

**SMT: A LITERATURE REVIEW ON POVERTY AND ADVOCACY FOR  
A NEW DEFINITION CUMULATIVE POVERTY (IE IN-CUMULATIVE  
SUPPORT); PERSPECTIVES FROM YOUNG PEOPLE AND  
COMMUNITY ORGANISATIONS, BAYELSA STATE OF NIGERIA,  
SUB-SAHARAN AFRICA.**

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**Abstract**

**Purpose:** The paper critically reviews the literature on the theory of poverty in its various forms. These include the diverse definitions of poverty, absolute poverty, relative poverty, what is cumulative poverty?, intersections between cumulative poverty and extreme poverty, why cumulative poverty?, and how does it fit into the world's contemporary changing paradigms? And conclusions.

**Methodology/design/approach:** Using descriptive analysis, we draw from existing literature and adapted the case: "a study on what young people see as their support needs in Bayelsa State

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of Nigeria in tackling poverty and How to persuade policy makers, using social marketing techniques”?, including the Poverty Concept Mapping (Poverty Tree) model.

**Findings:** The main finding revealed that the needs of young people and community organisations are far from being met. A great deal more support is needed. This calls for a rethink and re-evaluation of existing paradigms.

**Values:** Since these current definitions and methods have not succeeded in ending extreme poverty, and it is still persisting, there is justification to re-engage, rethink, re-evaluate and re-assess these definitions and methodologies. Thus, this review is significant.

**Originality:** The review utilised a new table and re-arranged a list of all possible theories known to date, subject to any errors and omissions there might be.

**Key Words:** Poverty Definitions; Cumulative Poverty, Young People; Community Organizations, Bayelsa Nigeria; sub-Sahara Africa Developing Countries;

### 3 INTRODUCTION

Although scholars often contrast and differ, as well as agree a lot about the meaning of poverty, here is how the discourse of poverty has evolved over time, spanning over two hundred years and beyond. Perspectives of young people and community organisations from the sub-Saharan African region of Bayelsa State of Nigeria, using Social Marketing Techniques(SMT). It is apparent that interpretation and perceptions matter. These have helped to re-shape or construct the meaning. This achieved by adding new comments or laying more emphasis on the meaning, the over these years. With the help of the table linking different forms of poverty to their causes and impact on society, the authors have been able to provide chronology of the evolvement year by year, as far as possible. (Eguruze, 2015,2016: 18-19).

## 2. LITERATURE

### 2.1 Definition of Poverty and Implications

Poverty is multi-dimensional in nature and a debatable subject. To understand poverty, it is important to examine it in these contexts: want/need, absolute, relative, global, intervention measures. In the global context, there are inherently diverse views compounded by countries' variations in definitions and regional differences in the standard of living and conflicts of approaches between single-dimensional (monetary) and multi-dimensional approaches to measuring poverty levels (Alkire and Foster, 2007, 2011; Roelen, 2010; Eguruze, 2014;2015,2016). The irony about needs and wants is that one person's need is another one's wants. This poses additional complications and imbalances in understanding the concept of poverty. The following sections outline the definition of poverty to which the current research would relate.

## **2.2 Classical Approach**

The classical argument follows that: while needs or wants are unlimited, the means to fulfil needs/wants are relative and limited (Smith,1776). So, when faced with such alternative courses of actions, choices had to be made based on the principles of comparative advantages (Ricardo, 1772). Ultimately, society would be better off when corporations maximise profit and maximising well-being of their employees with decent wages and associated benefits (Keynes, 1935). Beveridge Report (1942) highlights the significance of the need for tackling poverty. Before then, there was the narrative of the survival of the fittest, which implies the weak or the unfit will lose or die out, based on the theory of the Darwinism (1859). However, the implication is - this equally raises the very fundamental need to provide support for the weak or the vulnerable as a natural means of supporting the needy to ensure counter balance sustainability of nature (safety net). That is where the traditional mechanism of the extended family systems also becomes critical (Eguruze, 2011, 2014, 2015, 2016).

## **2.3 The United Nations Definition (Below-the-poverty-line or Absolute Poverty)**

The United Nations Development Programme's (UNDP) Human Development Report, (1997); World Bank (2008); UN MDGs (2010) defined poverty regarding minimal requirements necessary to afford a minimum standard of living as experienced in most developing countries. Using the World Bank's International \$1.00 (UNDP 1997) or the re-adjusted figure

\$1.25(WorldBank,2008) per day absolute poverty line as the benchmark. It means an income too low for a person to meet day-to-day material needs.

