

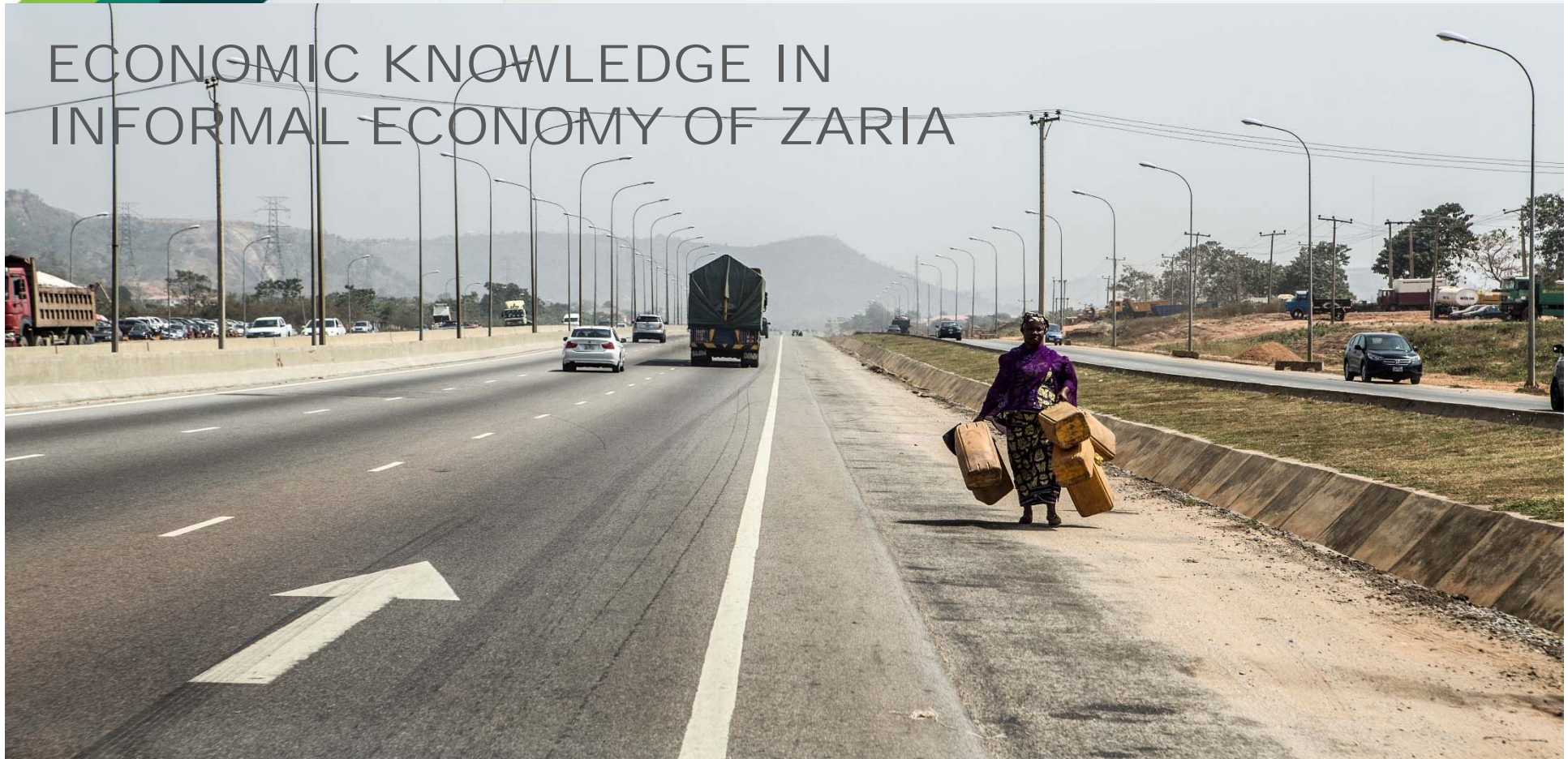
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**HOW CAN NIGERIA
BENEFIT FROM
URBANISATION?**

PROFESSOR M.B YUNUSA

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Shehu Musa Yar'Adua Centre
Central Business District
Abuja

ECONOMIC KNOWLEDGE IN INFORMAL ECONOMY OF ZARIA



INTRODUCTION

AIM

- How do operators access, gather and use knowledge in the informal economy of Zaria?
- How does the knowledge transform into business strategies for livelihood outcomes?

STUDY AREA

- Zaria in Kaduna State, shared by two LGA's
- Composed of Zaria city, Sabongari, Samaru, Tudun wada, Shika, Basawa and Wusasa
- Seat of Zazzau emirate and home of several popular and private institutions.

