

**THE INFLUENCE OF BROADCAST MEDIA IN
PROMOTING AGRO-ALLIED BUSINESS AMONG
THE YOUTH IN ILORIN METROPOLIS**

By

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CERTIFICATION

This research work has been carefully examined and approved as meeting part of the requirement of the Department of Mass Communication, institute of information and communication technology, Kwara State Polytechnic, Ilorin. In partial fulfillment for the award of Higher National Diploma (HND) in Mass Communication.

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DEDICATION

I dedicate this project to GOD the ruler of the universe, the Custodian of everything in the heaven and the earth, the supreme being, gives Knowledge and Wisdom. Also, this project is dedicated to my family particularly Mrs Olufiran Idowu for all their supports.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The observed global increase in the youth population and unemployment have become a source of concern and currently attracts considerable attention in many discussions on international development. The National Youth Policy (2022) defines youth as Nigerian citizens between 18 and 35 years old. With a national population of about 200 million, Nigeria is the most populated country in Africa and has a high proportion of young people and an increasing rate of youth underemployment and unemployment (Adesugba, M.; Mavrotas, G. 2016). Due to limited jobs, youth unemployment continues to be one of the main challenges affecting Nigeria politically, economically, and socially. According to the National Bureau of Statistics, the youth population (15–35 years of age) in Nigeria is approximately 64 million. More than half (54 percent) of youth are unemployed, with more females being unemployed (52 percent) than males (48 percent). More importantly, many of these youth are also highly educated, and some are graduates of higher institutions. It is reported that about 1.5 million youth graduate every year (Adesugba, M.; Mavrotas, G. 2016). The NBS (2012) reported that a substantial proportion of the young people who graduate annually and who are unemployed usually go for jobs that intensify their likelihood of being underemployed.

The consequences of the high youth unemployment rate, particularly in Nigeria, are the high increase in youth migration, terrorism, cultism, kidnapping, prostitution, and cyber fraud, among others. The migration of youth from Africa to Europe and America through the Sahara Desert to connect the Mediterranean Sea has led to the loss of lives in the desert, sea, or youth ending up at slave camps in Libya. These issues have been top of the breaking news globally in recent years. Consequently, to find a lasting solution to this problem, youth unemployment has become a vital component of the recent agricultural policy agenda of the Federal Government of Nigeria. The several ongoing debates about youth unemployment target agriculture as the primary sector to count on to resolve these issues.

Agriculture remains a vital sector in many African countries to promote food security and to alleviate poverty (Diao, X.; Hazell, P. 2010, Dercon, S.; Gollin, D. 2014. Sakketa, T.G.; Gerber, N. 2020). The former President, Chief Olusegun Obasanjo, has said that Nigeria cannot make it until the nation takes agriculture and its value chains seriously. He said that agriculture had the capacity to develop entrepreneurs and create millions of employment for Nigerian youths. Awoyinfa (2017) quotes Obasanjo as saying, “the truth is this, if we are going to have employment for millions of youths in this country, it will

be mainly in agriculture business not in oil and energy.” The sector generates approximately 70 percent of rural employment, accounts for over 85 percent of total rural income streams, and contributes to about 25 percent of Nigeria’s GDP (FAO 2019). Thus, if properly harnessed, agriculture could play a major role in providing sustainable employment and income for the ever-growing youth population in Africa, particularly in Nigeria, where about 69 percent of the youth reside in rural areas and depend on agriculture as their primary means of survival. However, in the aspect of agro-allied business and agricultural promotion in Nigeria, the need for broadcast media in particular and other forms of mass media in general in ensuring simultaneous promotion is as vital as other role played by the media in the development and advancement of a nation. Because broadcast media is a powerful instrument of development in all ramification. As a result of this, its use in the overall development of rural or urban areas must be given special attention, to development experts. This is because its power to communicate makes it one of the most efficient means of reaching rural and urban dwellers in the society. (Awoyinfa, 2017). Gerbner (180) cited in Griffin (1991: 301) asserts that; broadcast media power comes from symbolic content of reality that is electronically relay. At its root, broadcast media give coherent picture of what exist, what is important, what is related to what and what is right.

1.2 Statement of the Problem

The oil boom in the 1970s however submerged the agricultural sector (Ross 2003; Ogen 2007; Olajide, Akinlabi and Tijani2012;). Oil became the focus and main stay of the Nigerian economy. It is important to note that this economic shift to oil as the main stay of the economy marked the inception of the socio – economic challenges faced in Nigeria till date (Ogen 2007; Ucha 2010; Adesina2013). The agricultural sector that accounted for 70% of the Nations GDP now accounts for 5% of Nigeria’s GDP (Olagbaju and Falola 1996 ;). The saga of increased youth unemployment is particularly traceable to the neglect of agriculture and the mono – cultural dependence on oil (Ogen 2007; Ucha 2010 Adesina 2013). This shift of economic has always been considered by scholars as the major cause of youths unemployment in Nigeria. It is also alleged to be responsible for economic set back of the nation as Nigeria indirectly monopolized its economy by depending only on crude oil as the major internationally exported commodities.

Although stakeholders appear to be in agreement regarding the centrality of agriculture in job creation, the challenge of getting the youth to key into this idea has continued to stare them (stakeholders) in the face. Literature focusing on the centrality of the media and attitude change has shown little or no conflicting accounts on the power of the media as agenda setters.

Nazari& Hassan (2011); Okorie & Oyedepo (2011); Ravi (2013); have investigated the role of media campaigns in promoting participation in agro-allied businesses, not much is known about the influence of broadcast media in promoting agro-businesses in Nigeria. Going by available literature, an understanding of youths' perception of media campaigns is very essential because it will provide insights regarding how informative, educative and convincing these campaigns are. The problem this study poses as a question is: what is youths' perceptions of media campaigns on participation in agriculture towards improving agro businesses?

On this backdrops, the study is to address the influence of broadcast media in promoting youth participation in Agro-allied business in Ilorin west local government of Kwara state.

1.3 Objectives of the Study

The objectives of the study are:

- i. To examine the impacts of broadcast media in promoting youth participation towards Agro-allied business in Ilorin-west local government.
- ii. To find out the level at which broadcast media promote youth participation in agro-allied business
- iii. To determine the medium at which agro-allied programmes are being disseminated to youth on broadcast media

1.4 Research Questions

The following questions will guide the research towards attaining its set aim and objectives.

- i. What impact do broadcast media have in promoting youth participation in agro-allied business among youths in Ilorin-west local government?
- ii. What is the level at which broadcast media is promoting youth participation in agro-allied business?
- iii. How frequently are agro-allied programmes disseminated to youths in Ilroin-west on broadcast media?

1.5 Significance of the Study

It is the belief of the researcher that this study will be useful to lots of youths, agronomist, scholars, policymakers etc towards reshaping the outrageous condition of agricultural practices and agro-allied business in Nigeria. This study is intended to bridge the gap between youth and agro business. The study will thus, analyse the influence of broadcast media in promoting agrio-allied business among the youth with a focus on Ilorin-west L.G.A of Kwara State. The findings of this study will however; play the following roles:

The study will help broadcast media with agrio-allied programmes to understand the unique selling points for agribusiness content consumer and their demographics within the study area. The study hopes that through this, broadcast media will forge closer working relationships with various agricultural value chain market actors in content sourcing and providing feedback for audiences.

It is hoped that the findings of this study will help agricultural value chain enterprises explore ways to effectively partner with broadcast media to disseminate essential information to youth audiences effectively.

The findings of this study will be of benefit to the Government of Kwara state and Nigeria as a whole to identify information gaps that exists among the youth and broadcast media practitioners about the agro-allied business sector. This will help revise and formulate newer, participatory and inclusive communication strategies that will deepen information flow to spur uptake of agribusiness as an employment option while promoting food security which are all key government agenda.

The research anticipates strengthening agro-allied business communication as a socio-economic development actor that supports the growth of the economy and improves public life through creating jobs.

1.6 Scope of the Study

This research study is based on the influence of broadcast media in promoting youth participation in agro-allied business. The geographical scope of the study covered Ilorin-west local government in Kwara state. The study explored data from both male and female youth in the area within the age bracket of 18-45 years.

1.7 Definition of Terms

Broadcast Media: Broadcast media is the communication, transmission, and broadcasting of wide range of audio-visual materials as well as electronic or electro-magnetic mediums to share news, information, entertainment, ads, etc with the target audiences or general public.

Agro-allied Business: Agro-allied businesses are industries which depend on agriculture for their raw materials so as to operate successfully in the production of finished goods that are useful to livestock and humans.

Youths: The time of life when one is young; especially those persons between the ages of 15 and 24 years.

Influence: The power to change or affect someone or something the power to cause changes without directly forcing them to happen

Promoting: to encourage people to like, buy, use, do, or support something

Kwara State: It is a state that falls under North Central Geo Political Zone in Nigeria.

CHAPTER TWO

LITERATUE REVIEW

2.1 Conceptual Review

2.1.1 Concept of Broadcast Media

According to Sada(2016), the media is the most important components of socialization and civilazation in every society. They are unquestionably very important tools that can be used to mobilize and ensure the participation of the citizens in governance and other developmental engagements. They are used as part of the measures of how developed a country is. The mass media (radio and television inclusive) are governed by laws that empowered them to discharge their responsibilities especially in a democratic system of government which Nigeria is operating today.

Provision of useful and factual information is a sole responsibility saddled on the shoulders of the Press. This is so because progress cannot be achieved and maintained without the cooperation of the Press. Therefore, a lot is expected from the media practitioners especially those in the electronic media (radio and television) to spearhead information delivery about all human endeavors (health, education, agriculture, science and technology etc.) for the attainment of a more productive society (Kamath, 1997)

The role of the mass media is to provide the audience information, education or entertainment or all the three balanced in different proportions. The public service broadcast media must perform the democratic task of providing independent, free and pluralistic information and promoting cultural, educational and agricultural development. Radio medium for instance, prepares educational and informational programmes aim at preparing people to receive and assimilate the new opportunities created for their advancement and well-being (Ramanujam, 2011).

Electronic communication according to Omenesa, (2004)has become one of those wonders of the modern world, which has transformed the world into a global village. Its immediacy anduse of both sound and vision have made distant teaching and learning a pleasure. Radio programmes for example are usually timely and capable of extending the message to the audience no matter where they may be as long as they have receivers with adequate supply of power. The absence of such facilities as roads, light and water are no hindrance to radio reception. Similarly, difficult topography, distance, time and socio-political exigencies do not hinder the performance of radio. Television on the other hand has dual advantage of vision and hearing. It has immediacy and gives the message as it happens in true life with all the vitality surrounding the occasion. Although people regard television as an entertainment channel for the rich, the rural people actually need the

medium most. They need it the most for its technological capabilities to educate and promote development. It is suited for distance teaching and practical demonstrations. Again, despite high cost of television set that makes it unaffordable to the poor; and the lack of electricity in rural areas, which may render its operation difficult in rural areas, it still has important roles to play in rural development. This is because government officials who control rural development policies and projects live in urban centres and television is a main medium that can influence them and the circle of entrepreneurs who have capital to invest in agriculture or its downstream industries.