Unlike previous attempts in which poverty was defined in developing or in relative developmental terms in the 1950s (Viner, 1952:125; Stycos and Hill, 1953:140-142; Stanley, 1954:13; Milibanks,1954:61; Buchanan and Ellis,1955:3-4, cited in Shanon, 1957:2-13). This definition took a broader approach to poverty involving the lack of essential human capabilities: encompassing illiteracy, malnourishment, inadequate income, low purchasing power, indigence or destitution, or ‘the inability to satisfy essential food/non-food needs’, cited in Griffiths (2000). It means one could not survive on it. It implies that countries or persons unable to earn (or have) that much could be deemed to experience absolute poverty. More recently, the weaknesses of using development as a measure of poverty were also highlighted by several scholars (Broadbery et al., (2014).

Broadbery et al., (2014) also seems to share the belief, the narrative or theory that development should not be a means of testing country’s level of poverty or wealth. The reason being that, “a developed economy is rich” (Broadberry et al., 2014;16) only because its gross domestic product (GDP) is comparatively great when divided by the country’s population. However in practice, it is when GDP is divided by the country’s population that one may arrive at the actual income per head of that country. That is where the problem with using development and GDP becomes problematic. GDP means “a country’s gross domestic product(which) measures everything that is produced within (a) country” (Broadberry et al.,2014:16; Pradosa de la Ecosura, 2014). Based on this definition, it is pertinent to use China as an example. Although, China is the world’s 2<sup>nd</sup> largest economy or the largest consumer, and yet it is still being seen or categorised as developing country (Broadberry et al., (2014). That is due to its lower average income per head or capita income (Pradosa de la Ecosura, 2014; World Bank, 2015).

By \$1 per day definition, of the world’s 6.1billion population i.e. over 600 million children and young people across the world are estimated to be living in poverty (Jurior, 2010) compared with 2.8 billion (or 46%) by \$2 per day. While 1.2 billion (or 20%) were living in absolute (i.e., extreme or chronic) poverty (Townsend and Gordon, 2002; UNDP, 2003, cited in Dean, 2006). These estimates show inconsistencies: it represents that 1 in 3 people around the world are in

absolute poverty. This is contrary to the Universal Declaration of Human Rights (UDHR) baseline requirement that “everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care” (UDHR 1948 art2). Despite the successes and/or advancements made by previous interventionist theories such as the International \$1 per day below the line (UNDP 1979; World Bank, 1979; OPHDI, 2010), absolute poverty persists (Sibiri, 2013; Kingdom and Alfred-Ockiya, 2009; Appah et al., 2012).

#### **2.4 Oxford University’s OPHDI- Multidimensional Poverty Index - MPI**

The Oxford University’s - Poverty and Human Development Initiative (OPHDI) (2010) adopted a Multidimensional Poverty Index (MPI) model to define poverty. The MPI robustly extended the approach to measuring the level of poverty from a single-factor (which is income based) to multidimensional-factors (which include education, healthcare and standard of living). The Oxford University study found that using the MPI is much more efficient regarding better resource-allocation to most beneficiaries across the world, demographically speaking: age-groups, ethnic-groups, geographic-region, income-groupings, gender-groupings.

Using the OPHDI-MPI model the world poor still totalled 1.7 billion as compared to 1.2 billion, when using the poverty line (\$1.25 per day). MPI uses three categories of essential human needs: health, education and standard of living (including cooking food, sanitation, water, electricity, asset ownership while UNDP uses only the measuring index, which is income based (and seemed grossly inadequate). That suggests that both 1 dollar per day and MPI had limitations. As a result, absolute poverty still subsists.

#### **2.5 Regional efforts (Bayelsa-Based Studies)**

Seven recent studies of striking interest relating to poverty reduction in Bayelsa State were also noted. Eguruze (2011) youth and community organisations but Appah et al., (2012) in their empirical research used microfinance as a single index. Whereas Kingdom and Alfred-Ockiya (2009) in their review article sought to boost the fisheries capacity of Bayelsa State, as an

important agricultural produce, as well as Alison-Oguru et al.,(1999). Sibiri (2013) focused on child poverty, using Hawking (i.e. street selling of goods by children) and similarly Egbe (2013;Ibaba,2012) on democracy and development and their impact on poverty. Additionally, there was a collaborative work by Ibaba and Nguru (2013) which focused on the linkages between youth insurgency and poverty. An analysis of these studies found that i) using a single-factor such as microfinance or boosting fisheries capabilities in isolation would not end poverty. ii) single factor measurement still contributes towards poverty reduction. iii) that developing Bayelsa-fisheries agro-potentialities and the micro-finance targeted to beneficiaries would make a significant impact towards the attainment of the Millennium Development Goals (MDGs, Hall, 2005).

