

FACTORS MILITATING AGAINST CATHOLIC WOMEN IN THE REBRANDING NIGERIAN PROJECT

Prof. Uche, Oliver Onyekwere Chizaram
Department of Religion and Human Relations
Nnamdi Azikiwe University, Awka

&

Olisa, Catherine Ngozi
Department of Religion and Human Relations
Nnamdi Azikiwe University, Awka

olisakate@gmail.com

DOI:[10.13140/RG.2.2.11572.94089](https://doi.org/10.13140/RG.2.2.11572.94089)

Abstract

A number of factors affect Catholic women in the Rebranding Nigeria Project in Nigeria. These factors include unemployment, Diseases, worldliness, poverty and ignorance. Others include Human Rights violence, Female Genital mutilation, violence against women, Battery wrong socialization, child Abuse, widowhood practices and Rape. They are image project created to relevant patriotic spirit, enhance public image of Nigeria and the negative image of has continued to be a mage issue of concern to several administrations. The various reforms have taken place different shapes, types and spearheaded by the then minister of information and communication, Prof. Dora Akliniyil who bunched on March 17, 2009. The impact on this mage shows that the protect have failed just like others in the past. The level of corruption, kidnapping, child abuse among others are prevalent in the society. The image problem has been identified as bribery and corruption, unemployment, poor infrastructural development, over dependence on oil sector, poor work ethics increasing citizen's dissatisfaction and disaffection with the government, political structure and politicians, corporate large scale organizational irresponsibility, inadequate funding of the educational, health and other key neglect of the agricultural and now-oil productive manufacturing sector.

Keywords: Catholic Women, Rebranding, Poverty, Nigeria, Government

Introduction

It is difficult to make a significant headway when it is submerged in bad image. Good image is very expedient for the survival of any individual Based on this premise, it is based on this premise that concerted efforts are often made to correct any form of negative image because as expert in public relations image is not just the only thing, but it is everything.

Image is a perception of people about an individual, or opinion about an individual. These perceptions of people may either be positive or negative, which largely orchestrated by the activities of the individual. These individuals or organizations can become brands through then instrumentally of the appropriate marketing strategies. It is noted that when a brand suddenly develops negative image, the next line of action is a rebrand. Rebranding is a marketing strategy that has to do with giving a product, organization and individual a new and acceptable identity. This involves the creation of new names, designs and symbols to make something unique and worth to reckon with. Similarly, it means creating a personality that is acceptable to those who hither hated the individual or organization. Most of the developing nations are bedevilled with the malaise of negative image. The malaise has continued to ravage the political and socio-economic constructions of these countries. Bajah (2008) asserts that:

Over the years, the image of Nigeria has gone from bad to worst. Nigerians have been branded thieves, 41gers and all of sorts. This has increased a lot of problems on our international relations. Submit a green passport and be subjected to the most stringent and most thorough check at foreign airports, seaports and other international borders. What a bastardized image. (p.1)

This was based on Nigeria' devastating image problem that the former minister of information and communication, Prof. Dora Akunyili launched the Rebranding Nigeria Campaign, with the slogan "Good people, great Nation". At the unveiling of the image project in Abuja, on March 17, 2009, Prof. Dora Akunyili: according to Ofoso (2010) asserts that:

The National Rebranding project is a systematic response to address our image problem. The campaign is a holistic one and home grown. It will seek to being about attitudinal change re-orientation, revive our cultural values and institua renewed spirit of patriotism and hope in all Nigerians (para 4 and 5).

Agath (2010) was of the view that: "The war each regime that comes to power waged against bad image is a clear indication ofthe dimension of affliction the country (Nigeria) has suffered as a result of this image problem" (p. 188). This image project, just like several others in the past, came with the ultimate aim of addressing the image problem of Nigeria Akunyili vowed to make it a success. In a bid to actualize the mandate of the project, Prof. Akunyili toured virtually all the 36 states in the county, organizing rallies and town hall meetings, including

the placement of event in the media. Four years down the line, Nigeria's image problem has continued unabated. In fact, the recent activities of the Boko Haram sect in the North and constant kidnapping in the south-East region of Nigeria have compounded the situation. To compound the matter, the rebranding project has already gone in to final coma since the initiator, Prof. Dora Akunyili left office as minister of information. People remember the slogans yet Nigeria has not changed and Nigerians are still treated as leper in Most parts of the world.