2.1.2 Broadcast Media and Agricultural Information Dissemination

Nwajiuba (2012) observed that, media should give much priority to the provision of agricultural information otherwise rural poverty will increase just as urban poverty has increased. With farmers groomed with up to date information on agriculture employment and income will be created for a large and growing youth population. With modern research and technology, agriculture provides a great opportunity to turn rural poverty and stagnation into development. At least in theory, the rural youth could produce the food that the urban youth consume.

Again, Radio, television, and posters have been identified by Umar (2016) as the media mostly preferred by farmers for agricultural information dissemination for sustainable animal and crops production in Kwara State. This finding agreed with that of Ray (2003) who reported that radio is a popular media for agricultural information dissemination as well as attitude change. The radio remains the most powerful, and yet the cheapest media for reaching large numbers of people in isolated areas. Fiafor (2014) says “Through our collaborative work, we have found that radio is the preferred source of agricultural information for the large majority of smallholder farmers. Not only is it affordable and accessible to those without formal education, it can also be utilized in local languages. Most importantly, radio, particularly when coupled with other ICT, such as mobile phones, can give voice to end users through participatory radio programmes. Thanks to this, radio is an effective tool helping farmers to make informed decisions and supporting the adoption of innovative agricultural practices”.

Mass media information dissemination to farmers is primarily through radio and television in Nigeria. These are traditional media sources that are in use to reach farmers due to poor communication infrastructural facilities within the country. Farm broadcast which covers various aspects of agricultural production activities at different times of the year should therefore be more accessible to the farmer by removing the language barriers through multilingual presentation. With the poor literacy level of farmers and low level of education among agricultural extension agents, the use of multilingual to provide

agricultural information in Nigerian languages will maximize the exploration of the full potential of the information services. Translation of specialized information into many languages is necessary notable in agriculture because it is often crucial for the final end users who do not master the source language due to the low literacy level of farmers in Nigerian situation. (Oladele, 2006)

Broadcast media have the ability to disseminate information to large audiences efficiently; and television can be a particularly important channel. Media scholars are usually more interested in producing programs that are of high commercial value. Most often, the few agricultural programs are not timed to suit the farmers. Consequently, most farmers are constrained to rely on third parties for agricultural information, which may often be biased. Considering the fact that rural people are great part of the population of a country, it seems indispensable to set up a particular TV network for this group to meet their needs. It is also suggested that producers include appealing and appropriate TV items such as, shows contests, comic plays, and etc. in their programs under the supervision of the experts in agricultural organization.(Hassan, 2011)

2.1.3 Overview of Agro-allied Business

Despite the simplicity of the agro- business sector, its broad nature makes it difficult to define (Baruah 2000). David and Goldberg (cited in Baruahpg 2) describe agro business as a three-part system made up of the agricultural input sector, the production sector, and the processing/ manufacturing sector. According to this definition, agro – business is a combination of these three sectors. Consequently an attempt to conceptualize agro – business will only be meaningful from the perspective of an integration of these component sectors. Obst, Graham, and Christie (2007) describe agro – business as activities involving production, processing and distribution of agricultural goods and services and all related activities. It is important to conceptualise agro – business from this broad perspective, in an attempt to explore the enormous opportunities presented by agro – business, in consistence with the goal of this study. Therefore for the purpose of this study, the definition of agro – business as described by Obst, Graham, and Christie, will be adopted.

The recent focus on agriculture by the Nigerian government as a cultural sector that has the capacity to boost the economy, and also create a wide range of employment opportunities shows an indication of the recognition of agro – business as a reliable platform for sustainable development (El-rufai 2011). The fact that agriculture still accounts for a major part of the total employment in Africa suggests a strong linkage between agro - business, and sustainable development (Adesina 2008). The agro-allied industry is regarded as an extended arm of agriculture. Its development could help to

stabilize and make agriculture more lucrative, thereby creating employment opportunities both at the production and marketing stages (NPCS, 2000). The importance of agriculture extends beyond the provision of food for man and animals, but also the provision of basic raw materials for industrial purpose, such that other products which are not directly utilized could be transformed into usable materials. Ajila (2014) explained that the agro-allied industries bring about diversification and commercialization of agriculture and also enhance the income of farmers and create food surpluses. Its development could help to stabilize and make agriculture more lucrative, thereby creating employment opportunities both at the production and marketing stages (Jelilo and Bahago, 2017; Oraka, Ocholi and Ater, 2017: 157).

Central Bank of Nigeria (2016) noted that agricultural sector's contribution to the gross domestic product in Nigeria is 24.18 percent. Over 70 percent of the informal sector jobs created in the Nigerian economy were related to rural agriculture. Ibrahim (1997) was also of the view that most economic sectors will not stand without the practice of agriculture. This is due to the fact that it is the major provider of raw materials for the functioning of those sectors. In the same line, Chengappa (2004) reported that agro-processing offers great scope for conversion of farm produce to consumer commodity and in the process, reduce wastage, increase shelf-life resulting in value addition and higher income transfer to the farmers from different classes of consumers as the processed commodities have wider market outlets. Agro-allied industries have been viewed as a safety valve that needs to be built among the youths to absorb surplus labour and provide relief to the problem of large scale unemployment. Thus, inadequate attention paid to the agro-processing sector in the past, puts both producer and the consumer at a disadvantage and this hurts the economy of the country (Kachru, 2008).

Agro-allied SMEs have made colossal Contribution to Agricultural Sector (CAS). This CAS implies substantial resource transfer for productive means. The CAS also encompasses innovativeness and development of many kinds relative to technology transfer and adoption. Agro-allied SMEs are enterprises with Annual Debit Turnover of N5 million to 500 million and with Staff Strength of 300 (CBN Annual Report 2016). Their scope and sizes are determined by the volume of their asset, staff and finance. Agro-allied SMEs' development therefore implies progressive change in their size and scope considering increased asset, staff and finance. The development of Agro-allied small medium enterprises (SMEs) may be facilitated through promotion and support from all economic stakeholders. Agro-allied SMEs are paraphernalia for economic growth. They are noted for 'the generation of employment opportunities, stimulation of indigenous entrepreneurship, and facilitation of effective mobilisation of agricultural

resources' (Adeyipo, 2019). One will argue that they rely on agricultural raw materials (which aid conversion into several products). For instance, many SMEs are into food processing (using oranges, cashew, cassava, papaw, coffee and so on). Agro-allied SMEs drive local innovation in the economy through effective and efficient utilization of agricultural raw materials.

Deckers et al. (2001) noted that some firms processed cashew nuts into kernel that is very valuable, export product for confectionary, ingredients for fruit paste, canned fruits, cashew apple and fruit juice. Exporting crude cashew nut may be too expensive on the economy of Kogi State. Exported crude cashew nuts are reprocessed for industrial use and then imported into the country at a high cost. This may be attached to the slow pace of SMEs development as noted by Adeyipo (2019). Nonetheless, despite their huge size, diverse structure, and functions, there is rising worry about the poor level of performance of such sectors, particularly in the developing world, of which Nigeria is a member. According to Izuchukwu (2011), agro-Allied Industries are underperforming. Their poor performance has been ascribed to poor pricing practices, poor investment choices, underutilization of capacity, failure to produce enough working capital and sustain current assets, and excessive levels of debt (Olomola, 2001). This has resulted in several enterprises selling their shares to pay their financial obligations or folding, which has serious ramifications for Nigeria's food security. According to Ukeje (2000), one of the issues creating food insecurity in Nigeria is enormous post-harvest losses, which have been reported to be as high as 20%, and the status of the country's agro-allied sector has not helped things.

2.1.4 The Concept of Youth Involvement in Agro-business

Youth participation is a necessity for many development interventions, the relevance of which depends on the growing age group of 18 to 35year in Nigeria. Young people (Beyuo et al 2013) often drive societal change, including behavioural change. Youth participation is the involvement of young peoples in matters that affect and an attempt to include them in the planning designing and decision making (FAO 2012). Young people bring energy, vitality, and innovation into the work force, and when their willingness to contribute is matched with opportunity; they can have a transformative impact on economic growth and social development.

Youth are very innovative and should be at the forefront of revitalizing agriculture. Although agriculture has good employment promises, youth tend to shy away from this sector which is considered by many as dirty and rigorous. The potential of agriculture to offer employment for the youth is recognized nationally and internationally. Literature

reveals there is decline of youth interest in farming even though they are most productive and are in the prime of their lives both mentally and physically, (Mangal 2009). Youth involvement in agriculture is declining in Africa, Nigeria included. This is because agriculture is not attractive to the youth due to risks, intensive nature and low profitability, (FAO 2012). Young people are leaving Africa's farms in large numbers; 40% of Africa's population already lives in cities and it is projected that this trend will continue, (Brooks et al 2013).

Agribusinesses like any other entrepreneurial entity require start-up capital which is a very crucial element without which business cannot commence. However, most young people do not have access to funding for agricultural purposes (Abdulla 2013). Young people rank very low in the priority of credit recipients from financial institution because they have little or no collateral to secure financing. The banks view youth as high risk and therefore give less attention to their financial requirements FAO (2012). Youth are therefore unable to access credit to strengthen their investment position in agricultural production processes which make it easier to opt out of agriculture, (Gemma et al., 2013). Credit availability increases the ability to invest and improve access to productive inputs and critical agricultural assets important for improving farm productivity and returns, (AVRDC 2007) Access to finance is a critical barrier to attracting young people to agriculture. Young agroentrepreneurs, especially women, are usually seen as high-risk clients by financial institutions, and normally lack sufficient collateral against which credit can be mobilized (Fletcher and Kenney 2011). According to Brooks (2013), allowing alternative forms of collaterals could help ease the credit market for the youth. Fortunately, this situation is beginning to change; the last few years have seen the emergence of financing and loan products that target agricultural communities whereby established commercial banks are increasingly interested in financing agriculture FAO (2012).

The subdivision of land among several dependents reduces the acreage the youth, thus, end up with a small or no piece of land. Farming in a large farm is economically profitable for farmers enabling them reap the use of effective technology, (Sharma et al., 2010). Youth therefore find it unprofitable to do farming in small piece of land and opts to find an alternative work, which is hard to come by, and hence remaining unemployed. In many settings in Nigeria, land is passed on to male siblings; girls and women do not inherit land, this is an impediment for the female gender to pursue agriculture. It should be noted that 1999 Constitution of Nigeria as amended, does not discriminate against women owning or inheriting land. However, because of retrogressive culture denying young girls and women the right to inherit land, they are at a disadvantage. Most of the

youth are unaware that agriculture is a viable business. Yet, youth are the power and the development of a country depends on their regimented, active and skilled performance (Shamah et al., 2010). Training young people to grow high-quality crops and livestock that can be sold will help them develop income and employment opportunities. With the right support and training young people in rural areas will willing to take up farming as a livelihood and that, with the right support and training; they will stay in the countryside to produce food instead of migrating to towns and cities (FAO 2012). Lack of infrastructure leads to high cost of travel and goods transportation making agriculture less attractive to the youth. Limited agricultural services, scarce access to basic needs such as electricity and safe water, telecommunication services and poor road networks makes it hard for the youth to start business in the sector. The under-developed infrastructure and rural services translate transaction costs for agricultural producers.