The “MDGs are a linked set of objectives - a portfolio of targets that represent a systematic assault on the problem of development. The MDGs “express the shared commitment made by the Global community to fight poverty”, such as through fisheries and agriculture amongst others(Hall, 2005; Kingdom and Alfred-Ockiya, 2009). The MDGs were endorsed by 189 countries in 2000 as an international commitment to the priorities for achieving sustainable development (CGIAR, 2005; Kingdom and Alfred-Ockiya, 2009). In fact, the MDGs made significant road map towards winning, yet extreme poverty persists. This is deemed to be due to the lack of passion and implementable joint programme of action on the part of policy makers around the globe (Eguruze, 2014, 2015,2016). Consequently, sustainable economic growth in Bayelsa is still somewhat lacking because there are few or no industries to create jobs. The government is almost the main source of employment, (Bayelsa.gov.ng(2013, 2015, 2016;Eguruze, 2011,2014, Ibaba,2012; Silver, 2010). Not only there is a lack of investment spending, but the impact of low wages also takes its toll. The people have little or no spending money and, therefore, they have low purchasing or consumption power. As Timpre, the former Governor of Bayelsa State once said, Bayelsa is one of the least developed states in Nigeria (Silver, 2010). Massive investment is needed from world economic leaders to stimulate and accelerate growth (Lagarde, 2016; Ki-moon, 2016). The traditional African family systems are increasingly incapable of coping with extreme poverty pressures, due to negative socio-economic changes(Rostov, 1960;Wellestein, 1976;Maslow 1970;Gough, 1994).

## **2.6 Relative Poverty**

Relative poverty is referred to a situation whereby only a small part of the population in the society has relatively less income to spend than a national average income (Anwar, 2005; Khan, 2001; Triegaardt, 2006; Dean, 2006; Saacks, 2006). This is due to the availability of an artificially constructed public support network such as the universal national personal insurance system. In which case, the poor can survive with some multifaceted relief. Relative poverty is prevalent in developed nations (Runciman, 1972; Godwin, 1982). This is due to artificial and/or social construction.

## **2.7 Urban Poverty**

Urban poverty occurs as a result of overcrowding in the cities, which is driven by rural poor's struggle to get out of poverty by moving to the towns in expectation of better life. Following the creation of Bayelsa State on 1<sup>st</sup> October 1996, Bayelsa is experiencing urban poverty. Yenagoa 'the capital city' is rapidly becoming crowded. Yenagoa has grown from a village to an urban city status with thousands of Bayelsa citizens rushing into Yenagoa. They migrate from the rural areas and other towns or states of Nigeria in the hope of better life. However, disappointingly, there is no such consistent growth in job opportunities or availability of social infrastructure or public utilities. Inevitably, such mismatch of services and often need gives rise to the unavoidable phenomenon of 'urban poverty' (Anyanwu et al., 1997; Alagoa, 1999; Khan, 2001). This is also consistent with international assessment (World Bank, 1995; 2012).

## **2.8 Acute Poverty**

Acute poverty occurs when poverty is transient, but transient poverty can extend to future generations (Khan, 2001). Bayelsa also experiences acute and transient poverty. Contemporary Bayelsans are also victims of transient poverty, as poverty is being passed on to them by their parents, and the impoverishment situation has not subsided since the life of our generation, so it has become rather chronic (Khan, 2001; Yeo, 2001; 2005).