Rebranding Nigerian Project

To rebrand Nigeria means that the image of Nigeria is bad and therefore needs to be repaired, changed or cleaned up the damaged, so that the negative perception about it by its former administer will be positively accepted in the comity of nations. This negative image of Nigeria has continued to be a serious and major concern to so many Nigerians, organizations, and administrations in Nigeria. Alyelbo (2012) portrays the battered image of Nigeria thus:

A critically sick nation includes the incessant religious cum political crises in Jos, the amnesty granted to the restive Niger-Delta militants by the late president Umaru Musa Yar' Adua, the amnesty granted kidnappers in Abia by the Abia state Governor which could not forestall the kidnapping of over four journalists in July 2010. Others include the alarming rate of prostitution in Abuja which has recently attracted a ban by the FCT minister, an assault on his wife by the Deji of Akure (now deposed), an incessant power outage by PHCN, numerous boxing festive at the federal House of Representatives (National Assembly) the level of corruption and crime rates are so alarming that every country is very reluctant to admit Nigeria into its country (p.105).

Nigerians are subjected to so many humiliations and assaults from other countries. To this, Akunyili cited by Iyede, (2021) says that "at the flash of a given passport, you are automatically labelled and stereotyped. In most international Airports, special check points are created where Nigerian travellers are subjected to reform and intensive security Checks" (p.148). The political classes who are the leaders have worsened the situation through their corruption and fraudulent practices. Nwagba (2009) called these fraudsters 419, named after their section in Nigeria's criminal code. The era of globalization ushered new wave scammer comprising young boys and girls. Edigin (2011) avers that these young boys and girls mainly university students are called Yahoo boys and Girls as a result of information technology (IT) dexterity and their penchant for perpetuating the crimes using the internet to constantly send unsolicited Yahoo scam e-mails and

other e-mail websites to target all over the world, promising them spurious and laudations' financial deals. The young graduates embark on drug trafficking, child trafficking and kidnapping and other social vices in the names of lack of employment but in actuality for making quick money. However, in order to ameliorate or redeem the Nigeria's image, several rebranding projects have been and is still adapted by various regimes.

Historical Origin in Rebranding Nigeria projects Rebranding Nigeria Projects is not a novel concept. Thus it can be used originally to be Ancient world where a person or animal was marked out sometimes with a hot iron, trying a rope or chain around the neck, placing of the ring or leg. During the era of slavery, especially world slave trade rebranding a way of searching flesh with an easily recognized pattern for identification or other purposes. During this period, branding was used on human being as a proof of ownership, similarly in Arts today, branding is used as a special technique in making body art otherwise known as skin surface designs. This is done with the use of chemicals to create exciting design motifs in form of tattoo or ear-notching.

However, manufacturing companies and corporations employ branding association with their producing and services. This Nworah (2006) posit that global companies and corporations and their marketing communication agencies create and use branding as a distinguishing and strategic competitive factor in the market. This has attracted high demand for their products thereby occupying leadership position among their competition and rivalries. The popular market strategy through which such attainment of their products in view. The advertisement. By means of this, advertisers create that image that is unique, appealing and appropriate for consumers to choose it over other similar products, that fulfil the same need or desire. In Nigeria such brands are coca cola, Toyota, Samsung, MTN, Glo, Guinness, Indomie are beneficiaries of strong and strategic brand building efforts.

Development of Rebranding Nigerian Project:

Nigeria is no doubt bedeviled with the malaise of negative image which has continued to ravage the political and socio-economic constructions of the nation. This has necessitated the actions taken by the various government on power. Thus Agatha (2010) posits "the war each regime that comes to power waged against bad image is a clear indication of the damnation of affliction the country (Nigeria) has suffered as a result of the image problem". (P.188), to concur.

