government area. The questionnaires were administered to the respondents through research assistant. The questionnaires received were analyzed using percentage. The data to be collected was sorted out into categories. The findings of the study were based on the raw score and their equivalent percentages. The data collected was presented in a tabular form followed by the interpretation of the data collated.

3.1. Response Rate

All the responses were analyzed using frequency tables and percentage. A total of 176 questionnaires were distributed and 153 were received giving a total response rate of 86.9%.

3.2. What are The Sources of Business Information for Rural Entrepreneurial Development in Public Library?

The table 1 below outlines the various sources of business information in public library.

Table 1. sources of business information for rural entrepreneurial development in public library

Sources of business information for rural entrepreneurial development	Agree		Disagree		Total	%
	Frq	%	Frq	%		
The customers/friends	85	(55.6)	68	(44.4)	153	(100)
Radio	55	(35.9)	98	(64.1)	153	(100)
Television	63	(66.7)	90	(33.3)	153	(100)
Telephone	56	(36.6)	97	(63.4)	153	(100)
Posters	105	(68.6)	48	(31.4)	153	(100)
Worship Centers/family	82	(53.6)	71	(46.4)	153	(100)

Source: field work 2018

Table 1 shows the sources of information available for women rural entrepreneurial development, the respondent 105(68.6%) opine that the major sources of information is posters, often display for public consumption, 48(31.4%) disagree. 85(55.6%) posit that through library customers/friends, entrepreneur information is received, 68(44.4%) disagree. 82(53.6%) through worship centers/family, 71(46.4%) disagree. 63(66.7%) posit through television, 90(33.3%) disagree, 56(36.6%) through telephone, 97(63.4%) disagree 55(35.9%) through radio, 98(64.1%) disagree. These results clearly indicate that the public library has much do.

3.3. What Are The Extents of Public Library Services Usage for Entrepreneurial Development?

The table 2 below outlines the extents of public library services usage for entrepreneurial development.

Table 2. Extents of public library services used for entrepreneurial development

Library services	Agree		Disagree		Total	%
	Frq	%	Frq	%		
Lending of materials	31	(20.3)	122	(79.7)	153	(100)
Reference service	57	(37.3)	96	(62.8)	153	(100)
Children/school service	56	(36.6)	97	(63.4)	153	(100)
Computer/internet ICT	70	(45.7)	83	(54.3)	153	(100)
Referral services	30	(19.6)	123	(80.4)	153	(100)
Translation services	13	(8.5)	140	(91.5)	153	(100)
User education services	38	(24.8)	115	(75.1)	153	(100)

Current awareness service	54	(35.3)	99	(64.7)	153	(100)
Outreach and extension	28	(18.3)	125	(81.6)	153	(100)
Photocopying services	80	(52.3)	73	(47.7)	153	(100)
Adult literacy programs	45	(29.4)	108	(70.6)	153	(100)
Consultancy services	72	(47.1)	81	(52.9)	153	(100)

Source: field work 2018

Table 2 shows that the services mostly in use by users of the public library services were photocopying services 80(52.3%) though 73(47.7%) disagree. consultancy Services 72(47.1%), majority 81(52.9%) disagree. Computer/internet ICT 70(45.7%) disagrees. In the table 2 majorities of the respondents disagree that: Lending of materials 122(79.7%), Reference service, Children/school service, Computer/internet ICT, Referral services, Children/school service, Translation services, User education services, current awareness service, Outreach and Extension services, Adult literacy programs and Consultancy services were less active services. Meaning that the mention services were acutely poor in Nsukka public library.

3.4. Extent of Satisfaction with Public Library Services on Business Information by Rural Entrepreneurs?

The table 3 below examines the satisfaction with public library services on business information by rural entrepreneurs.

Table 3. Satisfaction with public library services on business information by rural entrepreneurs

Users 'satisfaction	Agree		Disagree		Total	%
	Frq	%	Frq	%		
Excellently satisfied with the public library services.	61	(39.9)	92	(60.1)	153	(100)
Satisfied with the public library services.	48	(31.4)	105	(68.6)	153	(100)
Fairly satisfied with the public library services.	56	(36.6)	97	(63.4)	153	(100)
Not satisfied with the public library services.	99	(64.7)	54	(35.3)	153	(100)

Source: field work 2018

Table 3 shows that many of the library rural entrepreneurs' users 92(60.1%) were not satisfied with the library services. This is due to the fact that, sometimes they (users) do not get the relevant information needed. Couple with this 105(68.6%) were not satisfied while 97(63.4%) were fairly satisfied. In the general strand 99(64.7%) openly admit that they were not satisfied with the public library services. This implies that the rate of satisfaction is too poor.

