



Onari Duke canvasses technical support for Nigerian movies

Nigeria is drawing from the lessons of the United Nations Conference on Trade and Development (UNCTAD xii) held recently in Accra, Ghana. Interestingly, the country is to collaborate with UNCTAD through Empretec Nigeria Foundation (ENF) to enhance entrepreneurial competence amongst our people.

The essence, we gathered, is to help in fine tuning guidelines and operations for sustainability, as well as redirect Nigeria's output within the organized and private sectors as Heart of Africa Project is poised to partner with Empretec Nigeria Foundation.

During the UNCTADxii conference, Mrs. Owanari Bobmanuel Duke who is also a member of the advisory board of Nollywood Business Council, remarked that EMPRETEC Nigeria Foundation is on its entrepreneurial training programme with Nollywood. Mrs. Duke said: "We already have two training sessions. This is in association with Movie Producers and directors. They nominated some of the members to attend the workshop".

She also added that, "The Nollywood Business Roundtable scheduled for July 2008 will be another capacity building opportunity for the industry. We believe it would be good to have your ministry collaborate with us in that regard".

Mrs. Duke further explained the need for technical support for our movies. "Because some of our (Empretec) directors from Guyana, Zimbabwe and others came a bit late to our event, and their reason was that they were awake all night watching Nigeria movies. They also want us to send them our movies, but they keep wondering, 'Must each person continue to play a particular role?' Technically they (Nollywood) need some fine tuning. There is no doubt, it has its appeal, but we need to technically improve of what we are doing".

For her, that is where UNCTAD can probably help them in terms of training on how to shoot a movie with the right cameras among others; while government will help with funding".

Also speaking, Nigeria High Commissioner to Ghana, Sanator Musliu Obanikoro, also charged ENF to assist the National Youth Service Corps (NYSC) participants in terms of entrepreneurial skills during their service. Especially, as it is

already at the front burner of national discuss.

Speaking at a high profile forum with some top hierarchy of the United Nations' arm, John Odey, the Ministry of Information and communications, said, we hope to draw from the lessons we have learnt from here.

It is easier for us because there are lots of opportunities that are bound in Nigeria in terms of small scale businesses, creative arts that we can develop. The reason is simple. Like Chief Nana Twenebo-Boateng, Chief executive Officer, EMPRETEC Ghana Foundation, rightly pointed about Nigeria, we believe in the development of talents".

"We have a project right now in my ministry which is called 'The Heart of Africa', designed to promote entrepreneurial skills, the crafts and indigenous works of Nigeria in order to project the country's image through it, as the products sell on its own. I look forward to this forum working with us to ensure that we achieve a template to properly evaluate and measure such achievements."

According to Mr. Odey, "we also value our culture, and we are aware that a lot of things we do today is laced by our culture and it is quite creative. The country can develop it so that at least we can use the opportunities to create job employment, thereby provide wealth. For any society to be self sustaining and provide security or sustainable development there must be this opportunity for people to create wealth.

Right now I know that the film industry has provided jobs to about three million Nigerians. In terms of its performance, so far, Nigeria Nollywood rates third in the world after the Hollywood and Bollywood of USA and India respectively.