



**KWARA STATE POLYTECHNIC, ILORIN
INSTITUTE OF FINANCE AND
MANAGEMENT STUDIES (IFMS)
DEPARTMENT OF MARKETING**

**TECHNICAL REPORT ON STUDENT INDUSTRIAL
WORK EXPERIENCE SCHEME (S.I.W.E.S)**

AT

**ILORIN WEST LOCAL GOVERNMENT AREA
ALONG LUBCON, WARA, ILORIN, KWARA STATE.**

BY

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**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE AWARD OF NATIONAL DIPLOMA IN THE
DEPARTMENT OF MARKETING, KWARA STATE
POLYTECHNIC, ILORIN**

MARCH, 2025

DEDICATION

I wish to dedicate this report to my beloved parents for their financial support and caring always.

ACKNOWLEDGEMENTS

All glory and adoration to the Almighty God for His Grace and Infinite mercy in all endeavours. I am very grateful to the Almighty God for granting me sound health throughout the training.

My special appreciation also goes to the Industrial Training officers and my IT supervisor for his effortless supervising during my training programme.

I also appreciate the support of the staff of Ilorin West Local Government Area, Wara, Ilorin and the entire staffs for their contribution towards the success of my programme.

May Almighty God bless you all (Amen).

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CHAPTER ONE

INTRODUCTION

1.0 Background

Meaning of SIWES

The five capitalized letters SIWES stand for the Student Industrial Work Experience Scheme that was created to help students from Nigeria get practical knowledge and wide horizons based on their future profession while they are still studying at the tertiary institution.

The growing concern among our industrialists that graduates of our institutions higher learning lack adequate practical background studies preparatory for employment in industrial led to the formation of students Industrial Work Experience Scheme (SIWES) by the ITF in 1993/1994. (Information and guideline for SIWES 2002) ITF has as one of its key function; to work as cooperative entity with industry and commerce where students in institutions of higher learning can undertake mid-career work experience attachment in industries which are compatible with Students' area of study (Okorie, 2002) in Asikadi, 2003).

The SIWES was designed to expose students to industrial environment and enable them to development and enable them develop occupational competencies so that they can readily contribute their own quota to national economic and technological development after graduation. The SIWES also enables students to acquire knowledge, skill and experience jobs in their respected field.

Students' Industrial Work Experience Scheme (SIWES) is a skill development programme established by Industrial Training Fund (ITF) in 1973 with the headquarters in Jos Nigeria. It is meant to enable students in tertiary institutions in Nigeria acquire technical skills and experience for professional development in their course of study as it bridges the gap between theory and practice. It is the accepted skills training programme in institutions of higher learning in Nigerian that forms part of the approved academic requirement in

various degree programmes. It is a three credit unit course, which must be met by students before graduation.

As stated by Nse (2012), the scheme is a planned, supervised training and intervention programme based on stated and specific learning and career objectives, leading to the development of occupational competencies of the participants. It is also to expose and prepare students in institutions of higher learning for the industrial work situations which they are to meet after graduation. The scheme equally helps to familiarize students with work methods and expose them to the necessary experience to handle equipment and machinery that are not available in their institutions. SIWES is also an effort to bridge the existing gap between theory and practice and expose students to necessary skills for smooth transition from the classroom to the world of work. These skills aimed at exposing students to professional work methods as the scheme (SIWES) acts as a catalyst for industrial growth and productivity through professional development.

1.1 Main aims and objectives of SIWES

1. To provide students with industrial skills and needed experience while the course of study;
2. To create conditions and circumstances, this can be as close as possible to the actual workflow
3. To prepare specialists who will be ready for any working situations immediately after graduation;
4. To teach students the techniques and methods of working with facilities and equipment that may not be available within the walls of an educational institution;
5. To give students the ability to try and apply the given knowledge.

The objectives of SIWES programme are all about strengthening future employees. Such program is successful attempt to help students to understand the underlying principles of their future work. After passing the programs, the student can concentrate on the really necessary factors of his or her work. Referring to the feedback of students, the experience of participating in the program has become very useful for them. Employers also note a higher level of skills of such students.

CHAPTER TWO

Description/ Background of Ilorin West Local Government Area

Ilorin West Local Government Area (LGA) was created in 1991 from the former Ilorin LGA. It is located in Kwara State, Nigeria.