Bajah (2008) avers that:

Over the years, the image of Nigeria has gone from bad to worse, Nigeria have been branded, 419ers and of sorts. This has increased a lot of problems of our international relations submit a green passport and be subjected to the most stringent and most through check act foreign airports, seaport and other international boarder, what a basters, what a bastardized image (p.1)

Thus the development of rebranding Nigeria is not just of recent. It started immediately after the civil war by General Yakubu Gowon (1967-1970). He declared that there is no victor no vanquished "He also introduced a slogan" To keep Nigeria one is a task that must be done". This Gowon boldly took the step unifying the country Nigeria by embarking on the rebranding programme of reconciliation, rehabilitation and reconstruction of roads, bridges estates and edifices which cut across all the regions of the country. It must be realized that the coup d'etat and the 30 months' war was a slit on the Nigerian image because barely six years after independence Nigeria could not govern itself. Thus Amodu (2012) calls this rebranding "image cleansing", that Gowon adopted it as an act of self-examination and acceptance of failure as head of state. This gained him international recognitions. This government later became corrupt and wanted to have an everlasting dynasty. General Murtala Muhammed and Olusegun Obasanjo came in after a coup.

The leadership of General Murtala Muhammed in 1975-1975 was best known for image reposting of Nigeria. Writing on the genuineness of his rebranding Nigeria, with sincerity and a sense of responsibility to his fatherland, General Murtala tried to rid the country of corruption without fear or favour, everybody identified with corruption was punished both in public and private sector. This new image creation was advertised throughout the world through media. Thus regime did not last long again as another coup was made by, Dinka and Murtala was murdered. It must be realized that Nigeria's fame transcended scores of Africa during Murtala's regime.

Subsequently came in the administration of Alhaji Shehu Shagari as the president of the nation, Nigeria between 1979 and 1983. He introduced the rebranding project known as "Nigeria Ethical Revolution". But unfortunately there was no revolution in the ethics of his government rather corruption was still on increase which attracted a coup that removed Shagari from power. The reason was a Agbase (1998) opines that "Brigadier Sani Abacha said that the military was compelled to seize power from shageri government to save Nigeria

from rampant corruption, rectitude and profligacy that had characterized both the federal and state government of the country” (p.xi).

The regime of General Buhari/Idiagbon in 1984 ushered in another rebranding project known as war Against Indiscipline (WAI). Everybody was carried along to reposition the image of the country from the highest to the lowest echelon from rural to urban. The rationale is to inculcate the value of orderliness, cleanliness and obedience into the people of Nigeria which achieved great success in the country then. These could not create a lasting and permanent change in Nigeria.

Another effort to rebrand Nigeria was that initiated by president Babaginda in 1987 otherwise known as Mass Mobilization for self-Reliance, social justice and Economic Recovery (MAMSER). It was a frantic effort to mobilize Nigeria patriotism and moving the country to amiable height. This also was failed project. The government itself was corrupt and Babaginda was to bring in office dribbling the politicians that made the press called him “Maradona”. Babangida later stepped aside to Shonekan as interim National Government. MAMSER was later renamed as National orientation Agency in 2005

War Against Indiscipline and corruption (WAIC) of 1994 was the rebranding project introduced by Sani Abacha. The, reform was intended to eradicate indiscipline, corruption, and economic crimes uphold social justice, rule of law, street compliance to work ethic, enforce environment discipline, orderliness especially queuing in public places. This project toed the footsteps of previous project because it has a faculty foundation.

The civilian regime of President Olusangu Obasanjo ushered in another rebranding project known as National Economic Empowerment and Development Strategy (NEED) from the name, the project geared towards boosting the economy through hard work thereby leading the development and projecting country’s image worldview. Thus, the National planning commission Handbook (2004) concurred this “The NEEDs vision is also one in which Nigeria fulfils its potential to become Africa’s largest economic (P.11).

