

## Assessment of Community Relations Strategies for Rural Development in Nasarawa State and the Abuja FCT

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### Abstract

This study assesses community relations strategies and their impact on rural development in Nasarawa State and the Federal Capital Territory (FCT), Abuja. Utilizing a survey research design, data were collected through structured questionnaires administered to a sample of 410 respondents. The findings reveal that two-way communication and the sponsorship of community development projects, such as schools, hospitals, and roads are the most prominent community relations strategies employed by public and private organizations in the region. These strategies have proven effective in strengthening the relationship between organizations and their host communities. The study concludes that community relations are essential in fostering mutual understanding and cooperation, thereby contributing significantly to rural development. It recommends that organizations adopt a participatory and two-way communication approach when designing and implementing community relations programs. Additionally, the sustainability and maintenance of community projects should be prioritized to preserve community trust. Finally, the study emphasizes that community relations should be proactive rather than reactive, aiming to prevent conflict and promote long-term, harmonious engagement between organizations and rural communities.

**Keywords:** Assessment; Community Relations; Strategies; Rural Development; Public Relations

## INTRODUCTION

The complex nature of the business world today, coupled with economic, social, and environmental inequalities have raised the issue of community relations. From time immemorial, organizations have tried in one way or the other to be identified by the community where they are operating. This need for identity and communication led to the development of public relations which community relations are part and parcel of. Public is a major tool in building good relations with the organizations' various publics including the communities where they are located, by obtaining favorable publicity, building up a good harmony and handling, or heading off unfavorable rumors, stories, and events (Kotler & Armstrong, 2006)Raufu (2006, p. 123) notes that: Community relations is an interesting aspect of public relations that attempts to reconcile any organization with the community within which it is operating. The importance of community relations is to create a friendly atmosphere for the organization to thrive and achieve the objectives for which it was established.

As stated earlier, community relations is an interesting aspect of public relations, which plays management functions. Raufu (2006) posits that as a management function, public relations a vital role in the formulation of competitive business strategies such as corporate planning, research, marketing, information, and other forms of business intelligence geared towards the realization of the organization's goals (Cited in Grunig 1994, p.33).Also, as a management function, public relations seeks to manage, oversee, communicate, interact with both the organisation and its target audience to achieve effectively and sustain a mutual relationships. Without a doubt, every organization is dependent on community relations if it is to be successful. Therefore, the purpose of community relations practice to community relations is to establish a two-way communication that will help to promote harmony between organisations and their host communities. Communities are the main part of the business plan that helps in promoting the sustainable development of business activities of the corporate organisations through partnership activities that help them to their potentials to live a better life and prepare the

future for generations yet unborn.

Effective community relations can only be achieved with the management recognizes the ways its organization can have a good relationship with the local community and the extent of reciprocal independence which will help to establish social balance. So, the practice of good community relations assists the organization in securing its needs from the community, while it also provides what the community expects. In the words of Peak (1991, p.117), "Today, no matter how large, small, or important an institution may be, it can be undermined if its community relations is haphazard. "Therefore, corporate organization needs to take community relations programs as part of their "Corporate social Responsibility" if it is to sustain their growth. As part of their social responsibilities, they must be responsible and responsive to their host communities by sponsoring community-oriented programs. One of the channel through which organizations reach out to their host communities is through a deliberate community relations strategy, usually facilitated by Public Relations department of the organizations (Ajayi, 1997). However, if harmony, positive corporate image, and success are measured in terms of pollution control, human capacity building and rehabilitation in the society, financial support for the individual in the community, and employee seeking university education, and other intervention programs by organizations, managers will strive to achieve them to promote harmony and build a positive corporate image for their organization and their host communities. Essentially, the research is focused on the assessment of influence of community relations strategies in used for rural development in Nasarawa and the FCT.

### **Statement of the Problem**

Different studies have been carried out on community relations strategies as tools for promoting the mutual relationships between organisations and their host communities. Some have tried to determine the strategies adopted by organisations in promoting their corporate image, while others have looked at the practice of community relations in some organisations. This particular study, among other things, tries to assess influence of community relations Strategies in practice of public relations in select states of north central Nigeria, the principal problem organizations are faced with today is differences based on such factors as cultures, beliefs, values, behaviors, customs, and language. Despite all efforts by managements to foster good relationships with their host communities, yet we have recorded cases where organisations and their host communities are not in a good

relationship in our country today which leads to many organizations' collapses (Apuke, 2022). This study therefore assesses the influence of community relations Strategies in practice of public relations in select states of north central Nigeria.