Ilorin West local government was created in 1991 from the old Ilorin Local Government Area. The Local Government area has four districts 4 wards. It has an area of 105 km² and a population of 364,666 at the 2006 census. The major towns are Egbejila, Warrah Osin, Aremu, Ogidi, Oloje, Bani, and Adewole. Yoruba, Hausa and Fulani are the major languages spoken within the LGA.

Natural Resources such as Maize, Yam, Beans, Vegetables and Cassava grow in abundance in Ilorin South. While there are naturally occurring large mineral deposits of Granite, Clay and Kaolin.

The major festival in Ilorin South is the Yawo Dancers festival. Tourist attractions include the Old Alfa Alimi Mosque, Old Central Mosque, Oloje Poultry, Knitting of Cloth, Okuta Ilorin, Major Crutchley's Grave, and the Emir Turbaning Mosque.

Formation

In 1991, the Ilorin West LGA was formed from the former Ilorin LGA.

The headquarters of the Ilorin West LGA is in Wara Osin Area. The LGA has four districts and four wards.

Size and population

The LGA has a land area of 105 square kilometers. As of the 2006 census, the population of the LGA was 364,666.

The major towns in the LGA include Egbejila, Warrah Osin, Aremu, Ogidi, Oloje, Bani, and Adewole.

Languages spoken

The major languages spoken in the LGA include Yoruba, Hausa, and Fulani.

Infrastructure.

The LGA is accessible because of a major highway and the only railway line between South-Western and the Northern parts of Nigeria

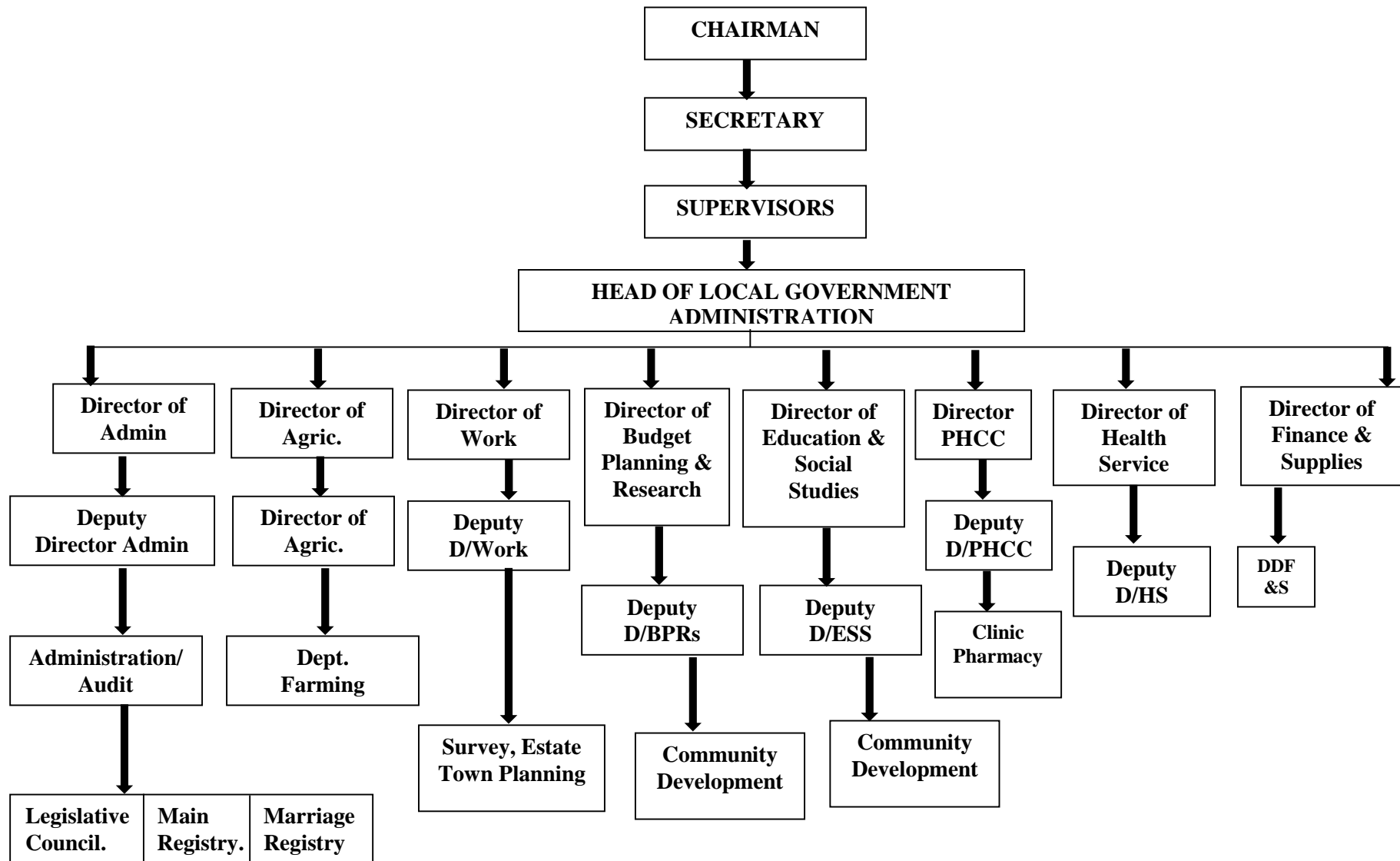
The LGA is one of the fast-urbanizing areas in Nigeria.