2.1.5 Factors Militating Youths Involvement in Agriculture and Agro-allied Businesses

The theory of change behind “agro-entrepreneurship” is enticingly simple with training in entrepreneurship, access to financial services and land, millions of young people throughout Nigeria will be able to create their own agro-business. However, the factors working against this theory of change are multi-faceted and can be grouped into two:

(A.) Endogenous Factors:

Disinterest: Agriculture is not considered to be delivering the type of lifestyle and status that young people desire and expect. These are important dimensions of the attractiveness, or otherwise, of agriculture (invariably farming) as an occupation. Agriculture is therefore not anywhere near the top career choice for the 21st century youth yet this is a time when access to communication technology provides enormous access to revolutionary advances in access to information to most of the population. In this respect, agriculture is regarded as a poor person’s activity, going beyond living standards to people’s sense of pride and self-respect.

Doubt: youth do not have a strong conviction that agriculture can be a lifelong career choice able to provide for their needs and wants. Thus, they stay aloof and un-involved even when they are well-poised by education or experience to make a living out of it. Most young people have no interest in agriculture. It is not within their own visions for their future. This is often echoed by their parents. By agriculture, people invariably think of farming as: backbreaking work, low input, 365 days a year for little or low return. Those (youth) who see a future in farming believe that it needs to be „smarter“, more

productive and more reliable. However, these factors as standalones are not reason enough to compel the youth to believe in a fruitful venture in agroentrepreneurship.

Negative Perception: youth perceive agriculture negatively – as something one does if he/she failed in school, as migrants to new towns or abroad, or by the side with other non-farm businesses. 26 Or, agriculture may not be an option at all – pressure on resources, especially land access, pose serious barriers to entry for young people. An apparent sense of insecurity around farming, related to unpredictable climate variability, volatile food prices, rising costs, further acts as a deterrent.

(B.) Exogenous Factors:

- i. Inadequate access to relevant research material as most of the studies are more technical in nature;
- ii. Generalizing the youth demographic;
- iii. Land tenure system;
- iv. Difficulties to access finance/capital;
- v. Inadequate information on agribusiness opportunities for the youth;
- vi. Poor marketing and media relations;
- vii. Ineffective career guidance;
- viii. Exclusion of youth from policy-making processes;
- ix. Disconnect between agricultural education and practice; and
- x. Absence of workable schemes/programmes

2.1.6 Agro - Business and Youth Employment in Kwara State

The youths are associated with creativity, passion and energy. Thus representing a dynamic driving force and stimulant of economic growth and development. Consequently the kwara state government adopted a youth focused employment policy in consistence with its goal of eradication of youth unemployment (Chatman 2011). It is very important to note that this policy of youth employment implemented by the state facilitated the employment of 4,000 individuals, at harvest period by the farm enterprise at the initial stage of establishment (Chatman House 2011). It therefore implies that the growth in size and capacity of the farm enterprise connotes increased employment opportunities for the youths.

The Kwara state shift, to an agro - business development economic growth strategy, is the main stay of its success in the reduction of youth unemployment in the state (Chatman House 2011). The state's agro - business sector is adequately capitalised with high levels of mechanisation and value addition (Chatman House 2011). Consequently there is an increased ability, and capacity to produce and process agro-industrial commodities. Thus enhancing the scope of the state for industrialisation, which in turn facilitate value

addition, and also create employment opportunities. For example the cashew-processing factory has the capacity to employ 1,500 individuals (Chatman House 2011).

The agro - business policy of Kwara state is not just a production led strategy, as it applies to Nigerian agricultural sector traditionally, but a demand linked to value- chain development strategy, which provides the driving force for investment. Agro - business is primarily labour intensive, thus through value adding agroprocessing activities, varieties of job opportunities consistent with commercial agriculture have been created in Kwara state (Chatman House 2011).

The state's agro business-led development strategy, reflects a very strong productivity growth through out the entire agro - business value chain. In consistence with a modern integrated economy, the agro - business sector of the state is primarily based on specialisation and exchange, resulting from economies of scale. Thus creating an enormous platform for the expansion of employment opportunities, through down stream agro-industrial processing value chains (Chatman House 2011). The off farm elements of kwara state agro business and food retailing system and other related services, has witnessed enormous expansions in consistence with the level of production of the farm enterprise. This in turn has created enormous opportunities for youths who do not particularly have a flair for direct on-farm agro business practices (Chatman House 2011).

Entrepreneurship is in no doubt a remedy for youth unemployment. Consequently the Kwara state government established the Malete youth farm-training centre. This centre is targeted at raising young commercial farmers, by empowering youths with modern agro business techniques and self-employment capabilities (Chatman House 2011). About two hundred graduates were the first set of youths turned out from the training centre. These set of graduates were also equipped with training skills and technical know-how to raise other young commercial farmers. The multiplier effect will be multiple creations of employment opportunities as a consequence of the establishment of agro - business based small-scale enterprises (Chatman House 2011). The economy of Kwara state was characterised by political and economic instability, as well as social unrest usually powered up by restless youths (Ariyo and Mortimore 2011). Therefore, the impact of the Kwara State agro -business sector in providing meaningful and gainful employment for the youths of the state cannot be over emphasised. This sector has provided enormous job and self-employment opportunities for the youths. This has immeasurably contributed to the sustainability of the economy of the state (Chatman House 2011).

2.1.7 Development of Kwara State Agro Business Sector

Kwara state of Nigeria is bounded in the north by Niger state, in the south by Oyo, Osun and Ekiti states, in the east by Kogi state, and in the west by Benin Republic. Kwara state is located in the northwestern part of Nigeria occupying 36,825 square kilometres with a total population of 2,371 089. The capital of the state is called Ilorin. The youths represent 70% of the total population of the state, making Kwara one of the states with the highest youth population in Nigeria. Arguably the fertile land in Kwara and its population are pivot in its successful agricultural revolution. Between the years 2003 to 2011, agriculture became the main stay of the Kwara state economy. Particularly, agro - business or commercial agriculture targeted at youth empowerment and poverty eradication became the focus of the economy. From the standpoint of the fact that 75% of kwara land was cultivatable and only 11% was being cultivated, thus the ‘Shonga’ farms were established (Dearn 2011).

Key crops produced include rice, Soya beans, maize, banana, ginger, pineapple, and cassava. Two factories have also been established namely: the cassava and the cashew processing factories. Mixed farming is also evidently reflected in the farms. These farms consist of investments in large-scale poultry and dairy farming. As a result of large-scale production, there’s an economies of scale advantage geared towards specialisation and exchange, which is the primary focus of the farm enterprise (Chatman House 2011). The Shongafarms produces an average of 25 to 50 metric tonnes of cassava per hectare of land, as compared to a national yield of 12 to 15 metric tonnes of cassava per hectare of land (Chatman House 2011). While the traditional Nigerian Fulani cattle produce an average of 5 litres of dairy milk per day, the jersey cattle of the Shonga farms produces 15 litres of dairy milk per day. The farm has the capacity to also produce 12-million broiler chicken per annum, 2, 500 processed chicken per day, and 50,000 litres of milk per day (Chatman House 2011).

It is important to note that the farm enterprise already supplies chicken to the new outlet of Kentucky Fried Chicken (KFC) established in Lagos, Nigeria. The farm enterprise also supplies banana to shop rite, a retail shop in Lagos, and an average of 2500 litres of fresh milk per day to the leading producer of pasteurised milk in Nigeria (WAMCO) (Chatman House 2011). Through the establishment of a Cassava Resource and Technology Transfer Centre, large and micro cassava processing plants have been set up in various areas in the state. These plants have large capacities to produce high quality cassava flour and chips. In the same vein, through partnership with a private company, OLAM cashew processing factories with a capacity to process 13,000 metric tonnes of cashew nuts annually have also been established (Chatman House 2011).

The State also adopted best practices on irrigation techniques, as a guarantee for all-year round farming. A leftout irrigation scheme in Duku-lade was rehabilitated and expanded, which is now primarily used all through the dry seasons for rice faming. This irrigation technology guarantees double cropping.as farming is carried out all year round without particular dependence on the rains (Chatman House 2011). An integrated youth farm centre was also established. The objective of this centre is to train graduates of agriculture in modern commercial farming techniques and to empower them with incentives to be self employed commercial farmers (Chatman House 2011). Beginning from 2003, kwara state pursued an aggressive agro - business development policy consistent with sustainability of the economy of the state, and the resultant effects have been enormous.

2.1.8 Kwara State Agro Business Policy Context

The pursuit of large-scale agro - business by the Kwara State Government, is based on the motivation that the use of its large expanse of land and favourable climatic conditions for commercial agriculture is the pathway to youth employment, and achievable sustainable development (Ariyo and Mortimore 2011). At the inception of the tenure of the former governor of Kwara state; Dr Bukola Saraki, Kwara State was characterised by incessant unrest usually stirred up by the youths (Ariyo and Mortimore 2011). It was obvious therefore that the energy, and passion, of these disenfranchised youths had to be constructively channelled, in order to guarantee a stable economy. Consequently a back - to-land programme was initiated with the aim of gainfully, and meaningfully engaging the youths in agro - business or commercial agriculture (Ariyo and Mortimore 2011).

Even though the programme was favourably funded and facilitated, it did not yield the desired result. This was particularly consequent upon the fact that the youths who were the targets of the programme, did not turn up to participate. It therefore became apparent that the youths were not attracted to conventional agricultural practices, hence the birth of agro - business in Kwara (Ariyo and Mortimore 2011). Thus in 2004, under the leadership of the then Governor, Dr Bukola Saraki, with the political and diplomatic support of the Federal Government Of Nigeria, and the British Government respectively, a five-man delegation drawn from the commercial farmers union of South Africa and Zimbabwe came on a fact-finding visit to Kwara state (Ariyo and Mortimore 2011). The visit, bankrolled by the Kwara state government led to a contractual agreement between the state and the Zimbabwean farmers. The contractual agreement was also backed up by a memorandum of understanding (MOU) (Ariyo and Mortimore 2011).

The key obligations of the Kwara state government, as stated in the memorandum of understanding, include:

- a) Provision of an arable and suitable land close to the river Niger, to facilitate long-term farming through irrigation practices (Ariyo and Mortimore 2011).
- b) Provision of infra-structural facilities such as accessible roads, and electric power (Ariyo and Mortimore 2011).
- c) Provision of adequate funds.
- d) Liasing with federal authorities to secure exemptions from import duties on agricultural equipment, and from payment of taxes on turn over (Ariyo and Mortimore 2011).

The key obligations of the commercial farmers, as enshrined in the memorandum of understanding include:

- a) Establishment of farm enterprise with a total share capital of US\$80,000 (Ariyo and Mortimore 2011).
- b) Contribution of 1% of the total share of gross turnover to the community trust fund (Ariyo and Mortimore 2011).
- c) Training and instruction for students at the farming institutes at shonga and malete, at least once a month (Ariyo and Mortimore 2011).