### **Objectives of the Study**

The overall objective of this study is to Assess Community Relations Strategies used for Rural Development in Nasarawa State and the Abuja FCT. The specific objectives are to:

1. Identify the Community Relations Strategies adopted for Rural Development by Nasarawa State and the Abuja, FCT.
2. Find-out the relevance of the Community Relations Strategies used for Rural Development in Nasarawa State and the Abuja, FCT.
3. Determine the effectiveness of Community Relations Strategies used for Rural Development in Nasarawa State and Abuja, FCT.

### **Review of Concepts**

For a better understanding and to adequately justify the objective of the study, various concepts concerning the problem under examination have been reviewed to give direction to the research

### **Community Relations**

Mussazi, cited in Anukam (2010), defined a community as a group of people living in the same place, with common values, and history, bound together by multiple economic, social, religious, and kingship ties. He added that there is a consciousness of communal life, oneness, continuity overtime, and the strong tie between the group and the land they occupy. Meanwhile, Ezekwu cited also in Anukam (2010), defined community as a natural congregation of human beings who live in a specific location and share common sentiments. For this paper, the term community will not only refer to a geographical areabut also, the system or structure that allows for a society to strive.

The first step in community relations is to know the community intimately. This requires knowledge of the community's strengths and weaknesses and an analysis of its needs and welfare. An organization needs to 'marry' the community it settles with. The need for community relations is symbolic of wife/husband relations. The power structure of the community i.e. Opinion leaders, prime movers, and other activists must be

identified. The basic prime mover is employees' families, the press, opinion leaders, social philanthropic organizations, crusaders, protest groups, pressure groups, etc.

Community relations should focus on building for the company, a reputation for good citizenship through social responsibility. It is important in community affairs. The PR practitioner must identify ways of listening to and responding to the sensitivity of the local community and extending the facilities of the organization to the community and provisions of social amenities. The community may be in need such as water, schools, health facilities, job opportunity scholarships and vocational training, sponsorship and vocational training, and sponsorship of cultural events and social activities like sports.

### **Review of Related Literature**

**Extant literature relevant to the current study have been reviewed and synthesized to build intellectual discourse on the subject under investigation.**

### **Community Relations Strategies adopted for Rural Development in Nigeria**

Rural development remains a critical challenge in Nigeria, where a significant portion of the population resides in rural areas characterized by poverty, inadequate infrastructure, and limited access to basic services. Community relations strategies have emerged as a vital tool for fostering collaboration between government agencies, non-governmental organizations (NGOs), private sector actors, and rural communities to address these challenges. This review explores the literature on community relations strategies adopted for rural development in Nigeria, focusing on their effectiveness, challenges, and potential for sustainable impact. Recent studies and scholarly insights are incorporated to provide a contemporary perspective.

Community relations refer to the strategies and practices employed by organizations to engage with and gain the support of local communities. In the context of rural development, these strategies aim to empower communities, foster participatory decision-making, and ensure that development initiatives align with local needs and priorities (Adeyemi & Ojo, 2021). Rural development, on the other hand, encompasses efforts to improve the economic, social, and environmental conditions of rural areas, with a focus on poverty alleviation, infrastructure development, and capacity building (Ezeah & Obiorah, 2020).

**Participatory Approaches:** Participatory strategies, such as community-based participatory research (CBPR) and participatory rural appraisal (PRA), have been widely adopted in Nigeria. These approaches involve community members in the planning, implementation, and evaluation of development projects, ensuring that interventions are context-specific and sustainable (Okoli & Onah, 2022). For instance, the use of PRA in rural communities in Enugu State enabled the identification of local priorities, such as access to clean water and healthcare, leading to more effective project outcomes (Nwankwo et al., 2021).

**Public-Private Partnerships (PPPs)** have gained traction as a strategy for leveraging resources and expertise from both the public and private sectors. In Nigeria, PPPs have been used to address infrastructure deficits in rural areas, such as road construction and electrification projects (Adeleke & Adisa, 2020). However, the success of these partnerships often depends on the level of community involvement and transparency in decision-making (Okafor & Eze, 2021).