President Obasanjo ushered in another rebranding project in his second tenure known as “Nigeria finage project” in 2004. This was remained by the minister of information and national orientation from Nweke Jnr. as the Heart of Africa Project (HOP) in 2005. It was treated as a mere cosmetic painting using media propaganda and nothing more. This project also was a disappointment to

Nigeria after engulping 5.6 million dollars without achieving any success. Also to a Newswatch Newspaper Akunyili (cited by Uchen 2009)

Features of Rebranding Nigerian Project

It is a paramount importance to note that the image of a country says a lot about how that country is viewed as a tourist destination, a place of investment and a source of consumer goods. Again, the rest of the world's perception about Nigeria will affect her treasury and economy in that limited people and countries will be inclined to invest and visit the country. On the premise, we begin to analyse some of the attributes of rebranding Nigeria project. Rebranding Nigeria project is characterized by good governance that is good leadership when our image is rebranded. The government at all levels (especially the federal level) will look inward and do the right thing in terms of management of both human and material resources. Again good leaders worldwide are attested to through their achievements in sound and sustainable economy, Nigeria is shakeable in this aspect. Thus its leaders style will be characterized by honesty, transparency, justice, love, faithfulness, and role model as in that of J. Ralings, Nelson Mandela in other words there will be strict adherence to the rule of law, participatory democracy, fundamental human rights and national unity

Spirit of patriotism as a property of rebranding Nigeria project. All hands of the Nigerian populace are on deck as Nigeria project is rebranded to ensure that the integrity of Nigerian is upheld. The slogan "this is Nigeria" that is doing things in an unlawful manner should no longer prevail in Nigeria. To this effect, everybody in Nigeria should work for peace, security, honesty, stability, as a country of ours. The presence attracts the political leaders who will follow the principles of public relations with much emphasis on 95% actions and 5% talking. Then the lead will follow suit, consciousness and patriotism.

There will be conducive environment in Nigerians as a brand. There will be provision of basic amenities or necessities of life such as good education, health facilities, electricity, pipe borne water, recreational facilities and security of lives. The Nigerian road network are rehabilitated and motorable. All these will attract foreign investors and other stake holders that can partner with Nigeria. Nigeria on the other hand will minimize the urge to run out of the country to acquire education in other countries such Ghana, South Africa and so on.

Nigeria in rebranding its projects will attract foreign investors and investments. Many countries will be highly interested in engaging in so many businesses with Nigeria, as reiterated by the US Ambassador Mr. John Campbel in 2005 in a

keynote address delivered at the Nigeria Chamber of Commerce held in Lagos. He posits that the US government was interested in increasing its investment in Nigeria. This shows that Nigeria as a brand has an enabling quality pre-requisite for investment and investors.

Job opportunities will be created in Nigeria when things are moving well in the country, local and foreign investors are attracted otherwise, then job creation abounds. The school leavers, young graduates have hope of practicing the talent of the choice. This induces the peoples' appetite for education as well as reduces the social vices in Nigeria.

Good and effective communication constitute distinctive features of rebranding Nigeria project. This is achievable through effective public relations and advertising campaigns. This is a good antidote for good branding as they aim to promote sincere mutual understanding harmony and goodwill between organizations and its populace. This Tyotom (2011) posits truthfulness and full information, sustained good will, analyzing of trends, predicting their consequences and counselling among the political leaders. Thus there will be sincerity in the projects proposed by the leaders as well as the media. There will be no room for suspicion. The Nigerians and other nations will develop a rightful mind-set towards the projection of indigenous languages so that the messages can be brought to the grassroots especially the uneducated in the remote communities. Language is very vital to social change and development identity.

Nigeria is the giant of Africa. When rebranded is the first amongst equals (African nations). It is viewed as a strong nation which is evidently shown from the numerous icons it has produced. Throughout the world, Nigerians are waxing strong in so many fields of endeavours like Emeka Anyaoku, Wole Soyinka to mention but a few. The logos Nigeria has will to great extent project its image. Again to promote Nigerian identity, Nigerian culture and traditions are revived. The museums, artefacts, theatres, caves, monument, and tourist centers revived to attracts tourisms.

However, an adage says "call a spade a spade". In Nigeria frankly speaking all these attributes should have existed as benefits if "all things are equal". It should have been a land flowing with milk and honey as oil producing country whereby every citizen will have enough to sustain his/her life. But the oil wealth is in the hands of "few", the political class while the majority of Nigerians are biting their fingers nowadays dying of hunger and kwashiorkor.