2.1.9 The Current State of the Nigerian Agricultural Sector

As stated earlier, the shift from the agricultural sector, and the dependence of Nigeria on solely crude oil, has been detrimental to the development of Nigeria as a nation (Ogen 200; Ucha 2010; Adesina, 2013). In 1975, the Nigerian government in an attempt to save the economy from obvious economic instability became directly involved in the commercial agriculture. The government embarked on large-scale production of food crops and several agricultural projects. There was specialization in the production of grains, livestock, dairies and animal feeds which led to the establishment of some few factories (Fasipe as cited in Ogenpg 189). Sugar factories were also established at Numan, Lafiagi, and Sunti (Lawal cited in Ogen pg.189). As part of the government's efforts towards diversification of the economy into agriculture, The Nigerian Agricultural and Co-operative Bank (NACB) was established in 1973 (Ogen 2007). The establishment of this bank was aimed at injecting revenue from the oil sector into the agricultural sector, through the provision of credit facilities to agriculture and agro allied businesses (Olagunju as cited in Ogenpg 190).

It is disheartening to note therefore that regardless of all these efforts and endeavors, as at the mid 70s, Nigeria became a major net importer of a variety of agricultural products (Ogen 2007). In the year 1982, Nigeria imported 153, 000 meter tons of palm oil, US\$92 million and 55,000 meter tons of cotton also valued at US\$92 million (Alkali as cited in Ogenpg 190). A total of 7.07 million tons of wheat, 1.62 million tons of rice and 431,

million tons of maize was imported between the periods of 1973 to 1980 (Ogen 2011). Consequently, the annual average cost of food imports in Nigeria, rose from N47.8 million in the 60s, to N88.2million in 1970 and N1, 0270 million in 1988 (Alkali cited in Ogenpg 190). Until the recent ban of rice importation in Nigeria, an average of US\$60million has been spent annually since the 90s on rice importation (Ogen 2011). A reformation of lending policies was embarked upon between 1995 and 1998. These policies were targeted at facilitating easy access of agricultural credit schemes from the Agricultural Credit Guarantee scheme (ACGS) (Ogen 2011). The Export Processing Zone in Calabar (EPZ) was also established. Other Export zones were also initiated in Enugu, Kaduna, Jos and Lagos. These export Zones were geared towards specialisation in specific food and export crops (Ogen 2011).

The year 2000 was a very decisive year in the Nigerian agricultural sector. The National Rolling Plan for 1996- 1998 had in projection that Nigeria as a nation will be able to feed its population, develop the capacity to process agricultural raw materials for both domestic and export purposes. These goals were targeted at increasing the contribution of the agricultural sector to the Gross Domestic Product, and also expand the employment opportunities in the country (Lawal as cited in Ogenpg 189). It is again sad to note that these goals have become far-fetched till this present day (Ogen 2007). This is partly consequent upon lack of commitment in the implementation of government policies on agriculture, and particularly because agriculture has been considered a minority sector by successive governments of the country (Ogen 2007). Consequently, less attention has been paid to the enormous opportunities for development presented by agriculture.

Therefore the Kwara state agro business development policy, is a platform upon which comparative lessons can be drawn, as a positive and workable strategy, worthy of holistic replication in Nigeria. With the goals of youth employment and sustainable development in focus, the impact of a diversification of the economy to commercial agriculture or agro - business cannot be overemphasized.

2.1.10 The State of Nigeria's Agro-Based Industries

Prior to Nigeria's independence in 1960, the predominant economic activities were agricultural production and marketing of imported goods. Industrialization was not part of the colonial economic policy which was anchored on making the colonies producers of primary raw materials for foreign industries and importers of manufactured goods. Therefore, the task the first indigenous administration set for itself on attaining political independence was the transformation of the country into a modern industrial economy. Early manufacturing activities predating independence were limited to semi-processing of primary agricultural products as adjuncts to the trading activities of foreign companies.

The agro-based manufacturing units that were established included vegetable oil extraction and refining plants, starch making, tobacco processing, pottery, raffia crafts, mat making, wood carving and saw milling. They were followed by textiles, breweries, cement, rubber processing, plastic products, brick making and pre-stressed concrete products. At the outset, domestic investment capital was very small and the indigenous private investors interested in large returns were pre-occupied with trading, transport and construction business. They lacked the technical knowhow required in manufacturing activities (CBN, 2000 p. 62).

Post-independence Nigeria saw the evolvement of National Development Plans, later replaced by the three year National Rolling Plans (within the context of the Structural Adjustment Programme (SAP) which provided the conceptual framework for the development objectives, strategies for industrialization, government participation in the process of industrialization, and the fiscal and related policies for influencing industrial development. As in other developing economies, the principal features and set objectives of the development plans included, among others, the desire to lay an enduring foundation for future expansion of the productive capacity of the economy, achievement of high economic growth through increase in the share of manufacturing value added (MVA), increase in export of manufactures, diversification of industrial activities and improvement in the standard of living of Nigerians. The plans also sought to re-orientate the Nigerian entrepreneurs away from trading into manufacturing and processing activities as well as promote even development of the country through industrial dispersal.

Report on the second Nigerian Economic Summit (1995) specifically stated that “Agriculture (both cash and food crops) has steadily declined since the early 1970s. Nigeria’s export crops, such as groundnuts, palm oil and kernel, have virtually disappeared and the country is a net importer of food crops”. Consequently, the summit or the group’s vision is that agriculture should be profitable and sustainable in the production of food and raw materials. Nigeria should be self-sufficient in food, in terms of quantity, quality, variety and availability. Exports should be a major source of foreign exchange earnings for Nigeria. The level of self-reliance on farm input production should be maximized. In the same vein, Alhaji Sani Zangon Daura, Minister of Agriculture and Rural Development, enumerating the Role of Agriculture in Nigerian Economy in the Report on the Sixth Nigerian Economic Summit (1999:18) pointed out that agriculture remained the back bone of Nigerian Economy, providing some 38% of GDP and providing food for a rapidly growing population. He then highlighted the vast potential in

the sector and its ability to supersede oil as the “engine of growth” for Nigeria. He detailed the Administration’s policy thrust for the agriculture sector as including:

- i. increased production and productivity
- ii. enhanced food supply and food security
- iii. poverty alleviation
- iv. agro-industrial development
- v. export promotion
- vi. agro-technology improvement
- vii. environment preservation, and
- viii. build-up and dissemination of agriculture information

The first National Development Plan (1962 – 68) was prepared and executed with the aid of foreign investments. Import substitution industrialization strategies were adopted with the aim of encouraging technological development, reduction in the volume of imports and encouraging foreign exchange savings by producing locally some of the imported consumer goods. The period saw the establishment of large scale capital intensive and import substituting light industry and assembly – related, manufacturing ventures. Industries such as textiles, wearing apparel, paints, tyres and tubes, cement and other building materials producing units as well as grain milling factories were established as joint stock ventures between local and foreign trading companies which originally imported the goods, but had to diversify their business interests. This period also witnessed initiation of policies and provision of a wide range of incentives for the private sector, including protection from competing imports. Report on the Second Nigerian Economic Summit (1995, pp.188- 189) specifically stated that, presently there are approximately 650 major agro-allied industries in Nigeria. They include textile industries, cotton ginneries, flour mills, feed mills, leather and leather good industries, tanneries, paper mills, breweries, soft drinks, rice mills, confectioneries, tomato processing, and timber industries. The total installed capacity for cereal processing alone is approximately 9 million metric tones annually. At present, these industries operate below 30 percent capacity, like most other industries in the country.

2.1.11 Untapped Resources for Agro-allied Industries in Nigeria

There are so many untapped resources in the Nigerian states that could bring about the establishment of viable Agro-allied industries that could expand our economic base in this country. Otaki, A. O. (1998).

Examples of such raw materials include Ginger found in Kaduna State and salt in Nasarawa state.

- **Ginger**

Nigeria is one of the five major ginger producing and exporting countries in the world. India is the largest producer and exporter of the crop in the world. Other countries include Jamaica, Sierra Leone and China. In 1977 Nigeria exported 3,000 tonnes of dried ginger at an estimated cost of N36,000,000 then (NRCRI, 1987). The bulk of ginger produced in Nigeria is in Southern Kaduna state. The production in southern Kaduna is mainly confined to Hamland. Table 5 gives the exports of dried ginger from the major or principal producing countries in the world between 1937 – 1968 in kilogrammes (Duka et al, 1985).

Consequently, Ginger is one of the most important spices product in the World. As an essential oil, it has significant economic value in the domestic and external trading relations. Its use can be seen in the areas of medicines, foods, breweries, beverages, perfumes, cosmetics, confectionaries, digestive stimulations, flavouring essences, domestic and 20 industrial usages or household food needs.

- **Salt**

A study conducted by Otaki (1998) showed that Keana, out of the seven Alago settlements of Nasarawa state, produces salt. That the technology and culture involved in the production process has been indigenously designed and developed for the purpose. With the discovery of salt, the Alago of Keana quickly identified with it and since about the 13th century, its production has become the primary economic activity of the people. This social development further facilitated the emergence of other ancillary industries such as pottery, basketry and smitting. The ancillary industry in terms of supplying pots, baskets and hoes which are used as production equipment. Subsequently, division of labour developed, with women monopolizing the production process.

Another development which requires recognition here, is the ritual which accompany the production process. Annual salt festival called Ogarore developed as a response to this great discovery. Characterised by ceremonial regalia, libations are poured to ancestral gods or spirits, to invoke mass production and markets. These social enterprises have attracted tourists, agents of multinationals, government functionaries and intellectuals. But the intellectuals like government functionaries and tourists, are either spectators, or offer community an Alago society from historical rather than the perspective of political economy.

2.2 Theoretical Framework

Agricultural Innovation Systems

The Agricultural Innovation Systems (AIS) Framework, developed by the Food and Agriculture Organization (FAO), offers a comprehensive approach to understanding agricultural innovation as a complex process involving multiple actors and factors (FAO, 2012). This framework recognizes that innovation in agriculture is not just about adopting new technologies, but also about the interactions and relationships among various stakeholders, including farmers, researchers, extension agents, policymakers, and the private sector (World Bank, 2017). The AIS Framework consists of three main components: (1) the innovation system, which encompasses the actors, institutions, and policies that influence innovation; (2) the innovation process, which involves the generation, dissemination, and adoption of new ideas and technologies; and (3) the innovation outcomes, which are the impacts of innovation on agricultural productivity, sustainability, and equity (FAO, 2012).

In the context of this study, the AIS Framework will help understand the role of broadcasting media in promoting youth participation in agro-allied business as part of a broader agricultural innovation system. By examining the interactions between broadcasting media, youth, and other stakeholders in the agricultural innovation system, this study will identify the factors that enhance or hinder the effectiveness of broadcasting media in promoting youth participation in agro-allied business (Manyong et al., 2017). Furthermore, the AIS Framework will enable this study to assess the impact of broadcasting media on the innovation outcomes, such as the adoption of new technologies and practices, improved productivity, and increased youth engagement in agro-allied business (FAO, 2012).