3.5. What are the Impacts of Public Library Services on Rural Entrepreneurial Development?

The table 4 below outlines the impacts of public library services on rural entrepreneurial development.

Table 4. Impacts of public library services on rural entrepreneurial development

Purpose of public library use	Agree		Disagree		Total	%
	Frq	%	Frq	%		
Obtain general information	88	(57.5)	65	(42.4)	153	(100)
Research	71	(46.4)	82	(53.6)	153	(100)
Borrow library materials	33	(21.6)	120	(78.4)	153	(100)
Leisure	69	(45.1)	84	(54.9)	153	(100)
Place of reading for examination	95	(62.1)	58	(37.9)	153	(100)
School Assignment	66	(43.1)	87	(56.9)	153	(100)
Entertainment	76	(49.7)	77	(50.3)	153	(100)

Source: field work 2018

Table 4 reveals that majority of the library users 88(57.5%) agree that they use public library to obtain general information, 71(46.4%) use public library for research while 82(53.6%) disagree on the pretext that public library could not be used for research purpose. 95(62.1%) agree that public library is use for reading, for examination. 76(49.7%) use the library for entertainment. 120(78.4%) opine that public library is not use for borrowing library materials,

84(54.9%) disagree the use of public library for research, 87(56.9%) disagree the use of public library for Place of reading for examination while 77(50.3%) disagree the use of public library for entertainment.

3.6. What are the Challenges Faces by Public Library Users Entrepreneurs?

The table 5 below outlines and analyzes the factors hindering/affecting the satisfaction of public library users.

Table 5. Challenges Face by users’ Entrepreneurs

Factors affecting users’ satisfaction	Agree		Disagree		Total	%
	Frq	%	Frq	%		
Unhelpful/unfriendly Staff	82	(53.6)	71	(46.4)	153	(100)
Lack of effective internet/ICT Service	98	(64.1)	55	(35.9)	153	(100)
Inadequate facilities	110	(71.9)	43	(28.1)	153	(100)
Inadequate/outdated Collection	98	(64.1)	55	(35.9)	153	(100)
Poor ventilation & Lightening	68	(44.4)	85	(55.6)	153	(100)
Library Location	79	(51.6)	74	(48.4)	153	(100)

Source: field work 2018

From Table 5 it can be seen that the major factors affecting satisfaction of the users of public libraries were: lack of internet/ICT service (98.64.1%), inadequate facilities 110(71.9%), Unhelpful/unfriendly staff 82(53.6%), 98(64.1) Inadequate/outdated Collection and 79 (51.6%) library locations. This implies that the public libraries are lacking behind in the provision of ICT services, inadequate facilities, inadequate/outdated collection, and noisy area of Library Location etc.

4. FINDINGS

The summary of the major findings are as follows;

1. The study revealed the entrepreneur information services frequently used by the public library users.
2. The study discovered the purpose for which the users (entrepreneur) use the public library.
3. The study revealed the level of awareness of services offered sufficiently for effective use of public library services.
4. The study revealed that users (entrepreneur) are not satisfied with public library services.
5. Also, the study revealed the factors affecting users (entrepreneur)’s satisfaction of the public library which are; lack of internet/ICT services, inadequate facilities, unhelpful/unfriendly staff, and location of the library, this was attested by 82(53.6%), 98(64.1%), 110(71.9%), 98(64.1%),68(44.4%),79(51.6%) of the respondents.

5. CONCLUSION

Public libraries have been lauded as the “People’s library” and they are expected to provide services aimed at satisfying the general public through the provision of relevant services and resources. However, the study has brought to the fore once again, the situation of public libraries in Nsukka Local Government Area, Enugu State, Nigeria and revealed the fact that, it has not fully demonstrated appreciable seriousness in terms of satisfactory services even though public library recognizes that it’s an integral part of the society, the facilities (internet/ICT among others) and services that are meant to make these libraries a functional and strategic part of the public library system is actively lacking.

6. RECOMMENDATIONS

In line with the findings of the study, the following recommendations are made in order to improve the role of public library services in the promotion of rural entrepreneur education in Nsukka Local Government Area of Enugu State.

1. Public libraries should be stocked with up-to-date information resources to encourage users and out-dated/obsolete resources should be weeded regularly. Electronic resources should be included.
2. Network and related online facilities should be available in the library to attract more information seekers and users since the need for connectivity can no longer be ignored in this era of information and communication technology.
3. There should be new services to attract more users; and the physically challenged people should be considered and there is need to recruit more qualified librarians to enhance public library services.
4. Public libraries should organize sensitization programs to attract more users to the library including those with no formal education; and factual information to intended users.
5. Adequate fund should be provided by government/non-governmental organization/library friends etc., for the smooth running of the library.

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