Challenges in Rebranding Nigerian Projects

Nigeria as a nation has been swimming in the ocean of numerous rebranding projects initiated by its leaders. This was necessitated by its battered image especially before the world war. This is a country where people believe that nothing good seems to work out. No wonder the political commentators describe it as a "failed state". This could be attributed to its failure in some of the basic conditions and responsibilities as a sovereign government. To this, the Foreign Policy Magazine (2009) Failed State Index (FSI) ranked Nigeria 15th amongst the 177 countries listed. As the year goes by, Nigeria despite all the image redeeming projects continues to dwindle poorer and poorer. There are a lot of challenges that abased these efforts and the resultant effect is under-development in all ramifications in the country. The 2004 Transparency International Corruption Perception Index shows that Nigeria ranks sixth as the most corrupt nation of the world. Corruption ranks first in Nigeria and it is the basis for every other problem in Nigeria. The slogans, "Nigeria way of doing things" and "if you don't beat them, you join them" are ways of describing corruption. It has reached its peak that its now looked upon as a culture in Nigeria and so a "virtue" in Nigeria. Thus Eze (2006) asserts that "corruption as a behaviour, through frowned at, survives in our society because we had positively reinforced it" (p.228). Corruption is manifested in varying shapes, forms and sizes from petty bribery taken by the clerks in the offices or policemen at the checkpoints to grand corruption. The public offices loot national treasuries thereby defrauding people of their economic rights. They thereafter are being decorated with national honours such as Grand Commander of the Order of Federal Republic (GCFR), Member Order of Niger (MON), Grand Commander of Order of Niger (GCON), (Officer Order of Niger) OON and so on . In social gatherings, they are designated the VIPS (Very Important Persons) by the same people they have defrauded. They are also given various chieftaincy titles. In churches, they are highly honoured especially when they turn cheerful givers. In politics, they are the "Godfathers" who are consulted before any nomination and appointment is made. The level of corruption is so alarming that Udeze and Okechukwu (2011) posit Corruption is a very devastating challenge Nigeria has been battling with for decades and has remained a recurring decimal. More worrisome is the fact that even those placed in highly respected political positions end up looting the funds budgeted to better the lives of the people and in the end, nothing is done to prosecute them. Even when they are arrested for prosecution after the razzmatazz, their cases die natural deaths because of their powerful influences. Because nothing is done to those who stole, the next group takes corruption to

the next level. Today one can talk of mega corruption in Nigeria (p.305).

Thus the political class and the rich go scot-free with their affluence. To worsen the situation, the anti-corruption agencies such as Independent Corrupt Practices Commission (ICPC) and Economic and Financial Crime Commission (EFCC) appointed by the Nigerian government to check-mate these menace are not performing up to expectation. They are corrupt themselves. The truth is that the government is paying "lip- service" to the eradication of corruption in the country hence the public funds are mismanaged.

Bad leadership is a major pitfall to; rebrand Nigerian project. Nigeria is naturally blessed with enormous potentials and natural endowments. Amongst the African nations, its showcases the highest intellectuals and international award winners in medicines, sports, arts, science, international diplomacy et cetera. But Nigeria is declared now as a failed state because of porosity of leaders as portrayed from the bad economic, morality and politics of the nation. An Igbo adage says if the river gets polluted from the top, then others will follow suit. Leadership is no longer on merit and people's mandate. Politics here is "a do or die affair", based on god-fatherism, falsification of figures and survival of the fittest. The leaders only dance to the tune of their godfathers and have to recover the lost money given to the INEC officials and the party members during campaigns and for voting. They therefore have nothing to offer, have no obligations to the electorates because they did not get into offices by their votes. They bought their votes automatically into the offices.

Their incessant annulment of elections and preparation for and carry out of a fresh election gulp a lot of money. This adversely affects the economy of the Nigeria. Think of the salaries and allowances of the political leaders, they are the highest in the world. To worsen the situation, the estacodes claimed daily by our politicians when they travel abroad is also highest in the world. The professor in Nigeria is paid a meagre salary compared to what an ordinary counsellor who is not educated receives. This is an adverse of what is obtainable in Britain where the Professors earn more than the Prime Minister.