Services

The LGA hosts the state capital administrative headquarters.

The LGA has major markets such as Oja-Oba, Oja-Tuntun, and Mandate.

ORGANIZATION STRUCTURE OF ILORIN WEST LOCAL GOVERNMENT KWARA STATE, NIGERIA



CHAPTER THREE

STUDENT SPECIFIC INVOLVEMENT IN VARIOUS SECTOR/UNIT

During my four month SIWES (Student Industrial Works Experience Scheme) program at Ilorin West Local Government Area, Wara, Ilorin, Kwara State.

The various activities' which I was involved are listed below:

1. Market Research:

- ❖ The department at which I worked with in the local government are introduced to the usage of internet and its tools in gathering data on competitor analysis, market trends, customer demographics through surveys, focus groups, and data analysis tools which I benefited as a marketing student.
- ❖ Identifying potential market segments and customer needs.

2. Product Development:

- ❖ Assisting in product positioning and branding strategies.
- ❖ Contributing to product launch plans and marketing materials.

3. Marketing Campaign Development:

- ❖ We creating marketing campaign concepts aligned with local government identity. This is where we go to some of the ward within the are to sensitized them particularly with the use of social media for their various business
- ❖ Designing marketing collaterals like brochures, flyers, and website content.

4. Digital Marketing:

- ❖ Managing social media accounts of the local government (e.g. Facebook, Instagram, Twitter) and creating engaging content.
- ❖ Developing and implementing email marketing campaigns as a test run during my SIWES.

5. Sales Support:

- ❖ Generating sales leads and qualifying potential customers.
- ❖ Assisting sales teams with presentations and customer follow-ups.

6. Event Management:

- ❖ Planning and coordinating promotional events, conferences, or product launches.
- ❖ Managing event logistics and registration processes.

7. Customer Relationship Management (CRM):

- ❖ Maintaining customer databases and managing customer interactions.
- ❖ Analyzing customer feedback and identifying areas for improvement.

Experience gained during my SIWES attachment:

Practical Experience: I was trained to applying theoretical knowledge to real-world marketing scenarios.

Skill Development: I also gained hands-on experience with marketing tools and techniques during my stayed as a SIWES student.

Industry Exposure: During the short period of SIWES I understand industry trends and best practices.

Networking Opportunities: I was trained to build connections with professionals in the marketing field.

CHAPTER FOUR

PROBLEMS ENCOUNTERED DURING THE PROGRAMME

The main problem encountered during the programme was problem of transportation.

- ❖ Difficulty finding placements in companies with active marketing departments.
- ❖ Being placed in non-marketing roles within a company due to limited availability.
- ❖ Lack of dedicated marketing supervisors with sufficient expertise to guide students.
- ❖ Busy supervisors with limited time to provide proper mentorship and feedback.
- ❖ Inconsistent supervision quality across different placement organizations.
- ❖ Not being involved in critical marketing decision-making processes.
- ❖ Lack of opportunities to execute marketing campaigns from concept to implementation.

SUGGESTIONS AND RECOMMENDATIONS FOR IMPROVEMENT OF THE SCHEME

Suggestion

Suggestion and recommendation are made to the organization and the polytechnic concerning the SIWES program.

Recommendation

To the Organization

- i. The Local Government should try and acquire modern machine/equipment in marketing department for easy and fast access to market strategy and other concern area of placement.
- ii. They should provide a standard and well equipped office where skills are required

To the Polytechnic

1. The polytechnic should ensure that allowance given to the student is increased and paid promptly.
2. The SIWES coordinator of the polytechnic should try and write to various organization for placement of their student for SIWES or I.T program