



Assessing Magic FM Community Radio Influence on Participation in the NFWP Program among Women in Obingwa, Abia State.

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ABSTRACT

Participation in any empowerment initiative by the target beneficiaries is of paramount importance. However, influence of community radio on participation in empowerment projects remain uncertain. Thus, using the mixed research design comprising the survey and in-depth interview this study assessed magic FM community radio influence on the participation in Nigeria for Women Project (NFWP) among women in Obingwa, Abia State. Level of awareness on NFWP, challenges facing women's participation among others were specifically examined. The study is anchored on development media theory. The population of the study is estimated at 26,016. Australian online calculator was used to derive a sample size of 379 for the survey while the in-depth interview was guided by the saturation principle. Purposive and convenience sampling techniques were adopted. Quantitative data was collected using the questionnaire whereas the interview guide was used for the qualitative data. Data presentation involved tabulation, while the mean served as the statistical tool. Qualitative data was thematically analysed. Findings revealed among others that Magic FM community radio contributes to the high level awareness on NFWP in Obingwa at 2.6 average mean. Result also indicated certain challenges in the participation in NFWP. Advancing and enforcing relevance policies towards addressing barriers to women's participation in empowerment projects was recommended among others.

Keywords: Community Radio Broadcasting, Gender Parity, NFWP, Obingwa, Women Empowerment,

1. Introduction

1.1 Background of the Study

As a strategy for promoting gender parity, empowerment initiatives have become popular and acceptable instrument at both the global and national scenes. Empowerment drives gender balance which creates enabling ground for sustainable development. It is in recognition of this that several programs including Nigeria For Women Project (NFWP) were initiated and aimed at providing investment that will improve the livelihoods of women in Nigeria in order to encourage growth in all sectors

Most women are unable to engage in investments and this limits their ability to tackle or respond to emergencies and other projects as a result of limited resources available for them. The factors that limit the resources available for women include the son bias issue and that of societal gender equality challenges in areas such as education, employment, unpaid care and domestic work, lack of decision-making power and access to financial markets among others that restrict the women's active involvement in various activities in the society which affects their well-being (SDG, 2023); (OECD, 2019) cited in (De Hoop et al., 2021).

Empowerment drives equal rights, equal opportunities, equal inclusion, and equal access. It can contribute towards eliminating all forms of gender disparity (Bayeh, 2016). Women empowerment involves developing the capacity of the female folk to enable them play active role in all spheres of human endeavour, at organisational and societal levels (Ikpeazu and Onyemaechi, 2020). Empowerment of women is geared towards poverty alleviation which resonates with the number 1 Sustainable Development Goals(SDGs). Thus to achieve this goal, there must be increased opportunities and access to financial knowledge, assets ownership, entrepreneurial skills, education, leadership roles and so forth (Joiner, 2022).

There are various international, national or state based empowerment initiatives for the women either completed or in progress. However, galvanising the target beneficiaries to participate in these initiatives is of paramount importance. (Ikpeazu and Onyemaechi 2020). Thus, effective communication should be considered. Butressing this, a leading advocate for gender equality known as "Women Deliver" employs conferences and other communication platforms to; disseminate important ideas, project strategic action plans and to mobilize for the right attitude(Canada.ca, 2023). Whereas Belur et al.,(2023) stated that community radio broadcasting which is meant to serve the interests, needs and aspirations of a sociocultural group can be

instrumental to raising awareness and providing knowledge on empowerment among potential beneficiaries. Women access to information as explained in Prasad and Deepak (2019) can stimulate participation in developmental and/or empowerment programs.

1.2. Statement of the Research Problem

Gender imbalance arising from inadequate empowerment especially among the female rural dwellers is an issue of global concern. Many individuals living in extreme lack of financial resources as well as facing restrictions to economic, educational and other empowerment opportunities are the female folk. Their interest are minimally considered in the media contents and programs (Belur et al; 2022; UN Women, 2024). Moreover, studies have shown that the mainstream media in many countries are facing the challenge of raising awareness and providing information to the rural systemic marginalized on developmental Projects and activities. The observed communication or information gap on developmental initiatives such as women empowerment projects exposes the women to the risk of being less empowered (Prasad and Deepak, 2019). Lack of empowerment among the women continues to widen the gender parity gap despite SDG's target set at 2030.

However, the uncertainty of the aforesaid scenario in Abia state informed the imperative for this study which aimed to assess magic FM community radio influence on participation in Nigeria For Women Project (NEWP) with a focus on women in Obingwa Local Government Area in Abia state, Nigeria.

