

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

4-23-2018

IMPACT OF INDIGENOUS PUBLISHING ON EDUCATIONAL DEVELOPMENT IN NIGERIA: A CASE STUDY OF SELECTED PUBLISHERS IN IBADAN

Susanah O. Tomomowo-ayodele Mrs.
University of Ibadan

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Scholarly Publishing Commons](#)

Tomomowo-ayodele, Susanah O. Mrs., "IMPACT OF INDIGENOUS PUBLISHING ON EDUCATIONAL DEVELOPMENT IN NIGERIA: A CASE STUDY OF SELECTED PUBLISHERS IN IBADAN" (2018). *Library Philosophy and Practice (e-journal)*. 1803. <https://digitalcommons.unl.edu/libphilprac/1803>

IMPACT OF INDIGENOUS PUBLISHING ON EDUCATIONAL DEVELOPMENT IN NIGERIA: A CASE STUDY OF SELECTED PUBLISHERS IN IBADAN

By

Oyewo, Rasaq Oyekanmi¹ & Susanah O. Tomomowo-Ayodele²

¹ Library Department, Oyo State College of Agriculture and Technology, P. M. B. 10 Igboora, Oyo State, Nigeria. oyeyekanmi@yahoo.com

² Kenneth Dike Library, University of Ibadan, Nigeria.

susanyinka@yahoo.com

Abstract

Four publishing companies in Ibadan were sampled to determine their impact on availability and accessibility of indigenous books in Nigeria educational sector, the impact of indigenous publishing on educational development in Nigeria, constraints to indigenous publishing in Nigeria and ways of promoting indigenous publishing in Nigeria. A survey of quantitative method was conducted with questionnaire as data gathering instrument. The population of study was 100 being the sum of 25 respondents randomly selected from each publishing company. Frequency counts and percentages were adopted for data analysis. Results showed that that indigenous books are available and accessible in Nigeria education sector, supplementary reading of indigenous books impacted much, poor sales promotion of indigenous materials' has the most strong factor among all the factors highlighted as possible constrains to indigenous publishing in Nigeria, and that organizing reading campaigns among students will be the most possible way in promoting indigenous publishing in Nigeria. The study concluded that authors write on indigenous materials in Nigeria and these made Indigenous books are available and accessible in Nigeria education sector. It therefore among others recommends that there is a need to create conducive environment for indigenous publishers to compete with their contemporaries in other countries while government should gear all its effort towards revitalizing the moribund Nigeria paper mill.

Key words: Publishing, Indigenous books, educational development, Nigeria, Evans Brothers (Nigeria Publishers) Limited, Macmillan Nigeria Publishers Limited, HEBN Publishers, Literamed Publications

Introduction

Publishing is a creative process through which different categories of books are published. It is a creative imagination of number of functionaries in the publishing house and those who are fairly distant especially the authors, freelance editors, designed compositors (typesetters), printers, paper and plate merchants, readers and a host of others. Therefore, it is appropriate to discuss publishing as a formidable succession of activities no one of which can by it be called publishing (Joseph, 2011).

Altbach and Knight (2007) opined that publishing process coordinates with various processes needed to nurture from an idea in the mind of the author to a printed product available for distribution to the relevant audience. He further described publishing as the heart of coordination of multimedia of activities to produce books. that is dealing with selction, editing of manuscript, planning and supervising the process of transformation of the manuscripts into book.

Grannis (1957) opines that publishing is the intellectual and business procedure of selecting and arranging to make a book and of promoting its ultimate use. Oguniola, (2005) noticed that publishing plays important role in the development of a nation and the publishing industry is the engine process of development of education, literacy, national culture and dissemination of knowledge which is the basic element in the democratic process of any nation.

Grannis (1957) defined book publishing as “making public-to send forth among the people-the words and pictures the creative minds have produced, that editors have worked over, that printers have reproduced. He further explained it as “a formidable succession of activities no one of which can by itself, be called publishing. It is only when a manuscript has been transformed into a book and then distributed to its intended market place, that the process of publishing is complete.

The history of publishing in Nigeria can be traced to the Scottish Presbyterian Mission, led by Rev. Hope Waddell, who arrived at Calabar from Jamaica in 1846 bringing with him a lithographic press and a conventional press for letter press printing. He published the first printed materials in Nigeria in the same year namely “Twelve Bible Lessons” and “Efik Vocabulary”. While the first Nigerian newspaper “Iwe Irohin” was published in Yoruba land in 1859 by the Methodist Missions at Abeokuta, the first, privately owned newspaper, “Anglo-African”, was issued in 1863 by a Jamaican Immigrant named Robert Campbell. Hence, in the second half of the 19th century Nigerian printing and publishing were tied mainly to Newspaper Journalism. However, the first Nigerian commercial press the Tika-Tore Printing Works, not tied to newspaper publishing, was established in 1910 at Lagos.

