

Entrepreneurship Initiatives and Economic Development of Rural Communities in Gwagwalada Area Council, Abuja

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Abstract

This study assessed entrepreneurship initiatives and economic development of rural communities in Gwagwalada area council, FCT, Abuja., Nigeria. The choice of Gwagwalada was chosen because it is one of the core rural areas with large population in Abuja. The population of entrepreneurs registered with and operating within the area council amounts to 2,690, based on the data accessed from the Gwagwalada area council. The study adopted the Taro Yamane sample determination formula to derive a sample size of 348, which formed the total number of 348 copies of structured questionnaire administered, filled, collated and analyzed. In analysing the collated data, the study employed the use of Chi-square analytical tool, computed on the SPSS tool. The analyses revealed that the role of entrepreneurship initiatives of creativity and innovations and the impact of empowerment on the performance of businesses in Gwagwalada Area Council were statistically significant. The conclusion was in line with Innovation Diffusion Theory which is widely adopted to self-sustain an organization. It is recommended that government should be at the forefront of establishing and sustaining Business Incubation Centres, free from the usual bureaucratic bottlenecks. A deliberate and holistic effort of governments at various tiers, institutions and other stakeholders to increase the supply and sustenance of entrepreneurs in whichever way possible will bring about the much-desired goal of meaningful economic development to the rural communities in Gwagwalada and the nation in general.

Keywords: Entrepreneurs, Entrepreneurship, Entrepreneurship Initiatives, Economic Development, Innovation Diffusion Theory and Rural Communities.

Introduction

Developing countries now realize that meaningful development can be difficult to achieve except the rural communities are part of the equation. Borne out of the fact that rural dwellers constitute a significant proportion of their population. The rural population of Nigeria stands at 47.25%, while about 53% is in urban areas (World Bank, 2022). The bulk of Nigeria's food and fibre supply comes from the rural areas, whose cassava, palm produce, and so on has long contributed significantly to the country's gross domestic product (GDP). However, poverty and infrastructural deficits are common phenomena in Nigeria's rural sector. In experts' opinions, Infrastructural deficits have been standing between Nigeria and genuine economic development since independence in 1960, (Ango, 2022; Deji 2022). The economic and social progress required to impact the well-being of the poor masses is still far from being satisfactory, given that over half of Nigeria's population lives on less than \$1 a day. This suggests the need for urgent attention to rural areas if sustainable economic development

programs government are to be achieved. Looking at the low level of economic activities in rural communities, it becomes apparent that action must be taken to ensure deliberate, planned and sustainable rural development programs. In this case, Micro, Small and Medium Scale Enterprises (MSMEs) are essential and needed to reduce the high rate of unemployment as well as avenues to drive inclusive growth and diversification of the Nigerian economy, this is where entrepreneurship initiatives of creativity, innovations, risk-taking, pro-activeness, and so on come in handy (Osunde, 2022).

The initiative is the first to take action to improve a situation or relationship, especially when other people are waiting for someone else to do something." Entrepreneurship initiatives mean the ability and readiness to use your natural or acquired talents of creativity, innovations, (Elikwu, Ndubuisi & Obayi, 2020), risk-taking, pro-activeness, planning, decision-making, self-confidence, empowerment, drive and energy to turn ideas into tangible projects ahead of others in venture creation and or re-positioning. Entrepreneurs are known for their role in social, political, and economic growth. Their importance is shown by the fact that they can give many people fair prices for goods, services, money, and jobs (Kauffmann, 2006). Many people know that entrepreneurs who are running small businesses help the economy grow, but some say that micro and small entrepreneurs face a lot of problems that make it hard for them to stay in business and grow. In an ideal situation, economic development should not be a function of a section or geographical area of a nation, as infrastructural development is key to the development of a country. A nation is prosperous to the level it multiplies, rewards, encourages and retains entrepreneurial talents and/or abilities (Nwankwo, 2017).