1.3 Objectives of the Study.

The objectives of the study include to;

- 1) Examine magic fm community radio influence on the level of awareness of Obingwa women on NFWP in Abia State.
- 2) Determine Obingwa women's perception about Nigeria For Women Project vis-a-vis Magic FM community radio broadcasting in Abia State.
- 3) Identify the challenges facing women in participating in NFWP initiative in Obingwa, Abia state .

1.4 Research Questions

Sequel to the objectives of the study, the following questions are meant to be answered;

- 1) To what extent has Magic fm community radio broadcasting influenced the level of awareness of Obingwa women on Nigeria for women project in Abia State?
- 2) What is Obingwa women's perception about Nigeria For Women Project vis-a-vis Magic FM community radio broadcasting in Abia State?
- 3) What are the challenges facing stakeholders and Obingwa women in participating in Nigeria For Women Project in Abia state?

2. Literature

To the best of the researcher's knowledge no empirical study has been conducted on influence of the Magic FM community radio on the participation in NFWP among Obingwa Women in Abia State this study addresses the gap. The study will also serve as a basis for subsequent phases of the NFWP.

Nigeria For Women Project (NFWP)

NFWP which stands for Nigeria For Women Project is a federal government initiative under the flagship of the Ministry of Women Affairs and Social Development. It is a World Bank assisted project with the first phase that commenced in 2018 to be concluded in five years (NFWP, 2021). World Bank Document (2018) noted that NFWP is aware of the importance of sustained engagement aimed at addressing the high rate of gender disparity in Nigeria. Therefore the women's economic empowerment serves as a significant entry point to address gender inequality. NFWP as contained in the above mentioned document will directly contribute towards achieving the World Bank goals of; ending extreme poverty and boosting collective prosperity in a sustainable manner. All these are aimed at supporting improved livelihoods for women in targeted areas of Nigeria.

Phase one is currently under implementation as proposed in six States of Nigeria. These states which are selected based on the six geopolitical zones include: Abia, Akwa Ibom, Niger, Ogun, Kebbi and Taraba (NFWP, 2021). Whereas three local government areas selected for the implementation of NFWP in Abia state include; Isiala Ngwa North, Obingwa and Ohafia representing Abia central, Abia south and Abia north respectively. The program is expected to take place in four stages vis; building social capitals, engaging in livelihoods programs, innovations and partnerships and project management (Tokunboh, 2022).

The target women according to World Bank Document (2018) are women form 18 and above who will be mobilized to participate in women Affinity Groups (WAGs).

However, NFWP (2021;24) highlighted among others the goals of the project thus;

Creating an enabling environment for women to overcome institutional failures including markets and barriers to enhance productive livelihoods and socioeconomic advancement.

To carry out strategic communications campaigns (CC) with an overall objective of behavioral change, awareness generation and project information dissemination.

To support Socioeconomic upliftment of women by supporting the advancement of policy dialogue among implementing partners at the three levels of government.

Women Empowerment, Gender Equality and Sustainable Development

Gender Equality as explained in Olonade et al; (2021) has to do with an unrestricted opportunities to contribute in the development of a community or society by both men and women. This also extends to enjoying equal political, economic, civil and legal right despite a person's gender. Olonade further stressed that for development efforts to be practically possible that every gender must be accorded their deserving place. United Nation's sustainable goal 5 is to achieve gender balance is women empowerment (Our World in Data, 2023). According to Ikpeazu and Onyemaechi (2020), empowering the girl-child or women involves developing their capacity by equipping them for full participation in all sphere of human endeavours. Investing in women by way of empowerment will help to improve their livelihood which will enable them to contribute meaningfully to family, community and societal development (Okechukwu et al; 2016).

To succeed in the fight against poverty among women especially the rural dwellers, Joiner(2022) suggested that they should be empowered. Besides, the women need to be given equal opportunities with their men counterpart . Empowering women paves way for gender equality which creates enabling environment for women to play their economic, social, political and environmental role geared towards achieving sustainable development (CPSPD, 2024; UN Women, 2024)

Community Radio and Women Empowerment

Naaikur and Diedong (2024) referred to in Prasad and Deepak (2019) observed that many countries are faced with the challenge of disseminating developmental information to the rural systemic marginalized which exposes them to the risk of being less empowered. Thus, Prasad and Deepak (2019) pointed out that community radio can address the information gap facing the rural women by raising awareness of empowerment programs and providing them with adequate knowledge/information that will help them make informed decision towards participating in such development activities in the communities where they are beneficiaries.