However, these presses had a limited subject range and their major focus was on religious, topical, and political issues of the day. School texts, general and light readings and scholarly publications had to be imported, as the Nigerian school curricula were not very different from their European counterparts. Notwithstanding, to cater for the growing education system, the Oxford University Press (which later became known as University Press Ltd in 1978 as a result of the Nigerian Indigenization Decree of 1977) set up its branch in 1949 at Ibadan followed by the establishment of the Ibadan University Press in 1950 which became a full-fledged publishing outfit in 1955 as a result of the University Senate’s decision. Ibadan University Press was followed by Onibonjo Press in 1958. Other indigenous publishers of consequence emerged in the 1960’s and 1970’s namely: African Educational Press, John West Publications, Fourth Dimension, Ilesanmi Press, the Ethiop Publishing Corporation and Northern Nigerian Publishing Corporation (NNPC) which was a joint state publishing venture, based in Zaria. There existed other “publishing” houses in Onitsha, Anambra State, which specialized in what is referred to as “Onitsha Market Literature” (Obiechina, 1973).

Also, worthy of note is the emergence of other Nigerian University Presses by the end of 1970’s namely: Obafemi Awolowo University Press, University of Nigeria Press and University of Lagos Press; Ahmadu Bello University and University of Port-Harcourt Presses. All these scholarly publishing houses belong to the moribund Scholarly Publishers Association of Nigeria (SPAN) inaugurated in 1988 and open to all Nigerian University Presses, publishing divisions of Research Institutes, Professional Associations, Learned Societies and Commercial Publishers with scholarly interest. Other British firms that tried to control (and are still controlling) Nigerian Book Market before the indigenization degrees of 1977 are: Longman, Thomas Nelson, Macmillan, Evans Brothers and Heinemann.

This study therefore examined the impact of indigenous publishing on educational development in Nigeria: a case study of Macmillan Nigerian Publisher Limited,

Literamed publications Nigeria limited, HEBN Publishers Nigeria Limited and Evans Brothers Nigeria Publishers. The contribution of indigenous publishers to educational development is enormous, but the industry is plagued with various challenges against its maximum realization of its roles in educational development in Nigeria. Contribution of Indigenous publishers to support research, teaching, and learning is obviously essential in educational development of Nigeria.

Specifically, the study will made an attempt to trace the historical development of indigenous publishing in Nigeria, examine the indigenous publishing and educational development in Nigeria, determine availability and accessibility of indigenous books in Nigeria educational sector, find out role of indigenous publishing on educational development in Nigeria, determine constraint to indigenous publishing development in Nigeria, proffers necessary solution on how to promote indigenous publishing in Nigeria and ascertain future challenges of indigenous publishing in Nigeria.

Problem statement

A national book policy was established in 1988 with recommendations for a national book commission that would ensure the publication of books of wider interest. There were a number of seminars, workshops, conferences, special interest groups, and task forces established or convened at the instance of government or international agencies interested in publishing and willing to do something about the book crisis. Most of the publications needed in the tertiary institutions, especially the universities for teaching and research, continued to be imported from the USA, South East Asia and Europe.

The 1978 Nigerian Enterprises Promotion Decree provided that at least 60% equity participation in book publishing must be by Nigerian nationals. With effect from that year, book publishing in Nigeria became indigenous, making it unnecessary to distinguish any longer between indigenous and foreign publishing in the country. Considering the enormous benefits and compliance with 1978 Nigerian Enterprises Promotion Decree, it became imperative to access the level of success that has been recorded. It is pertinent against this background for this research work to investigate the impact of indigenous publishing on educational development in Nigeria using Macmillan Nigerian Publisher Limited, Literamed publications Nigeria limited, HEBN Publishers Nigeria Limited and Evans Brothers Nigeria Publishers as a case study.

Research questions

To achieve the objectives of the study attempt would be made to find answers to the following questions:

1. Are indigenous books available and accessible in Nigeria educational sector?
2. What is the impact of indigenous publishing on educational development in Nigeria?
3. What are the constraints to indigenous publishing in Nigeria?
4. What are the possible ways of promoting indigenous publishing in Nigeria?
5. What are the possible future challenges to development of indigenous publishing in Nigeria?