## **2.9 Chronic Poverty**

Chronic poverty occurs when poverty reaches constant levels. Women's poverty and low status are cited as major victims of chronic poverty, as it is said to affect people with disability, women

and children more than men. These categories of poor often suffer limited access to land, health care and healthy or balanced diets or even one meal a day or none. Chronic poverty is often seen as “those who are inter-generationally poor and also experience multidimensional poverty” (income, education, social capital, social exclusion). Chronic poverty is not just merely a result of ‘lack of resources’. It constitutes ‘inability to access existing vital resources that are necessary for day-to-day living. This may be due to discrimination based on who they are such as tribalism, racism or disability, belief based on values, religion, political discrimination based on what they are; and environmental or geographical locations based on where they live, such as rural area and a developing world. The victims of poverty are simply being denied, deprived or neglected due to powerlessness or vulnerability and governmental forces such as corruption, power, victimisation (World Youth report, 2005; Khan, 2001; Yeo, 2001;2005)

### **2.10 Persistent Poverty**

Persistent poverty endures and may be difficult to eliminate, if economic growth does not occur, and will also affect the prospect for growth (Khan, 2001) Sustainable economic growth in Bayelsa is somewhat lacking because there are few or no industries to create jobs. The government is almost the main source of employment, and yet its employment record is nearly zero. Not only is a lack of investment spending, but the impact of low wages also takes its toll. The people have little or no spending money and, therefore, they have low purchasing or consumption power.

### **2.11 Rural Poverty**

Location-wise, the rural poor suffer more than the urban poor (Khan, 2001). However, the rural poor is more, resourceful, self-sufficient and more self-sustaining than urban poor (Ankar,2009;Eguruze, 2015;2016). Amongst the rural poor, the landless wage workers suffer more than the small landowners or tenants because of the unequal social structures in society, due to class discrimination (Khan, 2001; World Youth Report, 2005; Walsh, 2006).

### **2.12. In-Work Poverty**

In-Work Poverty occurs when people are working cannot afford basic items needed for their day-to-day living due to low levels of their earnings, waged or salaries. Consequently, people



experiencing low-income or in low-paid jobs share the limitations and difficulties of low purchasing power compared to their working counterparts who earn more. In as much as several low-income earners or low-paid job, workers would like to progress or improve their situations to move out of in-work poverty, such aspirations are still far beyond their reach. It is impossible for them to fulfil such goal due to unethical work practices or organisational culture. This ultimately puts workers in low-paid jobs in perpetual poverty. That is why it is important that policy makers must be consistently reminded that persistent in-work poverty needs to be recognised and needs to be tackled (Hudson and Nalto,2013; Barnard, 2013; Metcalf,2014;Eguruze, 2015;2016). Others advocated real wages and protection (Stolper and Samuelson, 1941). In fact, ‘low wage economy creates child poverty’ (Grice, 2016).

### **2.13 Food Poverty**

In food poverty, the victims cannot feed themselves without support or help. Scholars (Fabian Society Research Report 2015; Dowler, 1997; Dowler et al.,2001;2011) see food poverty as ‘the inability to acquire or consume an adequate quality or sufficient quality of food in socially acceptable ways or the uncertainty that one will be able to do so’. It is the uncertainty or fear that drive the victims to engage in different kinds of social interactions, including prostitution and begging.

### **2.14 Other less popular forms of poverty**

Other less popular forms of poverty concepts may include, I-pass-my-neighbour phenomenon, (which arise from the common experiences of lack of electricity)(Eguruze, 2015). The other type is the concept of kpako-housing (Zink/plank housing) based lack of money to build proper permanent affordable, decent houses, whereas there is enough money to do . Policy makers and policy implementers conspire to divert the funds into their private uses, at the expense of the grassroots: young people, community organisations, vulnerable people pensioners, homeless, unemployed, the sick and disabled(Eguruze, 2015,2016) etc

### **2.15 The Author’s Definition of Poverty; Cumulative poverty (In-cumulative support need)**

In this section I distinguished or contrasted previous definitions from mine. And also highlighted mine. In my study, a new definition of absolute poverty (ie cumulative poverty), was introduced.

This was based on the responses from the respondents; the researcher sees or defines absolute poverty as a person being in a state of requiring **“cumulative support-needs.”** This definition was based on the perceptions and experiences of young people and community organisations. Poverty here means the lack of everything regarding ‘day-to-day-needs’ or experiences of an average Bayelsan person. Great emphasis has been placed on need because it is different from want or luxury nor occurring on a one-off basis. Need (above) is what people require in surviving daily, without which the victim in poverty could not survive as a human being. The ultimate consequence of it is likely to be starvation/death or, being pushed to get involved in all sorts of criminal activities in order just to survive. So, poverty is simply a matter of life or death for most Bayelsans. This is a very disturbing phenomenon and/or experience for many.