Community radio is the third arm of model of communication which is established to serve the interest, needs and aspiration of a group who share certain ideology, beliefs or social attributes in common. It serves as avenue for individual right to information which enables members participation in empowerment areas such as education, health, economic, technological skills and social norms (Belur, et al; 2023). Women empowerment has to do with women autonomy, self control, self esteem and self confidence. Community radio helps to create awareness that promotes leadership characteristics in women. Most community radio stations has been established for the empowerment of marginalized women at the grass root (Nirmala, 2015). The above gives credence to the fact that women access to information is a requisite factor for participation in empowerment projects meant to equip women to contribute to the progress of a community and the society in general (Prasad and Deepak 2019).

2.1 Relevant Studies on Community Radio and Women Empowerment

Adam and Njogu (2022) did a review of gender inequality and women's empowerment using the reach- benefit-empower-transform framework approach with a particular reference to Nigeria. The article explored among others the status of gender equality and women's empowerment 78 articles were analysed based on the afore mentioned framework. Result showed gender inequality and in the aquaculture value chain. Findings showed that women are mostly in areas requiring smaller resources to operate while the reverse is the case for their male counterparts. The study recommended among others for actions especially at the grassroots level that can improve the attitude of all genders of different age groups in line with achieving development, peace, gender parity and equity.

Okechukwu et al; (2016) examined women empowerment in relation to economic development and poverty reduction. The population of the study included women entrepreneurs registered with the National Association of Small Scale Industries in Enugu State, Nigeria estimated at 809. Sample size of 267 was derived using Williams 1986. Questionnaire formed the instrument for data collection. Whereas data analysis was done using tables, percentages, mean and Pearson correlation with the aid of SPSS software 2010 version. The study found that women need access to empowerment opportunities in order to develop their capacity and fight poverty. The study recommended for investment in and empowerment of women to achieve the economic development and poverty reduction

Prasad and Deepak (2019) conducted a study to investigate the role of community radio on women empowerment. It specifically sought to assess the need for community radio in rural society, to recommend policy measures stakeholders for community radio etc. The population of the study comprised all the women associated with empowerment initiatives in India. Survey, focus group discussion and In-depth interview were method adopted. 200 respondents formed the sample size. Questionnaire was used as the data collection instrument. SPSS-20 was used for data processing. Finding showed women willingness to talk about empowerment programs and issues as well as being proactive in participating in the process of information dissemination

on radio or airwaves based on the fact that community radio is a development facility. Qualitative data revealed an increase in the women's ego and visibility after featuring on radio programs. Result indicated a significant role of community radio in overall women empowerment.

Nirmala (2015) did a review of the role of community radio in empowering women in India. The study indicated that community radio creates avenue for marginalized communities to be involved in broadcasting. It was observed in the study that voluntary organisations, civic groups, NGOs, women's groups establish community radio to cater for their interests, to share, express, empower, or give voice to their problems and development projects. Community radio is revealed in the study serves as a means of raising awareness, providing information and education for the rural woman. It promotes socializations, cultural, political and economic development, and promotes empowerment of women. The paper examined several community radio initiatives by non-government organizations and found that majority of them are aimed at women empowerment.

Mba and Alozie (2016) conducted a study on strategic modalities for sustaining entrepreneurship activities of rural women for economic development in Abia State. The study was aimed at identifying the strategic approaches for sustaining entrepreneurship among women with a focus on Abia State. The researcher adopted descriptive survey research to study a population of women in Abia State projected at 1,516,408. Multistage sampling technique was employed and the structured questionnaire was used for data collection. For data presentation, frequency table was used while mean was employed for the analysis of data. Findings showed that discrimination against women has the highest mean and therefore the most serious challenge against sustaining entrepreneurship development of rural women in Abia State. The study recommended that government should provide grants, finance, credits and other forms of financial incentives to enable them expand their business.

AL-Hassans, Andani and Abdul-Malik (2011) conducted a study on the role of radio in livelihood improvement: A case of Simli radio. The study adopted multi stage sampling technique to select 12 communities from Tolon-Kumbungu and savelugu-Nanton districts of the northern Ghana. Data were gathered on the use of broadcasting as an educational tool, for promotion of traditional culture, income sustenance among others. Analysis of data revealed that Simli radio has been an appropriate medium for facilitating an interface between duty bearers and the right holders. According to the study radio has promoted the small and medium enterprises. Whereas the recommendations were that regular feedback from the listeners is essential in order to identify listeners' preferences and taste of various segment of the communities. Secondly, that radio messages should be devoid of political and religion bias.