Brief history about the case study area

1 Evans Brothers (Nigeria Publishers) Limited

Evans Brothers (Nigeria Publishers) Limited is Nigeria's leading educational publisher. The company was incorporated in December 1966, to become a full-fledged Nigerian company known as Evans Brothers (Nigeria Publishers) Limited and it

publishes titles for all levels of education. The company was issued a certificate of incorporation on 6 December 1966, with business taking off in earnest early the following year. Mr. Joop Berkhout was appointed its pioneer General Manager and subsequently, Managing Director. They hired a consultant to come out to Nigeria and research the book needs of the then British colony of Nigeria. That consultant was Dr. L. C. Larcombe. That trip led to his writing of the *Larcombe's Progressive Arithmetic* (Lower, Middle and Upper Standard).

The first Resident Representative appointed was Ove Stentort and he made the university town of Ibadan his base, one of the primary reasons why Ibadan remains the publishing capital of Nigeria. It was during his time that a property was acquired on Akinola Maja Street in Jericho, on which a residential building/contact point was erected. That property still stands today and serves as the company's guest house. The Nigerian Enterprises Promotion Decree of 1972, also known as the indigenization decree brought about a major restructuring in the company. By this decree it became mandatory for a minimum of 40% of the equity of companies to be owned by Nigerians. Thus, Nigerians including the late Mr. Ola Odusote, Alhaji Zulu Gambari, Dr Rex Akpofure, Dr Magnus Adiele, Alhaji Shehu Malami, Dr. A. Fagbulu and Dr. S. J Cookey who by 1975 became the Chairman of the company bought 40% of the company's shares.

2 Macmillan Nigeria Publishers Limited

Macmillan Nigeria Publishers Limited is an offshoot of Macmillan and Company (Nigeria) Limited. Incorporated on 23rd April 1965, the Company has grown over the years to become one of the household names among the publishing companies in Nigeria today. By the mid-50s, officials of the Macmillan and Company Limited in the United Kingdom started making occasional business trips to Nigeria. Such visits were undertaken principally to explore the book market of Nigeria for the growth of the British company. These visits however created local demands for their books, which were met through the few major bookshops then operating in the country. The publications of Macmillan and Company Limited, London, grew steadily in popularity but as colonialism was drawing to an end in Nigeria, the need for suitable publications by capable indigenous authors who reflect the Nigeria cultural setting became overwhelming. This, therefore, necessitated the establishment of Macmillan Nigeria.

As pacesetters in the Nigerian Publishing industry, Macmillan Nigeria Publishers attention is focused on publishing of highly qualitative and competitive books. With strings of successes culminating in her expansive programmes and policies, the company is poised to take giant strides towards maintaining total quality services. Macmillan Nigeria Publishers Limited is committed to the building of:

- A free and democratic society
- A just and egalitarian society
- A united, strong and self-reliant nation
- A great and dynamic economy
- A land of bright and full opportunities

In achieving this set philosophy, the Company has always carried out the business of publishing in the most lawful manner while striving to maintain its traditional leading position.

3 HEBN Publishers

HEBN Publishers Plc. (formerly Heinemann Educational Books (Nigeria) Plc.) was established in Nigeria as a sales outlet of Heinemann Educational Books, UK in 1962. The company was incorporated in 1969. Its mission is to produce high quality educational and general interest books for the needs of our educational system and the

reading consumption of the populace through a highly motivated workforce using appropriate technology.

In 1972 with the indigenization decree, the company became publicly owned with 40% shareholding by Nigerians while Heinemann Books, UK had 60% of the equity. But this was reversed with the revised indigenization decree of 1977. It became 60% to Nigerians and 40% to Heinemann, UK. Heinemann UK was acquired by Harcourt Education Limited (which has also been acquired by Pearson Education Ltd). However, Harcourt Education UK disposed of its shares in 2006 and our company is now fully owned by Nigerians.

The company has been in the forefront of Educational and General Publishing in Nigeria for over fifty years now. The company has been built from the start (when it was incorporated) by an all-Nigerian staff. The company's strength hinges mainly on an efficient administration, sound financial management, a strong publishing team and a dynamic sales and marketing force. The company publishes and markets books which span all levels of education, that is, Pre-Primary, Primary, Junior and Senior Secondary and Tertiary as well as leisure and general readership.

4 Literamed Publications

The Company: Literamed Publications Nigeria Ltd Literamed Publications Nig. Ltd, est. 1969, is Nigeria's leading Children's book publisher. Its imprint, "Lantern books" is now a household name in Nigeria and West Africa. Literamed has published storybooks of over 200 titles that teach high moral values essential for good character formation of both young and old. They refreshingly enlighten, educate and entertain. Lantern Books, with over 200 titles; school books, storybooks and comics has become the companion of every nursery and primary school pupil.