Rural entrepreneurship, as a concept, is not different from entrepreneurship, as described above. Rural communities are always at the receiving end of government negligence and ineptitude. This government negligence has posed significant problems to rural entrepreneurial development. This is glaring in Gwagwalada area council as the area is usually isolated, economically poor, depopulated and un-mechanized. Specific actions of the Government also pose a substantial challenge to Gwagwalada Area Council entrepreneurs. A situation where the Government of the day, either through action or body language, favours and honours money-bags who have questionable means of livelihood is detrimental to the growth of the real sector. In Nigeria today, people make it so easy, primarily through politics, that the hunger for creativity and innovation that will develop the nation's economy is killed and buried – so the circle of poverty continues. People's increased interest in becoming politicians has further posed a challenge as people no longer want to be creative entrepreneurs using their initiative to better their environment and attract government presence towards rural community economic development.

Another problem that propelled this research work is the fact that the economic and social progress required to impact the well-being of the poor masses in Gwagwalada is still far from being satisfactory, given that over half of its population lives on less than One dollar a day and they aren't getting empowered in any way from the government. This suggests the need for urgent attention to Gwagwalada Area council as a rural area if sustainable economic development programs government are to be achieved in that council area.

The non-motivation of entrepreneurs within Gwagwalada Area Council, through diverse empowerment supports is another challenge affecting their socio-economic development. Governments neglect of these rural communities (provision of road, water, electricity etc., to encourage entrepreneurs) further dampens entrepreneurs' zeal of giving in their best towards meeting the needs of people as they do not have access to facility most times, no road to transport

their products from the rural to the urban area, hoarding of specific government support schemes (fertilizer etc.) from government functionaries and so on. Lastly, while other authors must have written about the same topic, none to the best of the researchers' knowledge have been written on Gwagwalada Area Council. These are some of the problems this research work aims to address.

Premised on the identified gaps, the following research questions are raised to guide the generation of data needed for the analysis of this study:

- i. What is the role of creativity and innovation in the economic development of rural communities in Gwagwalada Area Council?
- ii. What is the impact of the various empowerment schemes in the economic development of rural communities in Gwagwalada Area Council?

The main objective is to assess the impact of entrepreneurship initiatives in the economic development of rural communities in Gwagwalada Area Council, of the Federal Capital Territory, Abuja. Other sub-objectives are:

- i. to identify the role of creativity and innovations in the economic development of rural communities in Gwagwalada Area Council.
- ii. to determine the impact of various empowerment schemes on the economic development of rural communities in Gwagwalada Area Council.

The following research hypotheses are stated to achieve the study's objective.

H₀₁: There is a significant relationship between creativity and innovations and rural economic development of Gwagwalada Area Council, FCT-Abuja.

H₀₂: There is a significant relationship between empowerment and rural economic development in Gwagwalada Area Council, FCT-Abuja.

Literature Review

Conceptual Review: *Entrepreneurship*

Isaac Newton's Laws of Motion in Physics describe the relationships between the motion of an object and the forces acting on it. The first of the three laws states that an object will not change its activity unless a force acts on it, or a body will not start moving until and unless an external force acts on it. That is to say, and nothing happens until something is done. Entrepreneurship initiatives perfectly fulfil this law in the economic development of nations/societies today. Nothing happens by chance in any financial setup, especially in today's world of free enterprise. Business Dictionary (2017) defines entrepreneurship as "The capacity and willingness to develop, organize, and manage a business venture along with any of its risks to make profits." Ojo (2018) sees entrepreneurship as "A process by which an opportunity is recognized and pursued profit purposes. Entrepreneurship is also where an individual, either standing alone or inside an existing organization (as a staff), creates opportunities, even though resources are not under their control (a case of the team in an organization). Entrepreneurship capacity is activated by the ability to recognize opportunities. Entrepreneurship is acknowledged to be the leading vehicle in creating employment and economic growth and development all over the globe (Hayes, 2022). Nations need to pay particular and exceptional attention to the needs of entrepreneurs by seeing to it that more than enough infrastructures are made available, a fair legal system is in place, good policy and regulatory framework/environments are established, and new enterprises are protected. With the cooperation of other educational systems and NGOs, governments can effectively bring about entrepreneurial education, training and development for the overall development of Nigeria. This is because entrepreneurship generates employment opportunities and positively impacts innovations and public welfare.