INTRODUCTION Cont.

ZARIA ECONOMY

- Agro – service centre
- Several institutions
- Huge growing population for informal economy to thrive
- Study covers City, Tudun Wada and Sabon-gari – grains and pulses (beans etc,)

- Two hours of in-depth interview of male and female operators (50)
 - Data is gender sensitive but limited with respect to activities

ECONOMIC KNOWLEDGE

Access to and use of Information:

- Supplies
- Cost of Inputs
- Types of products



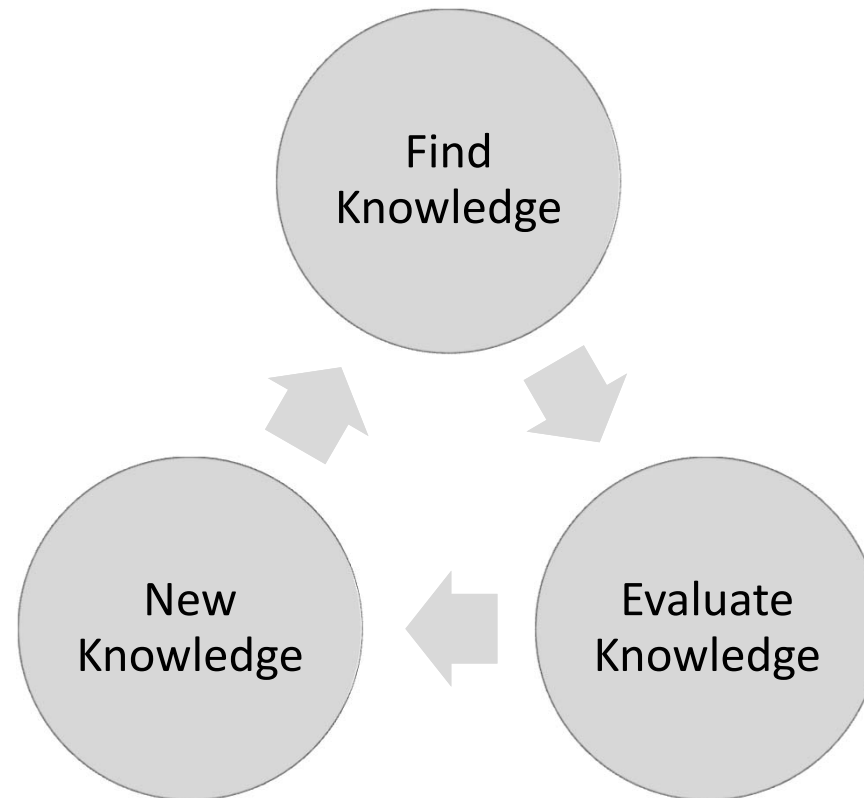
Value Creation and efficiency

- Knowledge of the economy is important to economic success
- Knowledge as basis for : - competition
 - collaboration

MANIFESTATION OF ECONOMIC KNOWLEDGE

- Available knowledge; how knowledge is found?
- Process and apply the knowledge in economic decision
 - application of available knowledge after evaluation of worthiness
- New knowledge resulting from competition or cooperation as output
- Knowledge used to address problems

KNOWLEDGE CYCLE – Application to address problems



- Knowledge cycle might be completed in a matter of minutes or days or years.

KNOWLEDGE, COOPERATION AND ECONOMIC SUCCESS

- Survival in informal is dependent on cooperation or competition
 - **Competition or cooperation is determined by available knowledge, evaluation and application.**
- Study shows more of cooperation rather than competition exists.
- The more successful traders cooperated with each other and had fewer problems – they shared information.
- Cooperation was higher amongst grain seller than amongst Tailors.

FORMALISING ASSOCIATIONS, RELATIONSHIP AND COLLABORATION

- Limited attempts to formalise cooperation even though beneficial.
- Cooperation is risk – mitigation.

DETERMINANTS OF SUCCESS

- Location as a key factor in the potential success of activity.
- Diversification as risk mitigation strategy.
- Possession of knowledge allows actors to better manage risks.

POLICY RECOMMENDATIONS

- Local authorities to organise rather than inhibit informal activities.
- Encourage unionization to strengthen collaboration and cooperation for business development.
- Create database on informal economy for sharing.
- Create avenues sharing and accessing data.

THANK YOU

Professor M.B Yunusa
mohammedbelloyunusa@gmail.com

Nigeria (URN) website at:
urn.icfwebservices.com



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