All Lantern school books are written by seasoned authors and teachers in line with the approved curriculum, the story book section was set up to promote indigenous writers. Lantern Books serves as a natural starter for children as we cater for their reading needs from the early years to the mature stages. To encourage children to read, especially those in the primary classes, the company started a club known as Lantern Book Club. Members of this club are allowed to buy storybooks of their choice at a discount and also had the privilege of reading the new titles first. Member schools could come to the company on excursions and have a first-hand experience on how books are made.

From two series of Reading is Fun and Readers, Lantern Story books is now expanded into seven series namely: Adventure, Folk-tales, Fairy Tales, Health, Heroes, Bible Story and Literary. Each of these series is further divided into age categories of 4 to 7 years, 8 to 12 years, 13 to 16 years and 17 years & above. Most of these titles apart from being leisure reading also serve as literature texts in Nigerian Schools. The series are carefully graded, culture relevant and moral teaching stories for children. They help in developing their vocabulary and ultimately their communication skills.

Literamed recently had a subsidiary called The Comics Hut. Here, educative, colourful and very entertaining cartoons are churned out to further boost the reading culture of the Nigerian child and make reading less of a boring activity. Cowrie Comics are indigenous African stories told in cartoon form while Living Scrolls are Bible stories told in pictures. Literamed is one of the few publishers in Nigeria with its own press, so the organization exercises full control of the production process, from manuscript to book, thus ensuring high quality books and availability all year round. The strength of our books is best captioned by the slogan: lantern books enlighten.

Review of related literature

A book, in the words of Morgan (2006) has been defined as the only place in which you can examine a fragile thought without breaking it, or explore an explosive idea without fearing it will go off in your face. One of the few havens remaining where (your) mind can get both provocation and privacy. It is the intellectual output of man which is consumed by all and sundry, without any discrimination as to race, creed, social or environmental factors. The history of book development in Nigeria can be traced to the Scottish Presbyterian Mission, led by Rev. Hope Waddell, who arrived at Calabar from Jamaica in 1846 bringing with him a lithographic press and a conventional press for letter press printing.

Book form, content, and provisions for making and distributing books have varied widely during their long history, but in general it may be said that a book is designed to serve as an instrument of communication. The Babylonian clay tablet, the Egyptian papyrus roll, the medieval vellum codex, the printed paper volume, the microfilm, and various other combinations have served as books. The great variety in form is matched by an equal variety in content. Both Shakespeare's collected plays, first published in 1623, and the most ill-conceived and trivial tract published in that or any other year were designed as instruments of communication.

The book is also characterized by its use of writing or some other system of visual symbols (such as pictures or musical notation) to convey a meaning. As a sophisticated medium of communication, it requires mastery of the hard-won skills of reading and writing. Another distinguishing feature is publication for tangible circulation. A temple column with a message carved on it is not a book. Signs and placards that are easy enough to transport are made to attract the eyes of passers-by from a fixed location and thus are not usually considered books. Private documents not intended for circulation also are not considered to be books.

How soon after the invention of writing men began to make books is uncertain because the books themselves have not survived. The oldest surviving examples of writing are on clay or stone. The more fragile materials used for writing at various times have generally perished. The earliest known books are the clay tablets of Mesopotamia and the papyrus rolls of Egypt. There are examples of both dating from the early 3rd millennium BC. The ancient Sumerians, Babylonians, Assyrians, and Hittites wrote on tablets made from water-cleaned clay. Although these writing bricks varied in shape and dimension, a common form was a thin quadrilateral tile about five inches long. While the clay was still wet, the writer used a stylus to inscribe it with cuneiform characters. By writing on every surface in small characters, he could copy a substantial text on a single tablet. For longer texts he used several tablets, linking them together by numbers and catchwords as is done in modern books.

Book production on clay tablets probably continued for 2,000 years. The nature and volume of the surviving records from Mesopotamia and Asia Minor indicate a heavy emphasis on the preservative function of writing and the book. Either dried in the sun or baked in a kiln, clay tablets were almost indestructible. The latter process was used for texts of special value, legal codes, royal annals, and epics to ensure greater preservation. Buried for thousands of years in the mounds of forgotten cities, they have been removed intact in modern archaeological excavations. The number of clay tablets recovered approaches 500,000, but new finds continually adds to the total. The largest surviving category consists of private commercial documents and government archives. Of the remainder, many are duplications of texts.

Clay tablets are usually associated with cuneiform writing, a script that takes its modern name from the wedge-shaped (from Latin *cuneus*, "wedge") marks made by the stylus in clay. When the Aramaic language and alphabet arose in the 6th century BC, the

clay tablet book declined because clay was less suited than papyrus to the Aramaic characters.