America, which is regarded as the bastion of entrepreneurship, i.e. the stronghold and defender of entrepreneurship in the world, are where they are today because they have deliberately planned, encouraged and sustained entrepreneurship through innovative policies by Government, organizations, and individuals. Entrepreneurship is the field that studies: (a) Entrepreneurs, (b) Entrepreneurial actors, (c) Entrepreneurial activities, and (d) Entrepreneurial environments (Nicole, 2022).

From the above, an entrepreneur is a businessman who is creative and innovative and takes a calculated risk to put to maximum use the opportunity the environment offers. He discovers a need and tries to provide goods and services to satisfy the identified need at a profit. He sources money, invests money and effort to organize and manage the business, and then harvests the yield when the company is successful or bears the loss when otherwise. He is a calculated and educated risk-taker who scans the environment for every possible/viable business opportunity and invests accordingly. He is a motivated individual who stops at nothing until the desired business goal is achieved, i.e. profit maximization. Since there are different dimensions to the concepts of entrepreneurship, it is recommended that specific references should be made to the particular areas or fields where the definition is coming from.

Entrepreneurial Initiative

A sense of initiative and entrepreneurship is the ability to turn ideas into action through creativity, innovation, and risk-taking, as well as the ability to plan and manage projects. It is a key competence that can be developed from primary school to secondary and beyond. It does not necessarily involve a specific school subject. Rather, it requires a way of teaching in which experiential learning and project work have the main role (Kadiri, Ibrahim & Daha 2021). Entrepreneurial initiative most times depends on the leadership qualities of the entrepreneur (Röschke, 2018; Sani et al., 2018). Therefore, at the present stage entrepreneurial initiative should be considered as a factor of development of innovation activity on the basis of introduction and realization of new ideas and opportunities through the use of leadership qualities of entrepreneur, ownership of resources, which in mutual use make it possible to achieve positive economic effect and implementing the idea in life, satisfaction of consumer needs.

Sense of initiative and entrepreneurship refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports individuals, not only in their everyday lives at home and in society, but also in the workplace in being aware of the context of their work and being able to seize opportunities, and is a foundation for more specific skills and knowledge needed by those establishing or contributing to social or commercial activity.

Creativity and Innovation

Creativity is the skill to effectively generate original solutions to pertinent problems, can be a basis for competitive advantage, especially in rapidly changing environments. Creativity is important to entrepreneurs because, it is the first phase in the innovation process, providing the inducement for discovering opportunities and new enterprise creation (Elikwu, et al., 2020; Ndesaulwa & Kikula, 2016). Creativity and innovations help develop new ways of improving an existing product or service to optimize the business. This also allows entrepreneurs to think outside the box and beyond the traditional solutions. Through this opportunity, new interesting, potential yet versatile idea comes up. Creativity and innovation are what makes the world go around and continue to improve and evolve. There have been lots of great ideas and thoughts

around the creative and innovative process for entrepreneurs, as this is a key part of the problem identification process. Entrepreneurial creativity is the ability to develop new ideas and solutions to problems. It is the ability to see into the future and generate ideas, solutions and innovations before they are needed. It is the ability to solve your customer's or client's problems before they even realize the problem exists.