2.3 Theoretical Framework

This study is anchored on the development media theory. The theory was developed in 1987 by Dennis McQuail. The tenets of the theory include but not limited to the following ;

Media must accept and carry out positive development tasks in line with nationally established policy.

Freedom of the media should be open to economic priorities and development needs of the society.

Media should give priority in their content to national culture and languages.

In fact the above mentioned tenets provides a link between Nigeria for Women Project (NFWP) and community radio broadcasting which are the variables of this study. The link is on the basis that the both of them are interested in development with particular interest in rural communities. NFWP is concerned with the improving livelihood for women whereas the community radio broadcasting is aimed at providing information that can mobilize and sensitize the rural women by stimulating their interest and making them to develop positive perception aimed at ensuring effective participation in this empowerment initiative.

The theory is relevant to this study based on the fact that Magic-FM radio can engage in disseminating development oriented information in line with NFWP objectives by promoting the government efforts through community radio programming. By so doing, it is exercising the freedom of information in relation to economic priority and the development needs of Obingwa, Abia state in line with Nigeria for Women Project. Moreover, the programme content of Magic FM radio as regards NFWP must reflect the culture and languages of the target communities in order to achieve the set goals.

3. Method

The study adopted the parallel mixed research design consisting of the survey method and the in-depth interview. The appropriateness of survey is because the study involves assessment of knowledge, Perception and practice (Anyanwu, Aluka and Okoh, 2019). The essence of in-depth interview is to elicit detailed information from respondents. The population for the survey comprised all the beneficiaries at Obingwa estimated at 26,006 women (Abia NFWP Admin. Records, 2024). Whereas 10 individuals were chosen among the, Magic FM reporters and the staff of NFWP in Abia state for the in-depth interview. While the sample size for the survey was 379 derived using Australian sample size online calculator that of in-depth interview was guided by the principle of saturation. Purposive sampling technique was adopted to select the participants for the survey among women across different WAGs. While convenience sampling approach was used for in-depth interview.

Moreover, the instruments for the survey data collection was questionnaire designed in structured format while interview guide served as the instrument for the in-depth interview. The questionnaire was designed in closed-ended approach using modified Likert scale collapsed in three response options of (Disagree = 1, Not sure = 2, Agree = 3). The instruments were face-validated by expert researchers. For the data collection the researcher

Option	F	%	F	%	F	%	F	%		
I listen to magic FM radio	48	13%	3	1%	312	86%	363	100%	2.7	Accepted
I listen to NEWP programmes on magic FM radio	40	11%	6	2%	317	87%	363	100%	2.6	Accepted
Magic FM helped me to know more about NFWP	43	12%	10	3%	310	83%	363	100%	2.7	Accepted
Average Mean									2.6	Accepted

employed the services of a staff and the ward facilitators who served as research assistants . Presentation and analysis of the quantitative data involved frequency distribution table and simple percentage while the mean served as statistical tool. The thematic analysis was employed for the qualitative data analysis

4. Results

The copies of the questionnaire were administered to 379 respondents based on the the sample size for the study. However, 363 copies were properly filled and returned. Hence, 363 copies of the questionnaire were valid for the data analysis. The data Presentation was done in line with the research questions.

Research question one:

1) What is the magic fm community radio influence on the level of awareness of Obingwa women on Nigeria for women project in Abia State? Table 1: Respondents level of awareness on NFWP

D N A Total Mean Decision

Source: Field survey, 2024

Decision Rule:

Criterion mean = 2.5

Where the calculated mean is equal or greater than criterion mean, the decision is accepted.

Where the calculated mean is lower than the criterion mean, the decision is rejected

1 to 1.6 (very low); 1.7 to 2.4 (low); 2.5 to 3.2 (high); 3.3 to 4.0 (very high)

Result in table 1 above showed that the respondents' level of awareness on Nigeria for Women Project is high at an average mean of 2.6.