Books are the oldest communication technology, dating back to Johannes Gutenberg's invention of movable type in 1455 (Gutenberg is generally credited with this invention which made modern printing possible, but movable type first appeared in China around 1100 and then in Korea a half-century before it was invented in Europe, although there seems to be no relationship between these inventions). Books have many advantages: they are portable and do not require sophisticated technology for use. The technologies needed to produce books, such as printing presses and composing equipment, are widely available, not very expensive and within the reach of most countries. Similarly, paper and other raw materials needed for book production in general are readily available, although the price for the quality of paper needed for printing books tends to fluctuate greatly.

He published the first printed materials in Nigeria in the same year namely "Twelve Bible Lessons" and "Efik Vocabulary". While the first Nigerian newspaper "Iwe Irohin" was published in Yoruba land in 1859 by the Methodist Missions at Abeokuta, the first, privately owned newspaper, "Anglo-African", was issued in 1863 by a Jamaican Immigrant named Robert Campbell. Hence, in the second half of the 19th century Nigerian printing and publishing were tied mainly to Newspaper Journalism. However, the first Nigerian commercial press the Tika-Tore Printing Works, not tied to newspaper publishing, was established in 1910 at Lagos (Aguolu and Aguolu, 2002).

However, these presses had a limited subject range and their major focus was on religious, topical, and political issues of the day. School texts, general and light readings and scholarly publications had to be imported, as the Nigerian school curricula were not very different from their European counterparts. Notwithstanding, to cater for the growing education system, the Oxford University Press (which later became known as University Press Ltd in 1978 as a result of the Nigerian Indigenization Decree of 1977) set up its branch in 1949 at Ibadan followed by the establishment of the Ibadan University Press in 1950 which became a full-fledged publishing outfit in 1955 as a result of the University Senate's decision. Ibadan University Press was followed by Onibonjo Press in 1958. Other indigenous publishers of consequence emerged in the 1960's and 1970's namely: African Educational Press, John West Publications, Fourth Dimension, Ilesanmi Press, the Ethiope Publishing Corporation and Northern Nigerian Publishing Corporation (NNPC) which was a joint state publishing venture, based in Zaria. There existed other "publishing" houses in Onitsha, Anambra State, which specialized in what is referred to as "Onitsha Market Literature" (Obiechina, 1973).

Also, worthy of note is the emergence of other Nigerian University Presses by the end of 1970's namely: Obafemi Awolowo University Press, University of Nigeria Press and University of Lagos Press; Ahmadu Bello University and University of Port-Harcourt Presses. All these scholarly publishing houses belong to the moribund Scholarly Publishers Association of Nigeria (SPAN) inaugurated in 1988 and open to all Nigerian University Presses, publishing divisions of Research Institutes, Professional Associations, Learned Societies and Commercial Publishers with scholarly interest.

Other British firms that tried to control (and are still controlling) Nigerian Book Market before the indigenization degrees of 1977 are: Longman, Thomas Nelson, Macmillan, Evans Brothers and Heinemann. Despite the proliferation of all types of publishing houses: commercial, scholarly, religious and state-subsidy, in almost all the states of the federation, the publishing needs of the country are still far from being met. Most of the publications needed in the tertiary institutions, especially the universities for

teaching and research, continued to be imported from the USA, South East Asia and Europe.

The missionaries initially emphasized primary education and later on expanded this into secondary education. At that pioneering stage, they did not encourage the local production of textbooks, thus laying the foundation for the low levels of local textbook production today. Missionaries first introduced printing in the nineteenth century at places like Calabar, Ibadan and Lagos. Almost all locally published books and booklets used in schools and churches in the late 19th and early 20th centuries are credited to missionaries and the colonial government. Notable commercial publishing houses before 1950 included the Oxford University Press set up in 1949 at Ibadan to stock the publications of its parent body and those of other British publishers. By the mid-1960s, publishing was mainly by companies like Evans, Longmans, Macmillan, and Thomas Nelson.

After a period of tutelage, the British publishing houses began to appoint Nigerians as administrators in the 1970s. This encouraged the growth of local expertise and the establishment of local publishing houses like Fourth Dimension, Ethiope, Oniboje, Northern Nigerian, Nwamife, and Ibadan University Press. About 200 publishers were known to have been registered between 1974 and 1975 (Darko-Ampem, 2004). The 1980 UNESCO statistical yearbook showed that Nigeria's publishing output of 1175 titles in 1978 was second to Egypt's 1472 in the preceding year, and by 1989 the official titles output by Nigeria was put at 2040 (Darko-Ampem, 2004). A national book policy was established in 1988 with recommendations for a national book commission that would ensure the publication of books of wider interest. There were a number of seminars, workshops, conferences, special interest groups, and task forces established or convened at the instance of government or international agencies interested in publishing and willing to do something about the book crisis.