Entrepreneurial innovation is the ability to turn an idea into reality. It is about finding new ways to do things and making them better. Entrepreneurial innovation is about creating new products or services, improving processes or finding new markets for existing products or services. Innovation as the ability to constantly convert knowledge and ideas into novel products, processes and systems for the advantage of the enterprise and its stakeholders, and it includes several dimensions: vision and strategy; harnessing the competence base; leveraging information and organisational intelligence; possessing a market and customer orientation; creativity and idea management; organisational structures and systems; culture and climate, and management of technology (Elikwu., et al., 2020). Thus, becoming a creative and innovative entrepreneur requires combining both hemispheres of your brain. Creativity is a right-brain process, while innovation is a left-brain process (Kaur, 2022).

Rural Entrepreneurship

Entrepreneurship is the readiness and ability to plan, organize, control, and manage a business venture, taking all the risks of uncertainties into the equation and making a profit when the business is run successfully. It recognizes opportunities the environment has to offer to harness the resources and creatively put these opportunities and resources to maximum use and advantage at a profit for the benefit and development of rural areas. Entrepreneurs occupy a significant position in today's market economy, and they can never be enough of them at any point in time. The more, the better! A nation is prosperous to the level it multiplies, rewards, encourages and retains entrepreneurial talents and/or abilities (Nwankwo, 2017). Rural entrepreneurship, as a concept, is not different from entrepreneurship. Rural communities are always at the receiving end of government negligence and ineptitude, and they are usually isolated, economically poor, depopulated and un-mechanized (Burnes 2004; Ifegwu, 2016).

Many organizations are occasionally faced with challenges that force them to adjust or change, suppose organizations, especially those in the urban areas, could face challenges that demand them to change or adapt to change so as to remain in business. In that case, the same and more are required for entrepreneurs in rural areas. Entrepreneurial initiatives of creativity, innovations, risk-taking, pro-activeness, planning, etc. that are available and used by urban entrepreneurs are also the same initiatives that are needed and put to use by rural entrepreneurs. Governments, organizations, institutions and individuals promoting this concept see it as a strategic development intervention that could speed up the pastoral development process. They see it as an enormous employment potential. In contrast, politicians see it as the critical strategy to prevent rural unrest, farmers see it as an instrument for improving farm earnings, and the women see it as an employment possibility near their homes which provides autonomy, independence and a reduced need for social support. Entrepreneurship in rural communities is seen as a vehicle for improving the quality of life for individuals, families and communities and sustaining a healthy economy and environment.

Increased entrepreneurial activities in rural areas will stimulate local entrepreneurial talents and the resultant growth of Nigerian companies. This, in turn, would multiply job creation and add economic value to a region, and at the same time, keep scarce resources within the community. In my view, rural enterprises, especially in agriculture, are essential to rural

development. Governments at all levels are admonished to support this process by creating enabling environment and other creative incentives for agro-based industries to thrive in the local areas/communities for sustainable rural economic development.

One of the approaches that could help rural entrepreneurship and development is the Integrated Rural Development Theory (Agricultural and Non-Agricultural activities). This is a multidimensional strategy for improving the quality of life of rural people and is based on the understanding that the socio-economic framework of the traditional rural system is obsolete and inadequate. It is designed to promote structural changes in society whereby the forgotten and neglected sectors are made to contribute meaningfully to their economic well-being. Directorate of Food, Roads and Rural Infrastructures (DFRRI), introduced during the military regime of Ibrahim Babangida, and today has been expanded and modernized by different government offices and agencies under different names is the example of Rural Integrated Program. Others are the National Directorate of Employment (NDE); the National Open Apprenticeship Scheme (NOAS); Small and Medium Scale Enterprises (SMEDAN), and others (Nwankwo *et al.* 2017).

To encourage rural economic activities, entrepreneurs/indigenous enterprises are to be deliberately encouraged and promoted. This will aid job creation and economic benefits to the localities to retain scarce resources and prevent unnecessary and wasteful capital flights or brain drain to our neighbouring West African countries.