Option	F	%	F	%	F	%	F	%		Decision
I believe that NFWP will change the story of many women in various aspects of life	17	5%	4	1%	342	94%	363	100%	2.8	Accepted
Savings, loans, grants and entrepreneurial trainings have improved my standard of living	16	4.4%	4	1.1%	343	94.5%	363	100%	2.9	Accepted
NFWP encourages team work and co-operation among the women	19	5.2%	9	2.5%	335	92.3%	363	100%	2.8	Accepted
NFWP is such a desirable and reliable programme	11	3%	6	2%	346	95%	363	100%	2.9	Accepted

Magic FM broadcasts on NFWP boost my ego as a beneficiary of the project	38	10%	17	5%	308	85%	363	100	2.7	Accepted
Average Mean									2.8	Accepted

Source: Field survey, 2024

Table 2: Respondents Perception about NFWP

Result in table 2 indicated at an average mean of 2.8 that respondents have positive dispositions or views about Nigeria For Women Project.

Table 3:

Challenges faced by Obingwa Women in participating in NFWP

The major problem I faced in participating actively in NFWP is domestic engagements and issues.

Response	Frequency	Percentage		
Disagree	21	6%		
Not sure	8	2%		
Agree	334	92%		
Total	363	100%	2.8	Accepted

Source: Field survey, 2024

Table 3 indicated at an average mean of 2.8 that the major challenges that inhibit active participation of respondents in Nigeria For Women Project initiative are domestic-related issues.

Qualitative Data

Source of information

- Some people came to tell us about it but I did not pay much attention to it because of scammers that are everywhere but when magic FM mentioned it, I started paying attention and from there I was able to understand what those people were saying about the project.
- First of all, I heard about this government programme on magic FM, but I did not really understand what it is all about, but later I started asking other women about it and from there I drew their attention to it on magic FM.
- I became aware of it from magic FM radio, so when I saw the people that came around to tell us about it I remembered haven heard about it on magic FM, so I paid attention to understand better what the project is all about.
- The people from the government were telling us about it and magic FM was also sending information about the project. So I was able to understand what the project entails through both the government staff and magic FM radio.
- Magic FM radio made me know about the project but later the government staff came and educated us on it. so when the radio talks about it I pay attention to hear and understand other things about it, from there I started participating in the callers programme asking questions about the project.
- It was not easy to get the women to participate in the project probably because of high level fraud in the country. For this reason, we got the media seriously involved. Magic FM radio at Aba, Abia State has been engaged in NFWP campaign from the beginning of the project till today. This has helped in inspiring the women's commitment and interest in the project. Other respondents supported this account.

Format of programs used by the Magic FM:

- In magic FM, we use well packed jingles and advertisement composed specially for NFWP. We also do discussion and interview programmes with provision for audience participation.
- Magic FM programmes for NFWP are designed and aired in such a dramatic manner to attract the attention of the women in Obingwa in order to motivate effective participation in NFWP.
- Magic FM radio jingles on NFWP is very interesting, it is a morale booster. Their programme packaging on NFWP is special and attractive.

Perception of Respondents about NFWP

Respondents' impression

•The women have positive feelings about this project. They have continued to express their excitement about the programme. Secondly through their commitment you can simply conclude that they are happy.

•This is the best empowerment project that we have ever witnessed.

NFWP has made the beneficiaries to become more hardworking. It has boosted the women's entrepreneurial talent. NFWP encourages unity and team spirit among the women through the Women Affinity Groups.(WAGS). •The majority of the women are also impressed with the knowledge they are getting from trainings in financial education, gender-based violence (GBV) and business skills.

•NFWP is an indication that the world, government and many stakeholders have the interest of women at heart.

Challenges facing Obingwa Women in Participating in NFWP.

Family related barriers;

•My husband did not support my joining the NFWP programme.

•I do not have any person to stay with my children for me to be attending the programmes.

•I am so busy with taking care of my children .

•My mother said I should not participate.

Security barriers;

•My neighbor said it was a scam

•NFWP programmes usually starts behind schedule

•I was not convinced because of the activities of scammers.

Personal reasons

•I have a business of my own that I manage

•I was not sure of the grant.

Religion- related barriers

•My denomination does not encourage belonging to WAG.

Information related barriers;

•Initially the information about NFWP was not clear

•Inadequate incentive by the government for regular dissemination of NFWP on Magic FM radio.

•We need enough sponsorship to air NFWP programmes on Magic FM radio frequently.

•The number of slots or airtime paid for in magic FM is not enough to properly sensitize the women on NFWP activities.

Administrative bottlenecks

•Grant disbursement issues made many women to withdraw from the NFWP programme.