Professor Asein, a former Book Consultant to the Federal Government of Nigeria, produced a list of ten such meetings in a space of about 20 years between 1960 and 1981. Conspicuously absent from Asein's list, said Adesanoye, 'were two very prominent meetings: the 1973 Ife Conference on Publishing and Book Development and the 1983 First Nigerian National Congress on Books held in Lagos' (Adesanoye, 1995). The Ife Conference produced the book *Publishing in Africa in the Seventies* edited by Oluwasanmi, McLean and Zell, published in 1973 by the University of Ife. It is reputed as one of the most dynamic conferences on publishing ever held on African soil. In the view of Adesanoye, (1995) 'So comprehensive and insightful were the recommendations of the two meetings that no government needs to go anywhere to learn how to move the Nigerian book industry along the path of growth, provided there is this one thing – commitment.'

Methodology

A survey research design was adopted for this study which required the selection of representative samples of a given population. The four selected publishing houses were the study population. Namely:

- Macmillan Nigerian Publisher Limited
- Literamed publications Nigeria limited
- HEBN Publishers Nigeria Limited
- Evans Brothers Nigeria Publishers

The sampling technique adopted for this study was simple random sampling technique which randomly selected 25 each from the selected publishing houses.

Table 1: Study Population and Sample Size

S/N	Publishing firm	Number of Respondents
1	Macmillan Nigerian Publisher Limited	25
2	Literamed publications Nigeria limited	25
3	HEBN Publishers Nigeria Limited	25
4	Evans Brothers Nigeria Publishers	25
	TOTAL	100

A total number of 100 questionnaire items was administered among the staff; that is, 25 questionnaire to each publishing firms listed above. A stratum fraction representative was adopted in as much as the total coverage of the staff population cannot be chosen for study. The analysis of data was based on descriptive statistics, such as frequency counts and percentages.

Results and Discussion

2. Demographic profile of respondents

Table 1:

Publishing Firms	Frequency
Macmillan	23(25.6%)
Literamed	18(20%)
HERN	25(27.8%)
EVANS	24(26.6%)
Sex	Frequency
Male	78(86.7%)
Female	12(13.3%)
Sex	Frequency
Male	78(86.7%)
Age of Respondents	Frequency
20	07(7.8%)
21- 30	28(31.1%)

31- 40	43(47.8%)
41 – 50	09(10.0%)
51 – 60	02(2.2%)
Above 60	01(1.1%)
Religion	Frequency
Christianity	31(34.4%)
Islam	53(58.9%)
Traditional	6(6.7%)
Educational Qualification	Frequency
SSCE	33(36.7%)
NCE/ND	51(56.7%)
HND	6(6.6%)

Table 2: Sex of Respondents

Table 2 shows number of respondents from each of the publishing firm which constituted 100.0% of the study population. Respondents from HERN publishing firm have the highest number of respondents with 27.8%. Respondents from EVANS publishing firm closely followed with 26.6%, Macmillan publishing firm have 25.6% of the respondents for this study and respondents from Literamed publishing firm constituted 23%, which represent the lowest percent of the respondents.

The table equally shows that 86.7% were male respondents and they constituted the highest percentage of the study population, the female however made 13.3% of the study population. In table 3, the ages of all the respondents sampled was shown. Majority of the respondents falls within the ages of 31 to 40 years which makes 47.8% of the study population. This is followed by 31.1% which represents respondents within the age of 21 to30 years. Respondents above 60 years of age are least represented with 1.1% of the study population.

The above table shows the religion of the respondents. The highest percentage of respondents is 58.9% which are Muslims. 34.4% of the respondents are Christians while 6.7% are Traditional worshippers, which represent the lowest from the study population. The above table shows the academic qualification of the respondents. The highest percentage of respondents has NCE/ND which is represented 56.7% of the study population.36.7% of the respondents are SSCE holder while 6.6% of the study populations are HND holders, which represent the lowest from the study population.

Table 3: Research Question 1

Frequency distribution on availability and accessibility of indigenous books in Nigeria educational sector.