Absolute poverty denotes a desperate condition of living where a person feels the lack of a sense of well-being if it occurs in ‘vicious-circles in which victims experience a series of socio-economic traps’: due to ‘inadequacies’, ‘shortages of everything’ or “governmental (corruption)”, “deprivation/ victimisation”; “natural disasters”, “discrimination” (social exclusion), or “lack of social capital”; lack of everything’ in a vicious cycle. Not just affecting accessibilities or inequalities regarding education, healthcare, shelter, nutrition, etc., it is a multifaceted problem and transcends every aspect of life in a ‘vicious-cycle’. So, it needs a multidimensional approach consistently. Thus, poverty reduction effort must incorporate an inherent implementable mechanism to end these cycles of absolute-poverty, otherwise, it is incomplete. It is unrealistic to end poverty without such steps. It would benefit the entire society to end poverty.

Unlike previous poverty reduction models, the researcher’s current poverty reduction model is based on social marketing techniques (SMT). The SMT-model has inherently implementable joint programmes of actions (IJPA), backed-up with drive and passion. It is aimed at sustaining effective social change for the good of all Bayelsans and societal well-being. That is a remarkable difference. If we were to add IJPA onto MPI-model, it would become MPI-IJPA. That makes a significant difference.

The rationale behind the SMT model is that it is broad because it also uses a multi-dimensional approach. In addition, it has inherent social, economic, political, legal, cultural, natural, environmental, obligations, roles and responsibilities dimensions built into it. Which is why, any failures by those with social responsibilities and/or public duties to perform, and if negligent behaviour or malfeasance arises and causes any form of poverty, then it should be deemed “contributory poverty”. An effective poverty reduction programme should be able to address all. It is implementable and franchise-able: meaning it is easily repeatable or can be duplicated and/or adoptable. The concept can be commercialized through franchising processes.

Effectively what that implies and is suggesting is that merely measurement alone would not feed hungrier people, provide jobs for the unemployed, and open up doors to many more people to access quality education or healthcare, in a more sustainable way. It remains to be seen. Simply providing the most reliable poverty-related measurement information data to give a clearer more vivid and accurate picture of poverty, across the world would simply not end absolute poverty: no matter how accurate or brilliant it is, although such data will be useful. Which is why there is a need for an implementable joint programme of action? (IJPA), such as the current SMT-model (is represented by the formula -  $MPI+IJPA. = SMT$ )

The researcher’s SMT model has socio-human-rights orientation, designed for effective social change. The justification follows that, since poverty is a consequence of largely social construction/disasters, only aggressive and consistent socially inclusive/ cohesive methods are more likely to end absolute poverty. The most effective practicable solution to provide and ensure effective socially inclusive services in Bayelsa State is by adopting the SMT model. That all previous poverty reduction efforts in Nigeria were not based on the SMT model proves the case for adopting it.

In addition, the SMT model advocates not only a social programme of action, by implication, it also promotes a human rights model. A human rights model assumes that if fundamental rights are being blatantly flouted or ignored, then it is reasonable and sense of fair-play to enforce such breaches. This is because duties and responsibilities must have been breached (Zuofa, 1975; Pernia, 2003; Yeo, 2001, 2005).

Absolute poverty is a condition where victims are desperately struggling to survive (Saacks, 2005; Dean, 2006; Triegaardt, 2006). Here poverty shows the highest degrees: suggesting that greater numbers of the population cannot cope with their day-to-day living or unable to participate in basic activities in the society in which they reside, due to lack of the means. This is social-deprivation. So, absolute-poverty may become extreme, desperate or chronic: involving a condition where people are struggling to feed or clothe themselves, afford decent housing or have access to, or afford healthcare, education, sanitation and so on. So, as Godwin (1982; Broadberry et al., 2014; Eguruze, 2014) rightly observed “absolute poverty still remains a matter of concern” in several developing countries.

While brief reviewing literature has been provided, it is also important its linkage to the methodology adapted is re-visited. In the table below we present the linkages between literature and methods.

## Methodology

We adapted this table from the case study, which is being reviewed:

### 1. 14 Table linking different forms of poverty to their causes and impact on society

Table 2. Table linking various forms of poverty to their causes and impact on society

Forms of Poverty	Causes	Measure ment type	Variables	Impact on society	Comment
Classical approach 1732/36 David Richardo 1776 Adam Smith 1935-Keynes 1942 Beveridge Report	Natural divisions of labour; Socially - constructe d; Natural Selection	Standard of living; levels- of- develop ment;1 <sup>st</sup> , 2 <sup>nd</sup> ,3 <sup>rd</sup>	Trade & Investments; Wage levels; Human capital; Infrastructura l facilities	Economic-growth; well-being; slavery; Less- freedom; Explore/Exploitiv e; Comparative	Single- dimension al