Discussion

Result as analysed in table I revealed that majority of the respondents are highly aware of Nigeria For Women Project (NFWP). Their high level of exposure to NFWP information on Magic FM radio at an average mean of 2.6 gives credence to the finding. The result corresponds with the qualitative data in which respondents confirmed that receiving the information on Magic FM radio convinced them that the project is genuine and decided to be part of the exercise. The finding is in line with Prasad and Deepak (2019) who explained that women access to information is prerequisite for effective participation in developmental and empowerment programmes. Relatedly, Belur et al ; (2023) averred that community radio broadcasting can be instrumental to raising awareness on women empowerment initiatives. The result is in consonance with the tenets of development media theory one of which stipulates that the freedom of the media should be open to the economic priorities and development needs of the society. It also resonates with the goal of engaging in strategic communication campaigns for awareness generation and project information dissemination (NFWP),2021)

Finding from analysis in table 2 showed that at an average mean of 2.8 respondents have positive inclinations about NFWP. This is witnessed in the expression of their emotions towards the project. The qualitative data supports the quantitative. Majority of them agreed that their standard of living has greatly improved based on savings, loans, grants, trainings etc. The finding is in tandem with Mba and Alozie (2016) who recommended that financial incentives should be made available to rural women in order to sustain their entrepreneurship activities for economic development in Abia state. It buttressed UN Women (2024) assertion that empowering women creates enabling environment for women to play their economic, social, political and

environmental role thereby contributing to sustainable development of the society. The result agrees with Okechukwu et al of the society. The result agrees with Okechukwu et al (2016) that access to empowerment initiatives among the women is crucial to develop their capacity and fight poverty. it supports NFWP (2021) goal of engaging in communication campaign for behavioural change.

Further finding from the analysis of data in table 3 indicated at an average mean of 2.8 that domestic engagements and issues militate against respondents active participation in n NFWP. The indicators of the domestic issues as revealed in the qualitative data include but not limited to; some of their spouses did not support them to join the programme, not having house helps to take care of their children in their absence. The finding corroborates SDG (2023); OECD, (2019) referred to in De Hoop et al; (2021) that unpaid care and domestic work and lack of decision making power among others restrict the women active involvement in various activities including empowerment programmes. The finding is contrary to the submission of Joiner (2022) that women should be given equal opportunities with their men counterpart to enable them play their role in development of the society. It also contradicts the goal of creating enabling environment for women to overcome social norms that hinder productive livelihood and socioeconomic advancement as captured in NFWP document (2021).

Moreover, result of data analysis revealed feeling of dissatisfaction on the part of magic FM respondents based on inadequate incentives. They were of the view that the government and the other stakeholders should try to motivate the media to boost their Morale in carrying out their job of disseminating information on NFWP programme. The finding negates the goal of effective communication campaign postulated in NFWP (2021). It is also not in favour of Belur et al.,(2023) that awareness raising on women empowerment programmes can be effectively achieved through community radio broadcasting.

5. Conclusion

Women being the systemic marginalized especially the rural dwellers can be motivated towards participating in empowerment initiatives through effective communication. Community radio model of broadcasting can therefore serve as a means of disseminating information on Nigeria For Women Project (NFWP) by packaging relevant programmes to the target audience at the grassroots. Besides, in carrying out the responsibility of awareness generation, incentivisation of the mass media should be considered.

From the foregoing the study concludes, that the high level awareness of beneficiaries on NFWP was influenced to a large extent by magic FM community radio. Besides, the Obingwa women beneficiaries have developed positive perception about the project. The level of their awareness and favourable inclinations towards NFWP notwithstanding, the women still face social norm and systemic barriers in participating in the project. Moreover, there is lack of incentives from the government to the organ that directly or indirectly mobilize or sensitise the women to actively get involved in the developmental initiative.

6. Recommendations

Sequel to the findings of the study, recommendations are made as follows;

1. Given that the majority of the respondents agreed that the major challenge was domestic issues, stakeholders should advance and implement policies that will address barriers such as domestic unpaid care and other social norms that hinder equal opportunities to educational, economic, technological empowerment between the women and their men counterpart.
2. Considering that some spouses (the husbands) did not support their wives to participate in the project, there is need to make and enforce laws that support equal decision-making power between the two genders in every family to enable each to take critical decision when there is need for such.
3. Given that the magic FM has not been receiving adequate incentives from government for this NFWP related radio programmes, government and other stakeholders should consider giving adequate incentives to the media for sensitisation of the target beneficiaries of empowerment initiatives. Whereas the media should not relent in carrying out their statutory function of disseminating information aimed at generating awareness on developmental initiatives.

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