Entrepreneurship motivation and empowerment

To be attracted to entrepreneurship as a way of life, some incentives or forces help in this decision, some of which are fired by internal or external factors outside the control of the businessman. Satisfaction with human resource finds close links to highly motivated employees this also applies to motivated entrepreneurs (Ibrahim, 2019). Empowerment is the process of becoming stronger and more confident in claiming one's right. Government taking steps towards empowering Gwagwalada residents would go a long way in building their confidence towards becoming entrepreneurs, contributing to government coffers in form of tax and get a chance of getting the basic amenities that would help develop the council area. When encouraged and motivated, rural community entrepreneurs would be naturally spurred to develop creative initiatives towards economic development and positive planned change. Planned change is defined as a proactive change initiated by the organisation's members and implemented by them deliberately to anticipate or respond to environmental change or to pursue new opportunities (Ifegwu, 2016).

Entrepreneurship to economic development

One of the significant and easiest ways to grow a country economically is through entrepreneurship. Sustained entrepreneurial activities in a region enable the attainment of economic growth and development of that region/society. Economic development is the creation and sustenance of financial wealth of countries, regions or communities for the well-being of their people. It is the ability to bring about economic advancement and quality of life for the oppressed by creating and/or retaining jobs and supporting or growing incomes and the tax base (Silicon Valley Business and Innovation; 2020). It is changing from an obsolete structure to a dynamic economic system with more efficient and effective production structures for self-generating growth without the usual impediments.

Steady and sustained improvement of general economic well-being is the common feature in this definition. This interprets that economic development is not a once-and-for-all process but

a deliberate and sustained effort of different societal actors. It is not just about creating jobs but about helping to develop a long-standing economic structure and environment that encourages other members of society in this development aspect. Also, it provides an avenue for promoting creative and innovative ideas for a more competitive business environment/society, (Mohammed 2020; Seth 2021).

Other means of measuring economic growth includes but not limited to the following:

- GNP per capita
- Population growth
- Occupational structure of the labour force
- Urbanization
- Consumption per capita
- Infrastructural development
- Social conditions, literacy rate, life expectancy, health care, caloric intake, infant mortality and others

The interpretation is that innovators and risk-takers are a plus or advantage to rural economic development, when the right policies and structures are creatively implemented.

Entrepreneurship and rural economic development in Nigeria: Moderating factors

Entrepreneurs operate in a system that most times are hostile to their business fortunes, which they have little control over. Some of these are unstable economies and social and political environments that negatively affect their growth potentials. Other environmental/external factors that negatively affect entrepreneurship are Influences on firms, markets, public policies, regulations and policies of governments, physical infrastructural deficiencies, etc. Others are:

Lack of startup capital: Most Nigerians have little or no savings for venturing into businesses. The request for solid and adequate collaterals by banks makes it nearly impossible to approach banks for loans. The few individuals that have this money put and re-invest their money into politics and not the actual business sectors. This is a severe mismatch of enterprises' creation and multiplication.

Actions of Government: A situation where the government of the day, either through action or body language, favours and honours money-bags who have questionable means of livelihood is detrimental to the growth of the real sector. In Nigeria today, people make it so easy, primarily through politics, that the hunger for creativity and innovation that will develop the nation's economy is killed and buried – so the circle of poverty continues.

Corruption: Corruption destroys hard work, honest living, motivation for achievement, and greatness. Entrepreneurship emerges when that greatness is allowed to be birthed positively and productively, but when that energy is expended negatively and in corruption, the people/society suffers.

Low technological base: Nigeria's equipment and machinery that can lead us to technological advancement are challenging. Businessmen desiring higher technology for production still source them from abroad, making the prices of their products higher and uncompetitive, especially with the imported ones.

Sourcing raw materials and other inputs: Abundant raw materials and industrial inputs are the sure ways to entrepreneurship and industrial or economic development. Nigerian entrepreneurs are yet to get to that level of comfort.

Preference for imported goods and services: Unless the governments of Nigeria and Nigerians change their attitude of preferring imported goods/services to that made in Nigeria, the quest for economic independence will be a mirage. We have become a dumping ground for virtually everything, even things we don't need or that are expired and poisonous to our lives and our existence.