The political appointment is also subject to party affiliation not minding whether there is a more suitable and qualified calibre of personnel's is needed. The height of it all is contracts given to paternal or maternal relatives who are ill-informed or a novice to the job. The quality of the job done does not matter. In case of embezzlement of fund, the leaders find it very difficult to prosecute their relations who are fixed in every sector of the economy. All these, weakens the economy of our nation, Nigeria.

Recycling of leadership is another bottleneck to rebrand Nigerian Project. How can one rebrand Nigeria where the past leaders refuse to retire and assume the status of "Political Advisers", when needed? Tolerate the continuous recycling of hired and tired brains when it has abundance of fresh and tested, active, young and articulate brains"(p.427). Adebola et al (2012) assert "Nigeria as a state should no longer tolerating the continuous recycling of hired and tired brains, when it has abundance of fresh and tasted, actively, young and articulate brains" (p.427). Since 1980's up till date the same group of people are still in offices, moving from this office to another. In their past regimes, they have failed in their projects, have not contributed anything positive to redeem the image of the nation. Therefore, they should allow the "new breeds" those who have natural potentiality and credibility to lead the nation right. Unfortunately, those who possess these qualities are the despised in the society. These people are educated, have the foresight and vision, aspirations but cannot afford to embark on the Nigerian politics which is capital intensive and "ungodly. Again these Bourgeoisies are the law makers and so everything is subject to their propection and consent. The laws are made to suit their selfish ambition and mission which are detrimental to Nigeria.

Concluding Reflections

In redeeming Nigerian image, avarice and greed of the Nigerians are a hindrance to it. These are manifested through human trafficking, hard drugs, fake drugs and fraud in Nigeria. The get rich quick syndrome has necessitated these nefarious activities. The importation and production of fake drugs is now a lucrative business and very common in Nigeria. The millions of Nigerians meet their untimely deaths, through the use of fake and adulterated drugs. This is mostly in those drugs manufactured in Nigeria that are in capsules or powered formed in bottles. For the importance of drugs, the importers give those countries specifications of the quality of the drugs to be produced. Those drugs are substandard and cannot be as efficacious as these made and use in United States of America (USA). The importers also have a special way of wiping the expiring date of expired drugs imprint a new expiring date. These drugs will be sold at the rate of the original drugs, imagine a sick nation Late Akunyili made frantic effort to bring this ugly situation to a halt under National Agency for Food and Drug Administration and Control (NAFDAC) but since her exist, the menace had returned to its former ugly situation.

The consumption and illicit drug peddling in Nigeria and abroad is heart breaking. Nigerians constitute the highest number of those arrested throughout

the world. Any country that they are found notorious, they migrate to another country. What a big shame. During the former regime of Buhari/Idiagbon, any drug pusher caught was publicly executed like armed robber but that did not yield any positive effect. Recently, Nigerians are not perturbed about their lives, honor and reputations as long as the end product is massive wealth. In the Arab nations and Far East, Nigerians are languishing in jails, some have lost their lives as a result of these acts yet more and more are struggling to move out of the country for this act.

The yoke of greed is extended to human trafficking and child trafficking. These can be viewed in two dimensions such as kidnapping and prostitution. Kidnapping has become a more lucrative business than armed robbery. Prominent Nigerians are kidnapped and their relatives are forced to pay a huge amount for a ransom before they can be released or they take the life of a victim for refusal to pay. In alternative, the wife/husband, father and mother of the prominent person can be kidnapped for the prominent Nigerian to pay for the ransom. The best target for the kidnappers now is the Nigerians abroad coming in for vacation during any festivities. They do so for them to bring the dollar they come home with. People are kidnapped for rituals. The victims are killed having taken the human parts for rituals, and all we could see or hear through the media is missing person which cannot be recovered again.

The kidnapping can take the form of child-trafficking. There are children who are kidnapped for money making through adoption. To adopt a child in Nigeria is highly expensive, therefore they embark on this to acquire money leaving the parents of the victims miserable all through their lives. There are those kidnapped babies who are sold to those who eat the heart of the young children (occults) in order to live long. Children are also kidnapped for prostitution abroad. They were earlier on promised lucrative jobs and good education but get over there, forced into the evil trade of prostitution after their passports were seized from them. Consequently, they become sex slaves and are deposited back to Nigeria having contracted HIV/AIDS. The "CHIBOK" girls who were kidnapped from school about 200 and up till now, all have not come back. Those who were rescue came back in a sorry and pitiable condition. Nigeria, what a product to be sold!!