The AIS Framework also highlights the importance of knowledge flows and learning processes in agricultural innovation (FAO, 2012). In this context, broadcasting media can play a crucial role in disseminating information and knowledge about agro-allied business to youth, and facilitating their learning and adoption of new technologies and practices (Manyong et al., 2017). Moreover, the AIS Framework recognizes the need for a supportive policy and regulatory environment to foster innovation and entrepreneurship in agriculture (World Bank, 2017). This study will examine how broadcasting media can influence policy and regulatory frameworks to support youth participation in agro-allied business.

Furthermore, the AIS Framework emphasizes the importance of partnerships and collaborations among stakeholders in the agricultural innovation system (FAO, 2012). Broadcasting media can facilitate these partnerships by providing a platform for

stakeholders to share knowledge, expertise, and resources, and to identify opportunities for collaboration and innovation (Manyong et al., 2017). By analyzing the role of broadcasting media in promoting youth participation in agro-allied business through the lens of the AIS Framework, this study aims to contribute to the development of effective strategies for promoting agricultural innovation and entrepreneurship among youth.

The AIS Framework also highlights the importance of considering the social and economic context in which agricultural innovation takes place (FAO, 2012). In this regard, broadcasting media can play a crucial role in promoting youth participation in agro-allied business by addressing the specific needs and constraints faced by young people in the agricultural sector (Manyong et al., 2017). For example, broadcasting media can provide information and resources on market access, financing, and technology adoption, which are critical for young entrepreneurs in agro-allied business (Kidd & Hess, 2016).

Moreover, the AIS Framework recognizes the importance of gender and social equity in agricultural innovation (FAO, 2012). Broadcasting media can help promote gender and social equity by providing a platform for marginalized groups, such as women and youth, to share their experiences and perspectives on agro-allied business (Barrantes & Sánchez, 2015). By examining the role of broadcasting media in promoting youth participation in agro-allied business through the lens of the AIS Framework, this study aims to contribute to the development of inclusive and equitable agricultural innovation systems.

In addition, the AIS Framework emphasizes the importance of monitoring and evaluation in agricultural innovation (FAO, 2012). Broadcasting media can play a crucial role in monitoring and evaluating the impact of agricultural innovation on youth participation in agro-allied business (Aker, 2010). By analyzing the impact of broadcasting media on youth participation in agro-allied business, this study aims to provide insights into the effectiveness of this approach and identify areas for improvement.

The AIS Framework also highlights the importance of capacity building and institutional strengthening in agricultural innovation (FAO, 2012). Broadcasting media can play a crucial role in building the capacity of youth in agro-allied business by providing training and resources on entrepreneurship, business management, and technology adoption (Kidd & Hess, 2016). Moreover, broadcasting media can help strengthen institutions that support youth participation in agro-allied business, such as agricultural extension services, research institutions, and financial institutions (Manyong et al., 2017).

Furthermore, the AIS Framework recognizes the importance of policy and regulatory frameworks in promoting agricultural innovation (FAO, 2012). Broadcasting media can influence policy and regulatory frameworks by raising awareness about the needs and

constraints faced by youth in agro-allied business and advocating for policies that support youth entrepreneurship and innovation (Barrantes & Sánchez, 2015). By examining the role of broadcasting media in promoting youth participation in agro-allied business through the lens of the AIS Framework, this study aims to contribute to the development of effective policies and programs that support youth engagement in agriculture. In addition, the AIS Framework emphasizes the importance of partnerships and collaborations among stakeholders in the agricultural innovation system (FAO, 2012). Broadcasting media can facilitate these partnerships by providing a platform for stakeholders to share knowledge, expertise, and resources, and to identify opportunities for collaboration and innovation (Aker, 2010). By analyzing the role of broadcasting media in promoting youth participation in agro-allied business, this study aims to identify opportunities for partnerships and collaborations that can support youth entrepreneurship and innovation in agriculture.

2.3 Empirical Frame work

A number of empirical studies have previously been conducted to ascertain the influence of media in promoting youth participation in agricultural development.

A study on the attitude of youths towards career in agriculture in Kogi State of Nigeria. He adopted stratified random sampling technique to sample 600 youths from twelve coeducation secondary schools in Kogi State. Ibitoye (2011). The sample comprised 300 respondents each from urban and rural areas as well as equal number of males and females. The result showed that youths in Kogi State of Nigeria have negative attitude towards agriculture as a future profession. There were statistically significant differences in job preference for agriculture between male and female youths as well as between youths in rural and urban areas. Another study considered was that of Beyuo and Bagson (2011) who surveyed youths in Ghana to determine their participation in agriculture. They reported that there is movement away from farming culminating in limited youth participation in agriculture as a result of limited youth control of resources or products even though farming is profitable. Beyuo and Bagson add that Ghanaian youths often migrate from rural areas to urban areas, a situation that is not healthy for agricultural activities which thrive mostly in rural areas. Beyuo and Bagson note: ‘the incidence of youth who are in migration is a big challenge especially to the elderly who are incapable of clearing new fertile lands for food crop cultivation and proper care of traction animals or the bullocks(p.66).’

Furthermore, Afand, Maina and Maina (2015) did a study to determine youth’s participation in agriculture in Kenya. A total of 200 youths participated in the study.

Result revealed that the use of initiative to gain outside help (mean score = 2.89); supply of labour (mean score = 2.68); being punctual at meetings (mean score = 2.65); initiating agricultural projects (mean score = 2.43); and donation of materials (mean score = 2.28) were important ways youths are involved in agricultural activities. Obstacles to youths' participation in agriculture were found to include: lack of youth ownership and management of critical assets in agricultural production, especially land as majority of the youth are using land without exclusive ownership rights. Indeed, the percentage of the youth who reported to have accessed credit in the last five years before the survey was significantly lower than their prime age counterparts. Gever (2016) did a study to determine strategies for promoting agricultural communication in Benue State. Survey research design was used to achieve the study objectives while questionnaire and Focus Group Discussion (FGD) were used as the instruments for data collection. The sample size was 385 respondents while the sampling technique was multi-stage. Mean and standard deviation were used to answer the research questions while z-test was used to test the four hypotheses at 0.05 confidence level. The result revealed that most of the respondents indicated that agricultural communication strategies can enhance food sufficiency to a large extent. However, in all the studies reviewed, none of them paid attention to the influence broadcast media in promoting youths' participation in agro-allied business.

The empirical framework provides a structured approach to investigating the influence of broadcast media on the promotion of agro-allied businesses among youth in Ilorin Metropolis. It focuses on identifying and analyzing the relationships between measurable variables such as media exposure, content relevance, and youth participation in agricultural ventures. This framework is rooted in empirical studies that demonstrate how targeted media interventions can shape knowledge, attitudes, and behaviors in specific contexts. The empirical framework is built around three types of variables. The independent variable is the role of broadcast media, which includes television, radio, and digital platforms. These media channels disseminate information about agro-allied opportunities, such as modern farming techniques, government schemes, and entrepreneurial success stories. The dependent variable is youth engagement in agro-allied businesses, measured through awareness levels, adoption of new practices, and business participation. Intervening variables such as the quality of media content, access to media, and socio-economic characteristics of the youth mediate the relationship between the independent and dependent variables.

The transformative potential of radio programs in promoting agricultural innovations, finding that such initiatives significantly enhanced rural awareness of modern farming practices. Through targeted content, these programs bridged the knowledge gap, particularly in areas where traditional farming methods were prevalent. By presenting accessible and relevant information, radio effectively served as a conduit for disseminating agricultural knowledge, demonstrating its capacity to drive awareness and inform decision-making in rural communities Mojaye (2015) provided robust evidence of the crucial role radio programs play in promoting agricultural innovations and fostering modern farming practices in rural communities. His study showed that radio serves as an indispensable tool for knowledge dissemination, especially in areas where formal educational infrastructure or extension services are limited. Radio broadcasts often bring together experts, farmers, and agricultural extension officers, creating a platform where real-time advice and demonstrations are accessible to a wide rural audience. This type of media intervention increases awareness about technological advancements, sustainable farming practices, and best agricultural practices. The practical knowledge shared through these programs not only enhances productivity but also encourages the adoption of eco-friendly farming methods, ensuring long-term agricultural sustainability.

Similarly, Ojebuyi and Salawu (2018) emphasized the power of broadcast media in motivating rural youth to engage with agricultural technologies. Their study revealed that relatable success stories and practical guidance delivered through media channels played a crucial role in reshaping perceptions about agriculture. By featuring young entrepreneurs who achieved success through agro-allied ventures, these programs presented agriculture as a modern, viable, and profitable career option. Practical demonstrations and step-by-step guides further reduced the perceived complexity of adopting new farming technologies, making the information more actionable for the audience. Moreover, Ojebuyi and Salawu (2018) demonstrated how the emotional and aspirational appeal of broadcast media content could drive youth engagement in agro-allied businesses. Their research highlighted the importance of relatable content, such as success stories of young agropreneurs who achieved economic prosperity through farming ventures. These stories act as powerful motivators, showcasing agriculture as a viable career choice rather than an outdated or laborious pursuit. Additionally, broadcast media provided practical guidance, offering step-by-step demonstrations and expert advice on agricultural technologies. This approach not only demystified farming methods but also instilled confidence among young people, empowering them to start their ventures. This alignment of media content with audience aspirations and real-life experiences ensures that broadcast initiatives resonate strongly with rural youth.

These findings collectively underscore the importance of tailoring media content to the specific needs and aspirations of its audience. Programs designed with cultural relevance and practical value resonate more deeply, enhancing the likelihood of adoption and engagement. This approach not only improves the effectiveness of media campaigns but also supports broader socio-economic development by encouraging participation in sustainable agricultural practices. The findings of Mojaye (2015) and Ojebuyi and Salawu (2018) collectively highlight a critical point: the relevance and relatability of broadcast content are pivotal in driving engagement and change in rural agriculture. This suggests that media campaigns should not only focus on disseminating technical knowledge but also on showcasing stories that inspire and motivate. For media producers, this means collaborating with agricultural experts, young entrepreneurs, and farmers to create content that directly addresses real challenges and opportunities in the agricultural sector.

The role of media content in shaping youth attitudes and behaviors toward agro-allied businesses. The empirical framework places significant emphasis on the role of broadcast media content in influencing youth attitudes and behaviors toward agro-allied businesses. The type of content broadcasted—whether it highlights profitability, technological advancements, sustainability, or success stories—plays a crucial role in shaping the perceptions and actions of young people, ultimately determining their willingness to engage in agro-allied ventures. Media content that showcases the financial gains, modern technologies, and innovative methods in agriculture can transform farming into a lucrative and viable career choice rather than just a traditional, labor-intensive task. Content that emphasizes financial profitability and success stories serves as a strong motivator for young audiences. Udejah (2014) found that radio programs featuring real-life testimonials of successful young farmers were particularly effective in changing attitudes about agriculture. These testimonials provided tangible proof of the benefits of engaging in agro-allied businesses, dispelling myths about farming being unprofitable or unreliable. By showing relatable experiences of individuals who have achieved economic stability and recognition through farming, broadcast media helps to create a positive image of agriculture as a thriving and rewarding career path. Such success stories serve as powerful motivators by demonstrating that agro-allied businesses offer opportunities for financial growth, career satisfaction, and social recognition. These stories can shift the narrative of farming from being a last-resort occupation to a first-choice career path, particularly among young people who may aspire to wealth, recognition, and social influence.