1859 Charles-Darwin's Theory (1809-1882)		world. Survival of the Fittest	Fitness/Strength & Weakness	advantages	
Absolute(extreme); and Relative, urban, rural, chronic, persistence, etc  UNDP model HDI-MPI; 1979 \$1perday  MDGs 2005 World Bank, 2008 \$1.25 per day	Natural divisions of labour; Socially - constructed; Corruption ; Survival of the fittest; Environmental disasters	Humanitarian Development GDP growth Tenancy, Landlessness Unequal structure s Employment	Income-based; Education Healthcare Food-intake (malnutrition ) Mortality Human rights Social rights Cultural rights	Humanitarian Aid; Development Aid Skills development; Small Below-the- line 1\$/day; \$1.25/ day	Single-dimensional  Below-the-line 1\$/day ;
Oxford University 2010 PHDI -MPI Absolute poverty	Same as above	Human Development GDP	Income, health, jobs, education, food,	Same as above	Multi-dimensional
Bayelsa Scholars Absolute Egbe,2013; Kingdom/ Alfred-Ockiya,2009; Sibiri 2013; Ibaba,2012; Appah et al., 2012 Eguruze, 2011;2014;2015	Corruption ; Absence of jobs; IMF/ World Bank; Pollution; Low	Same as above	Micro-finance; Agro-produce; Child hawking (child-abuse)  YP & CO	Same as above	Single-dimensional  Multi-dimensional

	wages;					
Researchers SMT model All inclusive: Absolute(extreme) Rural Urban Persistence Chronic ( Acute; Abject- (wretchedness- miserable) In-work poverty Severe Low-income Food poverty I-pass-my-neighbour - (lack of electricity) Kpako-housing (Zinks/plank houses)	Unequal structures in society; Landless	Jobs/Income Housing, Education; Healthcare; Transport; Nutrition ; Infrastructure E.g.,g., light, water,	YP & COs Support Ne; Cumulative Support Need Absolute: extreme; acute urban, severe, rural, persistent, social exclusion, deprivation, In-work (low wages	Unemployment. Low-wages Homelessness Malnutrition Youth crime Kidnappings Low-achieve Low-Self Esteem Social- exclusion Deprivation Less freedom Fatality-death; Suicides Starvation Low-productivity Street begging Criminality Electricity	Multi-dimensional  Found in most developing countries	

Source: Eguruze, 2014, 2015, 2016; World Bank, 2012; Alagoa, 1999; Godwin 1982

Above we also highlighted the historical perspectives, based on scholars, year and their definitions or philosophical contributions to date.

## FINDINGS AND SUMMARY CONCLUSION

The findings reveal that the above reflects a world full of contradictions, policy paradoxes and contradictions in the poverty discourse(Stone, 2001,2008;Eguruze, forthcoming; Okaba, 2005), or inequalities (Jonathon, 2005;Oxfarm, 2016). Therefore, others are advocating for pro-poor growth strategies(Pernia, 2003;World Youth Report, 2005), or more investment in youth

(Eguruze,2014;2015;Hoddinolt and Quinsumbling(2003;World Junior, 201;World Youth Report, 2007) or localise welfare rights to local authorities or community organisations(Howard, 1978;Townsend and Gordon, 2002), or inclusiveness(Oppenheim, 1998, Round Tree Foundation, 1998). Other suggested the need to involve youth in policy making (World Youth Agency, 2005,2008; Bradford, 2012; Eguruze, 2011;2014;2015;2016)and avoidance of greed and corruption(Jonathan, 2010). Social marketing approach is a tool for advocacy for social change. Rethinking, re-evaluating, re-assessment of need and resources capability and scope is there from necessary. Change is necessary for without change, there is almost forward movements. Change is seen tool for social change through innovation and/or creativity, entrepreneurship (Drucker,1979). In this sense social marketing techniques is also strategic in approach (Mogany, 2006;2012;Eguruze,2015). Thus, it is important to engage in a constructive or “planned social change” through “designed implementation and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, communications and marketing research”(Kotler and Zaltman, 1971:3-12); Wiebe, 1951).

This review like several others represents hope and steadfast commitment to tackle extreme poverty. In addition, it should be seen as a unique opportunity for policy makers to end extreme poverty. Ultimately, it reinforces stakeholders’ determination to end extreme poverty.

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