Ignorance and illiteracy: Illiteracy and ignorance are inimical to the growth of entrepreneurship and rural areas, as they make it difficult for rural entrepreneurs to even comply with legal requirements in obtaining licenses or following simple procedures. As a result, more money and precious business time are lost as they try to make up or rectify the anomalies.

Migration of skilled workers: The young educated, and trained workforce migrates to urban areas due to attractive urban social amenities and abundant opportunities. The remnants are left behind, and the circle of under-development continues. Personal observations; (Nwankwo, 2019; Ucheghara, 2019).

Theoretical Review

Economic theory of entrepreneurship

The economic theory of entrepreneurship has become more significant in today's entrepreneurship world, due to the impact and relationship it has on initiative, innovation and growth of entrepreneurs. This study is on the impacts of entrepreneurship initiatives on the economic development of rural communities. Joseph Alois Schumpeter propounded the economic theory of entrepreneurship. This theory states that entrepreneurs find motivation in the presence of economic incentives, including industrial policy, taxation policies, financial and resource sources, availability of infrastructure, investment opportunities, marketing opportunities, and availability of information regarding the conditions of the market and technology, among others (Tuko, 2021). Entrepreneurs are creative and innovative and such is needed for economic growth especially with government support. Considering Schumpeter's propounded theory empowering entrepreneurs would help lessen their dependence on government and improving the economic nature of Gwagwalada Area Council better.

Empirical Review

Abdul (2018) studied entrepreneurial skills and growth of small and medium enterprises (SMEs): A comparative analysis of Nigerian and Minority entrepreneurs in the UK using an online survey questionnaire. The research followed judgmental sampling techniques to explore their experience, beliefs, and attitudes to entrepreneurial creative and innovative skills because of the limited time frame. The conclusion from this study is that entrepreneurial skills have a significant influence on the growth of SMEs in Nigeria and the UK without taking into consideration the performance and in relation to initiative of the entrepreneurs.

Mpi (2019) in undertaking a study which focused on encouraging Micro, Small and Medium Enterprises (MSMEs) for economic growth and development in Nigeria and other developing economies, emphasized the role of '*the Igbo apprenticeship system*'. The research critically discussed how *the Igbo apprenticeship system* encouraged the growth of MSMEs for economic growth and development. The study concluded that, despite the challenges facing the micro, small and medium enterprises in Nigeria and other developing economies, the Igbo apprenticeship system remains a significant catalyst in reducing unemployment, wealth redistribution, insecurity, and increased GDP and diversification of the economy without giving emphasis to entrepreneur's initiative.

Thanaphone (2020) assessed entrepreneurial passion: A systematic literature review and research agenda for a total of 61 peer-reviewed journal articles obtained from an electronic search in two large international databases in a rigorous and organized manner. In terms of the method for analyzing data, the study adopted a thematic synthesis to identify the literary themes and weave them together. It also applied framework synthesis to build a framework of the interrelationships between the targets, causes, and consequences of entrepreneurial passion. An analysis of the results of the review suggests that: (1) the targets of entrepreneurs' passion are directed toward four specific domains: entrepreneurial activities, venture-related objects, stakeholders associated with the firm, and concepts (idea, cause or goal); (2) there are four drivers of entrepreneurial passion: entrepreneurial education, engagement in entrepreneurship, individual differences, and role models; and (3) entrepreneurial passion leads to two main consequences: micro (individual) and meso (firm-related) outcomes. Based on these findings, future research avenues to extend and enrich the literature is proposed accordingly without taking into consideration enterprise performance.