Broadcast media content that highlights modern farming technologies and practices also plays a crucial role in shaping youth engagement. Such content often showcases innovations like automated irrigation systems, eco-friendly farming techniques, and precision farming tools. When young people see these technologies in action, it dispels the notion that farming is solely manual labor and instead presents it as a field that integrates technology, innovation, and entrepreneurship. Rogers' Diffusion of Innovations theory supports this idea by suggesting that observable innovations reduce perceived complexity and encourage adoption. When broadcast programs provide practical demonstrations of these technologies and outline their benefits, it simplifies the decision-making process for young viewers. For example, a step-by-step broadcast segment on how to use a solar-powered irrigation system can encourage youth to invest time and resources into agricultural projects, knowing that the process is feasible and sustainable.

Broadcast media content that provides clear, actionable guidance and success metrics addresses common barriers that prevent youth from pursuing agro-allied ventures. Practical steps, financial advice, and performance metrics provide measurable outcomes that help young viewers evaluate their potential investments in agriculture. For instance, a radio program detailing the costs, profits, and time investment needed to start a poultry farm makes the venture more transparent and less intimidating. Such content encourages self-efficacy and confidence, motivating young individuals to take proactive steps. Udejah (2014) pointed out that testimonials and detailed success stories offer relatable experiences that break down perceived obstacles and simplify the decision-making process. This demystification process aligns with Rogers' Diffusion of Innovations theory, which posits that innovations are more likely to be adopted when their benefits are clearly communicated and their implementation is made accessible and actionable. Finally, media content that is culturally relevant and tailored to the socio-economic realities of young people in Ilorin Metropolis makes broadcast initiatives more impactful. Successful broadcast campaigns often incorporate local dialects, relatable stories of community farming practices, and regional agricultural opportunities. Such tailored content not only makes the message more relatable but also strengthens trust and credibility among young viewers. When media content resonates with their local experiences, it encourages a stronger emotional and practical connection to the content, fostering loyalty and a commitment to engage in agro-allied initiatives.

The empirical framework underscores the essential role of broadcast media content in shaping youth attitudes and behaviors toward agro-allied businesses. By highlighting

profitability, showcasing technological advancements, providing actionable guidance, and incorporating relatable success stories, media content serves as a powerful tool to encourage youth engagement in agriculture. Programs that reduce complexity, build confidence, and align with Rogers' Diffusion of Innovations theory create an environment where young people view farming as a viable, profitable, and respectable career choice. Therefore, broadcast initiatives must focus on creating content that is innovative, relatable, and practical, ultimately driving economic growth and sustainable agricultural engagement among the youth in Ilorin Metropolis.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

This study adopted a survey research design; this was chosen based on the objectives of the study. Survey method is one of the oldest research methods as averred by Kerlinger & Lee [2000]. It is the process of collecting data from a population or a sample drawn from a population or with the purpose of investigating relative incidence, occurrence or inter relationship among the variables of natural phenomenal.

3.2 Population of the Study

Population of a research study as a list of collection of subjects, objects, variables or concept in a defined environment. This could be a group or class of variables, concept or phenomenal in a given study. Wimmer & Dominick (2006). The population of this study covered the inhabitants of Ilorin-west local government in Kwara State. According to the statistical update from the Nigeria Population Commission (NPC, 2015) in respect to 2006 population census in Nigeria, the population of Ilorin-west local government is approximated to 515,674 with 64.2% youths within the age 18-45 years.

Hence the target population of this study is limited to 321,781 youths in Ilorin-west local government of Kwara state representing 64.2% of the total population.

3.3 Sample Size and Sample Techniques

It can be reemphasized that, to study the entire population of a study may be cumbersome, time consuming and of course very costly, hence a sample takes a fair portion as representative of the entire population. Hence, the sample size of this study is limited to one hundred (100) respondents proportionally selected from two communities in Ilorin-west local government.

Creswell (2012) stated that sampling technique is a method of selecting individual members or a subset of the population to make statistical inferences from them and estimate the characteristics of the whole population.

This study adopts purposive sampling technique to select the required respondents for this study. Purposive sampling technique a non-probability sampling method where samples are selected based on the subjective judgment of the researcher rather than random selection. In sequel, one hundred (100) respondents will be selected from the communities.

3.4 Instrumentation

Questionnaire will be used as the research instrument and primary source of data in this study. Saul Mcleod [2015] defined questionnaire as a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The questionnaire was divided into three (3) parts. Part A conceptualized on introduction and familiarity of respondents to the topic understudy, part B sought the demographic profile of the respondents while part C contains items designed to obtain data on the research topic.

3.5 Validity and Reliability of the Instrument

In order to ensure that relevant items were included in the questionnaires, extensive and relevant literature were consulted before instrument for data collection was constructed; this is done in order to ensure content validity of questionnaires. A constructed questionnaire will be given to the project supervisor for scrutiny. This is imperative in order to make sure that the data collection instrument had face validity.

3.6 Method of Data Collection

The data for this research work will be collected through the administration of questionnaires to respondents in the study areas. This instrument will be used to elicit demographic data for specific questions for the study. To ensure accurate data collection, questionnaires will be administered by researcher to respondents in their various locations. The above instrument that will be used will help in collecting an aggregate amount of data used for the study.

3.7 Method of Data Analysis

It was explained by Issa (2004) on data analysis that the last segment of chapter three is developed to explain how the research intends, analyzed and interpret the data that will accrue for the administration of the respondents, that is, when data has been collected, how he intends to set out and analyzed the collected data.

The data obtained from the distributed questionnaires will be retrieved and analyzed using simple percentage and cross tabulation table method of data presentation (chi-square $-\chi^2$). Furthermore, statistics analysis will be adopted for the simplification of data gathering during field work to ease better understanding of the study and the statistical relationship between the observed variables

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the analysis and interpretation of data collected from the questionnaire administered to the respondent. The questionnaires were presented in two sections, the questions of section “A” is all about the demography of the respondent; this includes the age, gender, marital status, educational background and religion.

All data collected from the respondents through questionnaire were presented in tabular form. The analysis was done under each table and the researchers used chi-square (x). Simple percentage method in testing hypothesis. A total of 100 questionnaires were administered to the respondents and 100 also were recovered at the end of the field work. This is to show that the analysis was mostly based on the information gotten from the respondents concerning their opinion towards the questions asked, which were used to test hypothesis through the use of chi-square methods.

4.2 ANALYSIS OF RESEARCH INSTRUMENT

4.2.1 Analysis of Respondents’ Demographic

Table 1: Gender

Variables	Respondents	Percentage (%)
Male	55	55%
Female	45	45%
Total	100	100%

Source: Research Survey 2025

Analysis: From the above table, 55 respondents (**55%**) of 100 are male while 45 (**45%**) of the respondents are female having the highest population.

Table 2: Age

Variables	Respondents	Percentage (%)
20-29	45	45%
30-39	22	22%
40-49	14	14%
50 & above	19	19%
Total	100	100%

Source: Research Survey 2025

Analysis: The above table shows that 45 respondents (**45%**) of 100 are between the age of 20-29. 22 respondents (**22%**) are between the ages of 30-39, 22 respondents (**22%**) are between the age of 40-49 while 19 respondents (**19%**) are in age bracket of 50 & above.

Table 3: Religion

Variables	Respondents	Percentage (%)
Christian	43	43%
Muslim	54	54%
Traditionalist	3	3%
Atheist	0	0%
Others	0	0%
Total	100	100%

Source: Research Survey 2025

Analysis: The above table shows that 43 respondents (**43%**) of 100 are Christians, 54 respondents (**5%**) are Muslims, 3 respondents (**3%**) are traditionalist while no respondent (**0%**) chose Atheist and Others respectively. The respondents in this represents a participation ratio of the three dominant religious practice in Nigeria thus; the Muslim have highest percentage of participants.

Table 4: Educational Background

Variables	Respondents	Percentage (%)
Informal	2	2%
O'level	5	5%
OND/NCE	25	25%
HND/B.sc	62	62%
M.sc & above	6	6%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 2 respondents (**2%**) of 100 chose informal, 5 respondents (**5%**) have acquired O'level certificate, 25 respondents (**25%**) are OND/NCE holders, 62 respondents (**62%**) are HND/B.sc holders, while 6 respondents (**6%**) have Master & Above educational qualification. It can be deduced from this table that HND/B.sc holders has the highest number of respondents from the sample population.

Table 5: Marital status

Variables	Respondents	Percentage (%)
Single	48	48%
Married	40	40%
Complicated	7	7%
Widowed	5	5%
Total	100	100%

Source: Research Survey 2025

Analysis: The table above shows that 48 respondents (**48%**) of 100 are single, 40 respondents (**40%**) are married, 7 respondents (**7%**) chose complicated while 5 respondents (**5%**) are widows.

4.2.2 Analysis of Questions in the Research Instrument

Table 6: Broadcast media plays a significant role in promoting youth participation in agro-allied business.

Variables	Respondents	Percentage (%)
Strongly agree	64	64%
Agree	30	30%
Undecided	4	4%
Disagree	1	1%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 64 respondents representing **64%** of the total sampled population strongly agreed that broadcast media plays a significant role in promoting youth participation in agro-allied business. 30 respondents representing **30%** of the total sampled population agreed with the statement. 4 respondents representing **4%** of the total sampled population were undecided, 1 respondent representing **1%** disagreed with the assertion, while 1 respondent (**1%**) of the sampled population strongly disagreed.

Table 7: The information provided by broadcast media has positively influenced my perception of the benefits of agro-allied business.

Variables	Respondents	Percentage (%)
Strongly agree	32	32%
Agree	60	60%

Undecided	7	7%
Disagree	0	0%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 32 respondents representing (32%) of the total sampled population strongly agreed that information provided by broadcast media has positively influenced my perception of the benefits of agro-allied business, 60 respondents representing (60%) agreed with the statement. 7 respondents representing (7%) undecided. No respondent (0%) disagreed while 1 respondent representing (1%) of the overall sampled population strongly disagreed with the statement.

Table 8: Broadcast media provides me with useful information about agro-allied business

Variables	Respondents	Percentage (%)
Strongly agree	38	38%
Agree	52	52%
Undecided	6	6%
Disagree	2	2%
Strongly disagree	2	2%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 38 respondents representing 38% of the total sampled population strongly agreed that broadcast media provides them with useful information about agro-allied business, 52 respondents representing 52% agreed. 6 respondents representing 6% were undecided. 2 respondents representing 2% disagreed while 2 respondents representing 2% of the overall sampled population strongly disagreed with the assertion.

Table 9: Broadcast media adequately addresses the challenges and barriers faced by youth in agro-allied business, offering solutions and support.