However, fraud as a challenge to rebranding Nigerian project is an offshoot from greed and avarice. Before the consolidation of banks, there was a lot of fraud going on in the banking sector that resulted to folding up of banks. The majority of the depositors and shareholders of these failed banks lost their lives as a

results of heart failures or otherwise. On the other hand, the owners of these failed banks use the stolen money to enrich themselves by acquiring themselves huge investments both in Nigeria and abroad, Nigeria being what it is nothing is done to these fraudsters because they are well connected to "the people that matter" (upper echelon). There are people that are in sensitive positions in Nigeria "the untouchable class". These classes also have their share in the loot/fraud.

This trend of actions continued even after the consolidation of banks, through fake loans, huge allowances and special awards. Kudos to new Central Bank of Nigeria policy that is striving hard to put a stop to these fraudulent acts. But how genuinely is his intentions. Again the names of the banks executives with the amount stolen were published for everybody's consumption. Also their cases are court but judging by the past antecedents they will go scot free having belong to the class of untouchables. This is what

Abogunrin (2012) avers: "Of course, this is Nigeria where heinous crimes which cannot go unpunished, regardless of who is involved in other civilized nations is committed with impunity and the criminals use the ill-gotten wealth grants them immunity from all the prosecution. What a nation" (p.XIII).

Globalization has done us more harm than good as many Nigerians engage in fraudulent act through internet scan (yahoo) such as All Baba wire, Dating, come and marry et cetera. As a result of incessant power supply, many Nigerians travel abroad to amass this ill-gotten wealth. Many have been convicted both home and abroad and many have met their deaths in this jungle especially those convicted abroad. The rebranding Nigeria project also gulp enormous amount of money. Every regime allocates huge amount of money for these projects which would be utilized without any positive impact as to selling Nigeria as a product. The latter rebranding Nigerian project which took 165 million budgetary allocations could have been channelled towards more goal oriented projects. This on the other hand leads to misappropriation of public fund. The government must first of all provide job for its over teen population especially the youths. Every year millions of graduates are produced together with the unskilled in the society, all have no jobs, "a hungry man is an angry man" is a slogan such people do not hear as they are in the midst of affluence in Nigeria (political leaders). Think of the Nigerian roads which have become the death-traps for the commuters and the road users. The trend of security in Nigeria is in shamble as frightening stories of violence abound on everyday basis, kidnapping as aforementioned, ethnicity and religious crises, Niger Delta, Boko Haram

bombing in Bauchi State, Bomu State and FCT Abuja to mention but a few. These are pre-requisites to any launching of project. When the people's lives are battered, the environment conducive and calm, then Nigeria will be sold as a product. As concurred by Ighodero (2009) "when things are done right, it would attract the required respect to the country (p.1).

There is also absence of God in the Nigerian's consciousness. Nigerian's popular musician Fela Kuti sings, "if you are a teacher, teach am well, if you are a trader, trade am well". This emphasizes the right attitude towards every activity. But in Nigerian, every individual utilizes any opportunity given to him/her to enrich himself/herself. Nigerians and their leaders commit all sorts evil with impunity thereby disobeying the Lord from their heart yet claim to worship God. The religiosity of the Nigerians as rightly observed by Idowu (as cited in Adeogun 2012) that "African profess to know God either through Christ or Islam or Traditional Religion but in works they deny Him, are abominable disobedient and disqualified for every good work" (p.175). He made it emphatically clear that nobody shuns evil in Nigeria even the leaders never deem it fit to keep the subjects abreast of goings-on in the country such as long queues at the petrol stations sudden irrational hike in fuel prices, epileptic power supply, killing and maiming in Jos, religious riots, bad roads, lack of portable water etc. Therefore, let everybody in Nigeria perform the duty as if God is watching. Nigeria as a brand will be genuine will attract tourism and investors in the country, then the sky will be its limits in terms of development and international recognition.

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