Elikwu., et al., (2020) examined how creativity and innovation can facilitate sustainable technological advancement of agro-allied small businesses in Delta State Nigeria. The study adopted the cross-sectional survey design, a sample size of four hundred and eighty-seven (487) small businesses registered with the Delta State government. Data generated were analysed using descriptive analytical techniques, while hypothesis was tested using multiple regression. The result revealed that, creativity and innovation have capacity to facilitate technological advancement of agro-allied small businesses. It was recommended that, efforts should be made to support the manufacturing of agro-allied indigenous technologies to promote both local manufacturers and develop innovative creation of local technologies and tools to boost agro-allied business revolution in Nigeria, also small agro-business owners should acquire relevant technical expertise to boost their ability to improvise in order to remain operational and productively grow the business.

Tristan, Daniel and Yael (2021) assessed innovation-driven entrepreneurship as a key driver of economic growth using a survey of the growing literature on the economics of such innovation-driven entrepreneurship. They began by distinguishing between the various forms of entrepreneurship, which are often confounded in both theory and empirical work. The study laid out the current state of knowledge and described the challenges researchers face in the field, particularly around measurement, data and identification. At this moment, an overview of the major open questions and directions for future research in the area is advocated.

Oluyemi and Ayodele (2021) examined the Small–medium enterprise formation and Nigerian economic growth using secondary data for the period 1990–2016 and for macro parameters, including registered small and medium-scale enterprises, nominal gross domestic product, employment, total labour force and population. A forecasting technique was applied to obtain data for missing trends. The study used quantitative analytical techniques such as dynamic methods of the Error Correction Model (ECM) and Johansen co-integration test for a long-run correlation. They found that there was an increasing number of SME formation, which has also led to the growth of the economy, and that an increase in the amount of micro-small and medium-scale enterprises did not contribute to the development of the economy more than existing businesses. The employment elasticity is positive and significant and shows that the contribution of entrepreneurship regarding employment is the essential factor that advances economic growth and reduction of unemployment, which showed a good standing in showing relationship between entrepreneurship and employment generation but not taking into consideration on the impact initiative has on entrepreneurship development.

Methodology

The research design adopted for this study was the descriptive survey method. The design considered appropriate since it helps in the collecting and analyzing of data generated from sample population. The study population comprised 2,690 entrepreneurs registered with and operating within the area council, based on the data made available by staff of Gwagwalada area council. The study adopted the Taro Yamane sample determination formula to derive a sample size of 348, which formed the total number of 348 copies of structured questionnaire administered through the simple random sampling technique. In analysing the data, the study employed the use of Chi-square analytical tool, computed on the SPSS tool.

Results and Discussion

The Chi-square test gives a P-value to help know the correlation, if any. The P-value defines the probability of getting a result that is either the same or more extreme than the other observations. It represents the probability of occurrence of the given event. It is used as an alternative to the rejection point to provide the slightest significance for which the null hypotheses would be rejected. The smaller the P-value, the more substantial the evidence in favour of the alternative theories, given the observed frequency and expected frequency (Biswal, 2022). Based on the stated hypotheses and the analysis carried out using Chi-Square Statistical Tool and SPSS package, the following results/conclusions were obtained.

Test of Hypotheses

H₀₁: There is a significant relationship between creativity and innovations and rural economic development of Gwagwalada Area Council, FCT-Abuja.

Response cross-tabulation

Count		Response				Total
		SA	A	D	SD	
Q	inn1	173	110	35	12	331
	Inn2	73	94	99	82	331
	inn3	88	97	93	70	331
	inn4	80	80	132	56	331
	Inn5	87	121	80	60	331
Total		501	502	435	280	1655

Chi-Square Contingency Table for Innovation/Risk-taking in Economic Development

X² Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	179.420 ^a	12	.000
Likelihood Ratio	183.608	12	.000
Linear-by-Linear Association	42.753	1	.000
N of Valid Cases	1740		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 57.40

In the Chi-Square (X²) analysis above, the calculated value of 179.40^a and the P-value of 0.000 was obtained.

Note: (a) If P-value is (<) 0.05, the result is significant

(b) If P-value is (>) 0.05, then the result is NOT significant.

In the analysis/explanation above, the P-value of 0.0001 was less than the significance of 0.05. The result, therefore, is substantial. There is a relationship between Innovations/Risk-taking and Rural Economic Development in Gwagwalada Area Council. The Alternative Hypothesis was accepted.