10	SA	A	D	S D	X	SD
----	-----------	----------	----------	----------------	----------	-----------

Most of our authors write on indigenous books	22	59	7	2	2.76	0.928
We published indigenous books	26	49	10	5	2.54	0.863
Indigenous books are available in our publishing firm	20	33	25	2	2.61	0.956
Indigenous books published in our publishing firm are accessible to user	62	12	5	11	2.56	0.973

N = 90

Significant $P > 0.05$

Table 3 shows that indigenous books are available and accessible in Nigeria education sector. The table also shows that ‘most of our authors write on indigenous books’ has the highest mean score $X = 2.8$; $SD = 0.928$ and ‘publishers publishing indigenous books’ has the lowest mean score $X = 2.5$; $SD = 0.863$

Table 4: Research Question 2

Frequency distribution on the impact of indigenous publishing on educational development in Nigeria? N= 90

Impact	SA	A	D	SD	X	SD
Indigenous books are useful as supplementary reading	64	17	5	4	2.61	1.002
Indigenous books have educational value	45	33	10	2	2.36	0.975
Indigenous books are useful in teaching and learning	17	47	18	8	2.81	0.947
Indigenous books contribute to educational development in Nigeria	66	23	1	-	2.48	0.963
Indigenous books have educational contents	21	50	13	6	2.39	0.920
Indigenous books project the Nigerian value System	34	51	4	1	2.39	0.870

Significant $P > 0.05$

Table 4 show that ‘supplementary reading of indigenous books impacted much with $X = 2.61$; $SD = 1.002$ follow by ‘indigenous books have educational value’ with $X = 2.36$; $SD = 0.975$. Indigenous books project the Nigerian value System has the least frequent type of impact of Indigenous publishing on Educational development in Nigeria $X = 2.39$; $SD = 0.870$ follow by ‘indigenous books have educational contents’ $X = 2.39$; $SD = 0.920$

Table 5: Research Question 3**Frequency distribution on the possible constraints to indigenous publishing in Nigeria?**

N= 90

Possible Reasons	SA	A	D	SD	X	SD
Lack of professionalism in the publishing industry	5	23	54	8	2.46	0.938
Piracy and indiscriminate copyrights infringement	64	13	5	8	2.44	0.863
Poor sales promotion of indigenous materials	60	27	3	-	2.89	1.033
Importation of equipment and materials	13	12	57	8	2.63	0.917
Emergence of multimedia publishing	73	15	2	-	2.87	0.927
Challenge of 'junk' publishing	15	22	13	40	2.62	0.967
Rapid political changes in Nigeria	10	18	54	8	2.47	0.950
High tariffs on publishing materials	21	18	37	14	2.89	0.880
Severe infrastructural problems	28	47	14	1	2.44	0.925
Poor patronage of indigenous publications	62	14	9	5	2.80	0.962

Significant $P > 0.05$

Table 5 show that among all the factors highlighted as possible constrains to indigenous publishing in Nigeria, 'poor sales promotion of indigenous materials' has the most strong factor $X = 2.89$; $SD = 1.033$ follow by 'challenge of junk publishing firm' $X = 2.62$; $SD = 0.967$. Rather, the table also have it that 'high tariffs on publishing materials' is the least of the possible reasons or constrains to indigenous publishing in Nigeria $X = 2.89$; $SD = 0.880$

Table 6: Research Question 4**Frequency distribution on possible ways of promoting indigenous publishing in Nigeria?**

N = 90

Possible ways	SA	A	D	SD	X	SD
---------------	----	---	---	----	---	----

Revitalize the Nigeria paper mills	74	12	3	1	2.59	0.947
Infrastructural development in publishing firms	23	21	45	1	2.66	0.876
Adopt new technologies for publishing indigenous books	77	9	4	-	2.48	0.864
Organize reading campaigns among students	41	32	12	5	2.77	0.949

In Table 6, ‘Organize reading campaigns among students’ will be the most possible way in promoting indigenous publishing in Nigeria $X = 2.77$; $SD = 0.949$ follow by ‘Revitalize the Nigeria paper mills’ $X = 2.59$; $SD = 0.947$. The least possible step that can be taken in this area is ‘Adopt new technologies for publishing indigenous $X = 2.48$; $SD = 0.864$.

Discussion

The finding of this study reveals that indigenous books are available and accessible in Nigerian education sector and also that authors write more indigenous books. It is quite interesting to note that supplementary reading of indigenous books impacted much on the educational development in Nigeria. The study also revealed that among all the 8 factors highlighted as the possible constraints to indigenous publishing in Nigeria, poor sales promotion of indigenous materials is the most prevalent followed with challenges of junk publishing materials from the publishers. The least factor militating against indigenous book production is high tariffs charged on publishing materials in Nigeria

To promote reading of indigenous publication in Nigeria, stakeholders should organize reading campaign among students to encourage them in using indigenous books. Also an effort should be geared towards revitalizing the moribund Nigeria paper mills. The study does not conform to adoption of new technologies for publishing indigenous books as it revealed that technical know-how is not a militating factors against indigenous book publishing in Nigeria.