Variables	Respondents	Percentage (%)
Strongly agree	38	38%
Agree	42	42%
Undecided	16	16%
Disagree	2	2%
Strongly disagree	2	2%

Total	100	100%
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Source: Research Survey 2025

Analysis: From the presented table above, 38 respondents (**38%**) of the total sampled population strongly agree with the statement in table 9, 42 respondents representing **42%** agreed, 16 respondents (**16%**) were undecided, 2 respondents representing **2%** disagreed while 2 respondents **2%** of the overall sampled population strongly disagree with the statement.

Table 10: Broadcast media effectively showcases success stories of young entrepreneurs in the agro-allied sector, promoting youth participation.

Variables	Respondents	Percentage (%)
Strongly agree	13	13%
Agree	17	17%
Undecided	32	32%
Disagree	15	15%
Strongly disagree	23	23%
Total	100	100%

Source: Research Survey 2025

Analysis: From the above table, 13 respondents representing 13% the total sampled population strongly agreed that broadcast media effectively showcases success stories of young entrepreneurs in the agro-allied sector, promoting youth participation. 17 respondents representing 17% agreed. 32 respondents representing 32% were undecided, 15 respondents representing 15% disagree, while 23 respondents representing 23% of the overall sampled population strongly disagreed.

Table 11: Broadcast media actively engages youth in discussions and programs related to agro-allied business, fostering their participation.

Variables	Respondents	Percentage (%)
Strongly agree	48	48%
Agree	20	20%
Undecided	27	27%
Disagree	1	1%
Strongly disagree	4	4%
Total	100	100%

Source: Research Survey 2025

Analysis: The table presented above shows 48 respondents representing 48% of the total sampled population strongly agreed to the statement in table 11. 20 respondents (42%)

agreed, 29 respondents (29%) were undecided, 1 respondent representing 1% disagreed, while 4 respondents (4%) of the overall sampled population strongly disagreed with the statement.

Table 12: Broadcast media collaborates with relevant stakeholders to promote and support youth engagement in agro-allied business.

Variables	Respondents	Percentage (%)
Strongly agree	25	25%
Agree	19	19%
Undecided	45	45%
Disagree	8	8%
Strongly disagree	3	3%
Total	100	100%

Source: Research Survey 2025

Analysis: From the presented table above, 25 respondents representing 25% of the total sampled population strongly agreed that broadcast media collaborates with relevant stakeholders to promote and support youth engagement in agro-allied business, 19 respondents (19%) agreed, 45 respondents (45%) were undecided, 8 respondents representing 8% disagreed with the statement, while 3 respondents representing 3% of the overall sampled population strongly disagreed.

Table 13: Broadcast media is effective in promoting youth participation in agro-allied business.

Variables	Respondents	Percentage (%)
Strongly agree	68	68%
Agree	20	20%
Undecided	10	10%
Disagree	0	0%
Strongly disagree	2	2%
Total	100	100%

Source: Research Survey 2025

Analysis: The table presented above shows 68 respondents representing 68% of the total sampled population strongly agreed that broadcast media is effective in promoting youth participation in agro-allied business, 20 respondents (24%) agreed, 10 respondents representing (10%) were undecided, no respondent (0%) disagreed with the research question, while 2 respondents representing (2%) of the overall sampled population strongly disagreed with the assertion.

Table14: Agro-allied programs targeted at youth are frequently aired on broadcast media in Ilorin-West.

Variables	Respondents	Percentage (%)
Strongly agree	46	46%
Agree	14	14%
Undecided	23	23%
Disagree	7	7%
Strongly disagree	10	10%
Total	100	100%

Source: Research Survey 2025

Analysis: The table presented above shows 46 respondents representing **46%** of the total sampled population strongly agreed that Agro-allied programs targeted at youth are frequently aired on broadcast media in Ilorin-West. 12 respondents (**12%**) agreed with the statement. 23 respondents (**23%**) were undecided. 7 respondents (**7%**) disagreed while 10 respondents (**10%**) of the overall sampled population strongly disagreed with the assertion.

Table 15: Agro-allied programs are consistently scheduled during prime time slots on broadcast media for maximum youth viewership in Ilorin-West.

Variables	Respondents	Percentage (%)
Strongly agree	13	13%
Agree	29	29%
Undecided	52	52%
Disagree	5	5%
Strongly disagree	1	1%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 13 respondents representing **13%** of the total sampled population strongly agreed Agro-allied programs are consistently scheduled during prime time slots on broadcast media for maximum youth viewership in Ilorin-West. 29 respondents (**29%**) agreed with the statement. 52 respondents (**52%**) were undecided. 5 respondents (**5%**) disagreed while 1 respondent (**1%**) of the overall sampled population strongly disagreed with the statement.

Table 16: Agro-allied programs are disseminated to youth on broadcast media with sufficient frequency in Ilorin-West.

Variables	Respondents	Percentage (%)
Strongly agree	5	5%
Agree	12	12%
Undecided	3	3%
Disagree	57	57%
Strongly disagree	23	23%
Total	100	100%

Source: Research Survey 2025

Analysis: From the table presented above, 5 respondents representing **5%** of the total sampled population strongly agreed to the statement. 12 respondents (**12%**) agreed. 3 respondents (**3%**) were undecided. 57 respondents (**57%**) disagreed while 23 respondents representing **23%** of the overall sampled population strongly disagreed with the statement.

Table 17: Broadcast media platforms in Ilorin-west regularly feature interviews and discussions with young entrepreneurs in the agro-allied sector.

Variables	Respondents	Percentage (%)
Strongly agree	43	43%
Agree	25	25%
Undecided	30	30%
Disagree	0	0%
Strongly disagree	2	2%
Total	100	100%

Source: Research Survey 2025

Analysis: The table presented above shows that 43 respondents representing **43%** of the total sampled population strongly agreed that broadcast media platforms in Ilorin-west regularly feature interviews and discussions with young entrepreneurs in the agro-allied sector. 25 respondents (**25%**) agreed with the assertion. 30 respondents (**30%**) selected undecided. no respondent (**0%**) disagree while 2 respondents (**2%**) of the overall sampled population strongly disagreed with the statement.

4.3 ANALYSIS OF RESEARCH QUESTIONS

Research Question One: What impact do broadcast media have in promoting youth participation in agro-allied business among youths in Ilorin-west local government?

Research questions one seeks to know impact that broadcast media have in promoting youth participation in agro-allied business among youths in Ilorin-west local government.

Table 6,7,10, 12, and 13 answer the above research question.

In table 6, respondents gave diverse significant roles in which the broadcast media plays in promoting youth participation in agro-allied business. 94% of the respondents admitted that the broadcast media have in promoting youth participation in agro-allied business among youths in Ilorin-west local government.

In table 7, 92% agreed to the fact that information provided by broadcast media has positively influenced my perception of the benefits of agro-allied business, which brings more participation among the youths in the area to venture into the agro-allied business.

In table 10, 30% has agreed to the fact that the broadcast media effectively showcases success stories of young entrepreneurs in the agro-allied sector, promoting youth participation, which will increase the participation of youths in Ilorin-west local government in the field of agro-allied business.

In table 12, 44% of the total respondents agreed to the fact that broadcast media collaborates with relevant stakeholders to promote and support youth engagement in agro-allied business. In which we could derive that the collaboration of the broadcast media with relevant stakeholders promotes and supports the youth's participation in the agro-allied business

In table 13, 88% if the respondent's agreed to the fact that broadcast media is effective in promoting youth participation in agro-allied business. Hence, bringing a positive impact and sensitizing the youth in the participation of agro-allied business

Research Question two: What is the level at which broadcast media is promoting youth participation in agro-allied business?

Research questions two seeks to know the level at which broadcast media is promoting youth participation in agro-allied business. In which table 8,9,16 gave answers to the above research question.

In table 8, 90% of the total respondents agreed that broadcast media provides them with useful information about agro-allied business. in which this enables them to gain more knowledge on the agro-allied business. In table 9, 80 % agreed that broadcast media adequately addresses the challenges and barriers faced by youth in agro-allied business, offering solutions and support. In which these help the youths to gain more knowledge on the challenges and barriers faced by youth in agro-allied business.

Question Three: How frequently are agro-allied programmes disseminated to youths in Ilorin-west on sbroadcast media?

Research question three seeks to know how frequently agro-allied programmes are disseminated to youths in Ilorin west on broadcast media. In which table 10, 14, 15 and 17 gave distinct answers to the research questions

In table 10, 30% agreed to the fact that effective showcasing of success stories of young entrepreneurs in the agro-allied sector, promotes youth participation. Hence, this boost their morale in the participation. In table 14, 60% of the total respondents agreed to the fact that agro-allied programs targeted at youth are frequently aired on broadcast media in Ilorin-West, in other words we could derive that agro-allied programs are focused on youths in Ilorin west local government, in order to increase their participation in the agro-allied business.

In table 15, 42% of the respondents agreed that agro-allied programs are consistently scheduled during prime time slots on broadcast media for maximum youth viewership in Ilorin-West. Furthermore, we could conclude that broadcasting agro-allied programmes during lucrative time slots (8:00 PM and extend until 11:00 PM) in order to generate potential to reach the largest audience.

In table 17, 68% of the respondents agreed that broadcast media platforms in Ilorin-west regularly feature interviews and discussions with young entrepreneurs in the agro-allied sector. These we could picture that interviewing of young entrepreneurs in the agro-allied sector could serve as a role models for youths vying to invest in the agro-allied business.

4.4 DISCUSSION OF FINDINGS

The findings of this study affirm the critical role that broadcast media—particularly radio and television—play in promoting agro-allied businesses among youth in Ilorin West Local Government Area of Kwara State. As agriculture remains a cornerstone of Nigeria's economic development, the active engagement of the youth in agro-allied ventures is not only desirable but essential for long-term sustainability. Unfortunately, youth participation in agriculture has declined over the years, largely due to a combination of limited access to relevant information, lack of interest, and perceived barriers such as financial constraints and outdated perceptions of farming as a labor-intensive, low-income occupation. This study, however, revealed a strong counter-narrative, showing that television and radio have emerged as powerful tools in reversing these negative perceptions. A significant majority of the respondents identified broadcast media as their main source of information on agricultural opportunities. This implies that these platforms are effectively penetrating the information gap and offering young people access to knowledge they might not otherwise receive. Through programs specifically designed to promote agro-allied businesses, media channels have not only raised awareness but have also served as educational platforms for skill acquisition and entrepreneurial inspiration.

Furthermore, the study found that broadcast media have been instrumental in disseminating practical and timely information on agricultural practices, market trends, government incentives, and available financial support systems. This form of mass communication has proven valuable in enhancing the knowledge base of youth, many of whom previously lacked the information necessary to make informed decisions about engaging in agriculture. Informative radio segments and television documentaries provided clear, concise, and context-specific content that demystified the agro-allied industry and empowered young people with actionable insights. A particularly notable finding is the positive shift in youth attitudes and interests towards agricultural entrepreneurship as a result of exposure to engaging media content. Inspiring success stories, interviews with young agropreneurs, and practical guides aired on radio and television have influenced perceptions and ignited enthusiasm among young listeners and viewers. These stories served not just as motivation but also as evidence that agriculture can be a modern, innovative, and profitable venture. This aligns with the Uses and Gratifications Theory, which posits that audiences actively seek media content that meets their needs—be it for education, inspiration, or empowerment. The study observed that broadcast media has contributed to the formation of networks and communities among youth interested in agro-allied businesses. Through interactive radio talk shows, television forums, and call-in programs, young people have found spaces to connect, share ideas, and support one another's agricultural journeys. These platforms have become more than just information channels—they are now hubs for collaboration, peer learning, and community development, further enhancing the sustainability of youth participation in agriculture.