H₀₂: There is a significant relationship between empowerment and rural economic development in Gwagwalada Area Council, FCT-Abuja.

Questions and Response Cross tabulation

Count		Response				Total
		SA	A	D	SD	
Q	creat1	62	105	86	83	331
	cret2	70	80	112	86	331
	creat3	72	90	100	86	331
	creat4	63	70	121	94	331
	creat5	70	97	94	87	331
Total		337	437	513	432	1655

Chi-Square Contingency Table for Creativity/Innovation and Accelerated Economic Development

X² Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.088 ^a	12	.187
Likelihood Ratio	16.133	12	.185
Linear-by-Linear Association	.405	1	.525
N of Valid Cases	1740		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 68.40

In the analysis above, the calculated value was 16.088^a, and the P-value was 0.187. The P-value of 0.187 was greater than the significant value of 0.05. The result is NOT significant. The stated Alternative Hypothesis is rejected, and the Null hypothesis is accepted: There is no relationship between Creativity/Innovations and accelerated economic development in Gwagwalada Area Council.

This study specifically investigated the impacts of entrepreneurship initiatives in the economic development of rural communities, Gwagwalada area council Abuja, Nigeria and determined the extent to which enterprises performance is affected by entrepreneurship initiatives among the enterprises in Gwagwalada. The findings from the study showed that entrepreneurship initiatives and enterprises performance are correlated in area that promotes the benefit of the Enterprise in the community.

Conclusion and Recommendation

This study was aimed at assessing entrepreneurship initiatives of Innovations, Creativity, Pro-activeness, Risk-taking, Empowerment, etc., in the development of rural communities, Gwagwalada Area Council as a case study. The main thrust was to examine the role of

entrepreneurial initiative on economic development of Gwagwalada Area Council dwellers using creativity, innovations and empowerment as proxies to entrepreneurship initiative.

From the data collected, presented and analyzed, the study concludes that the impact of creativity and innovation in rural economic development in Gwagwalada Area Council is significant. Empowerment and Pro-activeness are not just enough but a holistic and deliberate effort by the concerned actors to increase the supply, training, and encouragement of entrepreneurs through creative and innovative supports/incentives, especially in the area of establishment and sustenance of Business Incubation Centres will be helpful.

Finally, integrated rural development strategies that will give opportunities for the involvement of the less privileged and hitherto neglected and abandoned segments of society for their meaningful participation in the economic development of the rural areas should be overhauled and deliberately "made" to impact the economic development of the rural communities in Gwagwalada Area Council positively.

Finally, as our contribution to knowledge, this research work which covers for Gwagwalada Area Council will go a long way to contributing to the body of knowledge as no research with similar topic as far as we know has covered this area.

In other to grow entrepreneurship, the government should give attention to areas that would develop entrepreneurship initiative for individuals which would also service as a means of developing and promoting enterprises in the area council. On their part, Government, institutions, individuals and the public should be creative and innovative by contributing to the entrepreneurship initiatives of creativity, innovation, risk-taking, pro-activeness, empowerment, etc., are to have the desired directions and impact in the economic development of the rural communities in Gwagwalada Area Council in particular and Nigeria in general.

While other recommendation of due importance to the study are as follows:

1. Government should be at the forefront of establishing and sustaining Business Incubation Centres, free from the usual bureaucratic bottlenecks. The appetite for foreign goods and services should be made to die and patronage given to goods and services produced in Nigeria. Nigerians should be orientated down to the rural communities to let go of the high appetite for foreign goods and services.
2. Every community is unique, so "lump-sum or one-dose-for-all" solutions do not consistently achieve the desired purpose. Communities in Nigeria, and that of Gwagwalada Area Council, are to be treated differently and should be allowed to have a say from the planning stage, execution and usage of the projects to minimize project failures and abandonment in rural communities.

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