Summary

This study investigated the impact of indigenous publishing on educational development in Nigeria a case study of Macmillan Nigerian publisher limited, Literamed publications Nigeria limited, HEBN publishers Nigeria limited and Evans Brothers Nigeria publishers. Four research questions were used to guide the study. The findings are summarized as follows:

1. Indigenous books are available and accessible in Nigeria education sector and most of our authors write on indigenous books. Publishers publishing indigenous books are very limited among the publishing houses in Nigeria.
2. Reading of indigenous books has impacted much on indigenous publishing in Nigeria due to its educational value. Indigenous books have educational contents.
3. Among all the factors highlighted as possible constrains to indigenous publishing in Nigeria, poor sales promotion of indigenous materials is the strongest factor that militate against the use indigenous publishing in Nigeria and challenge of

junk publishing firm. High tariffs on publishing materials do not have much impact on indigenous publishing in Nigeria.

4. Finally, organize reading campaigns among students and revitalizing the moribund Nigeria paper mill will be the most possible way in promoting indigenous publishing in Nigeria.

Conclusion

This study reveals that authors write on indigenous materials in Nigeria and these made Indigenous books are available and accessible in Nigeria education sector. Despite the high numbers of publishing houses that publish indigenous materials, they are not adequate to cater for the teeming population of students. The rich educational value that is embedded in indigenous books has impacted much on indigenous publishing in Nigeria. Among all the factors highlighted as possible constrains to indigenous publishing in Nigeria, poor sales promotion of indigenous materials is the strongest factor that militate against the use indigenous publishing in Nigeria. Stakeholders in publishing industry should endeavour to organize reading campaigns among students. Government should gear all its effort towards revitalizing the moribund Nigeria paper mill.

Recommendations

In view of the conclusion stated above, the following recommendations are put forward. In order to ensure the best use of Indigenous publications in Nigeria, the following should be considered:

1. There is a need to create conducive environment for indigenous publishers to compete with their contemporaries in other countries.
2. There is need for government, school administrators or stakeholders to draw out programmes or training that will encourage the student in reading indigenous books.
3. Government should encourage publishing firms to publish indigenous materials either by patronizing them for public school and compel schools to include them into their curriculum.
4. Sales promotion should be organized from time to time to show case indigenous material availability and accessibility to users.
5. Stakeholders in publishing industry should endeavour to organize reading campaigns among students.
6. Government should gear all its effort towards revitalizing the moribund Nigeria paper mill.

REFERENCES

- Adesanoye, F. A. (1995) Book publishing today in Nigeria: the approach of a bookless society. In: *The book in Nigeria: some current issues*. Ibadan: Sam Bookman, pp 151-163.
- Aguolu, C. C. and Aguolu, I. E (2002). *Publishing - structure and development. Libraries and information management in Nigeria: Seminal essays on themes and problems*. Maiduguri: ED – LIFORM Services.

- Altbach, P.G. & Knight, J. (2007). The Internationalization of Higher Education: Motivations and Realities. *Journal of Studies in International Education*, 11 (3), 290-305.
Cambridge: Cambridge University Press.
- Darko-Ampem, DKO., (2004) 'Scholarly publishing in Africa: a case study of African University Presses'. Available at https://dspace.stir.ac.uk/dspace/bitstream/1893/71/3/chapter_203 (accessed 8 February 2018)
- Grannis, C. B. (1957) *What Happens in Book Publishing*. New York: Columbia University Press, p. 3.
- Morgan, P. E. (2006). 'Writers' quote'. <http://www.writersservices.com/mag/m-quotes-writers.htm> Date last accessed 10th of April, 2018.
- Obiechina, E. (1973). An African popular literature: A study of Onitsha market's pamphlets.
- Ogunsola, L.A. (2005). Information and Communication Technologies and the Effects of Globalization: Twenty- first century "Digital Slavery" for Developing Countries – Myth or Reality? *Electronic Journal of Academic and Special Librarianship*, 6 (1-2)
- Okwilagwe, O.A. (2011). A model for adoption and application of ISBD in book publishing in Nigeria. *Library Philosophy and Practice*. Retrieved September 2, 2015 from www.webpages.uidaho.edu/mbolin/okwilagwe.htm

Web Pages

- <http://www.macmillaneducation.com/DirectorySearchResults.aspx?ccode=NG>
<https://www.lantern-books.com/>
<http://hebnpublishers.com/>
<http://www.evanspublishers.com/>