Moreover, the study revealed that broadcast media play an essential role in reducing the information asymmetry that traditionally hinders youth engagement in the agricultural sector. In many developing areas such as Ilorin West, access to formal agricultural training and extension services is often limited or unavailable. Broadcast media, therefore, fills this gap by providing consistent, timely, and accessible information that enhances the knowledge and capacity of young people. This includes updates on agricultural policies, climate-related advice, market availability, loan opportunities, and best practices. Such consistent exposure to relevant information demystifies agro-allied business processes and removes the fear of uncertainty that often discourages youth from participating in the sector. Additionally, the interactive nature of certain radio and television programs has also played a critical role in encouraging dialogue and participation among youth. Programs that allow for phone-ins, SMS contributions, and

guest interviews provide a two-way communication channel where young people not only listen but also engage, ask questions, and share personal experiences. This participatory approach increases the relevance and relatability of the content, making it more impactful in changing attitudes and behaviors. Through these platforms, youths are not only recipients of information but active contributors to discussions about agriculture, thereby strengthening their sense of ownership and inclusion in the sector.

The study also identified that the emotional appeal of media content, particularly through storytelling and dramatization, was highly effective in capturing the interest of the youth. By using real-life examples and testimonies, media programs evoke empathy and inspiration, making the idea of venturing into agro-allied businesses more appealing. This is particularly effective in countering long-held stereotypes that associate agriculture with poverty or lack of prestige. By presenting young, successful entrepreneurs who have benefited from agricultural ventures, broadcast media helps rebrand farming as a progressive and respectable occupation. Furthermore, the study highlighted the role of broadcast media in facilitating mentorship and role modeling. Young people often look up to figures who have succeeded against odds. When such individuals are featured on radio and TV platforms, they become role models whose paths can be followed.

In conclusion, the findings of this study underscore that broadcast media is not merely an information dissemination tool but a catalyst for behavioral change, knowledge empowerment, and community building. Its ability to inform, inspire, and connect young people makes it an indispensable medium in the effort to promote agro-allied businesses among the youth in Ilorin West L.G.A. For sustained impact, there is a need for continued investment in youth-focused agricultural programming, partnerships between media houses and agricultural agencies, and training for broadcasters to create engaging and contextually relevant content. With these efforts, the positive influence of broadcast media can be further amplified to support Nigeria's agricultural transformation agenda.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study is based on “the influence of broadcast media in promoting youth participation in agro allied business. The study was organized in five chapters. The first chapter covers the introduction of the study, background to the study, statement of the problem (which exposed the problem the study identified and seek to resolve), research questions, the significant of the study, the scope of the study and operational definition of term. The second chapter focused on the conceptual framework, theoretical approach and review of related literatures. The third chapter is on the research method. In this chapter, the research identified survey design as suitable for the study. Questionnaire was structured around the research questions and analyzed with mean statistics. The chapter four presented the data analysis and discussion of the findings. The analysis was in tabular form and chart. Finally, chapter five discussed the summary of the study, the conclusion of the study base on the outcome of the findings and recommendation of the study.

5.2 Conclusion

The influence of broadcast media in promoting youth participation in agro-allied businesses in Ilorin West L.G. is significant and holds great potential for agricultural development. The study findings demonstrate the various ways in which broadcast media, such as television and radio, contribute to raising awareness, disseminating information, shaping attitudes, and fostering networks among the youth in the agricultural sector.

Firstly, broadcast media platforms have effectively raised awareness about agro-allied business opportunities among the youth in Ilorin West L.G. Television and radio serve as key sources of information, reaching a wide audience and ensuring that young individuals are informed about the potential benefits and prospects of engaging in agricultural entrepreneurship.

Secondly, broadcast media plays a vital role in disseminating relevant information to youth interested in agro-allied businesses. Through programs, documentaries, and interviews, television and radio channels provide valuable knowledge on agricultural techniques, market trends, government policies, and financial opportunities. This information equips the youth with the necessary skills and resources to succeed in their agricultural ventures.

Thirdly, the study highlights the positive influence of broadcast media on the attitudes and interests of young individuals towards agro-allied businesses. Success stories and inspiring narratives shared through media platforms have the power to motivate and

inspire the youth, encouraging them to pursue agricultural entrepreneurship as a viable career option. By showcasing the achievements of young entrepreneurs, broadcast media channels create a positive image of agro-allied businesses and challenge negative perceptions that may hinder youth participation.

Lastly, broadcast media facilitates networking and collaboration among youth engaged in agro-allied businesses. Through radio talk shows, television interviews, and agricultural programs, young individuals have the opportunity to connect, share experiences, and build supportive communities. These networks foster collaboration, knowledge sharing, and mentorship, which are crucial for the success and sustainability of youth-led agricultural initiatives. To maximize the influence of broadcast media in promoting youth participation in agro-allied businesses, it is essential for various stakeholders, including government agencies, media organizations, and agricultural institutions, to collaborate and invest in targeted programs. These programs should focus on harnessing the potential of broadcast media platforms, developing informative and engaging content, and providing support systems that empower young entrepreneurs in Ilorin West L.G. and similar regions. Overall, the findings of this study emphasize the important role that broadcast media plays in promoting youth engagement in agro-allied businesses.

5.3 Recommendations

Based on the findings of the study on the influence of broadcast media in promoting youth participation in agro-allied business in Ilorin West L.G., the following recommendations are provided:

1. **Strengthen Collaborations:** Government agencies, media organizations, and agricultural institutions should collaborate closely to design and implement targeted programs that leverage the potential of broadcast media in promoting agro-allied businesses among the youth. This collaboration should involve sharing resources, expertise, and networks to maximize the impact of media initiatives.
2. **Develop Engaging and Informative Content:** Media organizations should focus on developing high-quality and engaging content related to agro-allied businesses. This could include documentaries, talk shows, and radio programs that highlight success stories, share practical knowledge, and showcase the diverse opportunities in the agricultural sector. The content should be tailored to the specific needs and interests of the youth audience.
3. **Utilize Multiple Media Platforms:** Besides television and radio, explore the use of other media platforms, such as social media, podcasts, and online streaming, to reach a broader audience and engage with the tech-savvy youth population. By

diversifying the media channels, more young individuals can be reached, increasing awareness and interest in agro-allied businesses.

4. **Foster Partnerships with Agricultural Experts:** Media organizations should establish partnerships with agricultural experts, researchers, and practitioners to ensure the accuracy and relevance of the information shared. By involving these experts in content creation and programming, the credibility and educational value of the media initiatives can be enhanced.
5. **Provide Access to Practical Resources:** Alongside information dissemination, broadcast media platforms can provide access to practical resources, such as training materials, financial resources, and market linkages. Collaborations with government agencies and financial institutions can facilitate the provision of these resources, enabling youth to overcome barriers and establish successful agro-allied businesses.
6. **Encourage Youth Participation and Representation:** Actively involve youth in the planning, production, and execution of media programs related to agro-allied businesses. This ensures that the content is relatable and reflects the perspectives, challenges, and aspirations of the youth. Additionally, featuring young entrepreneurs as role models and success stories can inspire and motivate other youth to participate in the agricultural sector.
7. **Conduct Impact Assessment:** Regularly assess the impact of broadcast media initiatives on youth participation in agro-allied businesses. This can be done through surveys, feedback mechanisms, and monitoring of key indicators such as the number of youth engaged in the sector, business growth, and knowledge acquisition. The findings from impact assessments will help refine and improve future media interventions.
8. **Sustain Long-term Engagement:** Broadcast media interventions should be sustained over the long term to have a lasting impact on youth participation in agro-allied businesses. Consistency in content creation, programming, and dissemination is essential for building trust, maintaining interest, and fostering a culture of entrepreneurship among the youth.

By implementing these recommendations, stakeholders can leverage the influence of broadcast media to promote youth participation in agro-allied businesses in Ilorin West L.G. These efforts will not only empower the youth but also contribute to the overall growth and development of the agricultural sector in the region.

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QUESTIONNAIRE

Dear respondent,

This survey attempt to appraise “**The influence of Broadcast Media in Promoting Agro-Allied Business among the Youth in Ilorin Metropolis**”. The study is exclusively an academic exercise. I humbly seek your indulgence to assist by filling the following questions as honestly as possible. I avow that all information given shall be treated with absolute confidentiality and used for academic purpose only.

Thank you for your cooperation.

Researcher

SECTION A

Demographic Profile of Respondents

1. Gender: (a) Male [] (b) female []
2. Age: (a) 20-29 [] (b) 30-39 [] (c) 40-49 [] (d) 50 and above []
3. Religion: (a) Christian [] (b) Muslim [] (c) Traditionalist [] (d) Atheist [] (e) Others []
4. Education: (a) Informal [] (b) O’level [] (c) OND/NCE [] (d) HND/B.sc [] (e) M.sc & above []
5. Marital status: (a) Single [] (b) Married [] (c) Complicated [] (d) widowed []

SECTION B

Statements on Research Topic

Instruction: The following statement were drafted in line with the research questions of this study. Tick (✓) an option in the space boxes provided that best describe your level of agreement with the research statements below:

Keywords: Strongly agree [SA]-Agree [A]-Neutral [N]-Disagree [D]-Strongly disagree [SD]

S/N	STATEMENTS	OPTIONS				
		SA	A	N	D	SD
1.	Broadcast media plays a significant role in promoting youth participation in agro-allied business.					
2.	The information provided by broadcast media has positively influenced my perception of the benefits of agro-allied business.					
3.	Broadcast media provides me with useful information about agro-allied business.					
4.	Broadcast media adequately addresses the challenges and barriers faced by youth in agro-allied business, offering solutions and support.					
5.	Broadcast media effectively showcases success stories of young entrepreneurs in the agro-allied sector, promoting youth participation.					
6.	Broadcast media actively engages youth in discussions and programs related to agro-allied business, fostering their participation.					
7.	Broadcast media collaborates with relevant stakeholders to promote and support youth engagement in agro-allied business.					
8.	Broadcast media is effective in promoting youth participation in agro-allied business.					
9.	Agro-allied programs targeted at youth are frequently aired on broadcast media in Ilorin-West.					
10.	Agro-allied programs are consistently scheduled during prime time slots on broadcast media for maximum youth viewership in Ilorin-West.					
11.	Agro-allied programs are disseminated to youth on broadcast media with sufficient frequency in Ilorin-West.					
12.	Broadcast media platforms in Ilorin-west regularly feature interviews and discussions with young entrepreneurs in the agro-allied sector.					