**Corporate Social Responsibility (CSR):** Many multinational corporations operating in Nigeria have adopted CSR initiatives as part of their community relations strategies. These initiatives often focus on education, healthcare, and livelihood support in rural areas. For example, Shell Nigeria's CSR programs in the Niger Delta region have included scholarships, healthcare facilities, and agricultural training (Udoh & Ekpo, 2022). However, critics argue that CSR initiatives are often fragmented and lack long-term sustainability (Amaeshi et al., 2020).

## **Theoretical Framework**

Stakeholder theory was used as the theoretical underpinning for the study. The theory was selected as a result of its relevance and applicability to the current study.

### **Stakeholder Theory**

The concept “Stakeholder” was first used in 1963 in an internal memorandum at the Stanford

Research Institute. According to its first usage, stakeholders are groups whose support the organization needs to remain in existence. The concept was developed into a theory and championed by Edward Freeman in the 1980s (Freeman & Reed, 1983, p. 89). Freeman and Reed (1983) later write on the comparison between stockholder and

stakeholder, and Freeman (1984) provides more details on the theory.

The stakeholder theory states that a corporation has stakeholders who are generally the groups and individuals that benefit from or are harmed by the corporation's actions. The rights of these parties can either be violated or respected by the corporation (Hartman, 2005). The stakeholder theory identifies the groups and individuals relative to a corporation. It also describes as well as recommends methods by which the interests of each party can be catered for by the management of the corporation (Freeman & Reed, 1983). The stakeholder theory is one of the classical theories in public relations.

As Philips (2004) observes, the question of who is and who is not a stakeholder has been discussed for years. Some of the questions that appear relevant to a proper conceptualization here are: Should stakeholder status be a reserved right for constituencies having a close relationship with the organization? Should the status be seen to apply broadly to all groups that can affect or be affected by the organization? Should activists, competitors, the natural environment, or even the media be classified as stakeholders?

Stakeholder theory also provides a robust approach to corporate responsibility, unlike the shareholder theory, which parochially considers only the shareholders as worthy of attention. This will help organisations in North Central Nigeria to realize that by creating value for their host communities, they are creating value for their shareholders. This cannot be better emphasized than by the fact that their outputs have been greatly reduced due to the crises in the area. If by ignoring their host communities they intended to make more money for their shareholders, it is quite obvious that they have achieved the opposite. The companies have more losses, such as vandalized pipelines and installations, than gains. Stakeholder theory is a theory that brings about a win-win situation between an organisation and its host community.

## **METHODS**

Survey research design method was adopted for this study using questionnaire to solicit responses from a cross-section of a group of people, this design was appropriate because the focus of this study was to understand the community relations for rural development in Nasarawa State and the Abuja, FCT. The selected population for the two host communities is presented thus; Lafia of Nasarawa has a total estimated population of 745,125 and Abuja Municipal area council (AMAC) Abuja, FCT has a total estimated

population of 524,325 at annual growth rate of 5.00% in 2024 according to National Bureau of Statistics (NBS, 2024).

The sample of this research is calculated by using Taro Yamane (Yamane, 1967) formula with a 95% confidence level and 0.5 margin error to avoid sampling error. The calculation formula of Taro Yamane is presented as follows.

Where:

$$n = \frac{N}{1 + Ne^2}$$

n = sample size required

N = number of people in the population e = allowable error (%)

Substitute numbers in the formula:

$$n = \frac{1,269,450}{(1 + 1,269,450(0.05)^2)}$$

$$n = \frac{1,269,450}{(1 + 1,269,450(0.0025))}$$

$$\frac{1,269,450}{(1 + 3173.625)}$$

$$n = \frac{1,269,450}{3173.625}$$

$$n = 410$$

After calculating the sample size by substituting the numbers into the Yamane formula, the number of samples is 410 persons.

## RESULTS

The researcher administered 410 copies of the instrument to respondents, however, only 400 copies were completed and returned useable.

**Table 1 Showing Two-way communication as one of the community relations strategies used for rural development in Nasarawa State and the Abuja, FCT.**

S/N	Option	Frequency	Percentages
1	Strongly Agree	263	65.7%
2	Agree	72	18%
3	Neutral	16	4%
4	Disagree	29	7.2%
5	Strongly Disagree	20	5%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey, (2024)

Data on table 1 above shows the respondents Level of usage of Two-way communication as a community relations Strategy for development in Nasarawa State and the Abuja FCT. The implication of the data in the table is that the majority of the respondents strongly agreed that Two-way communication was a community relations strategy used for rural development in Nasarawa State and the Abuja, FCT as shown by 263 respondents representing (65.7%) of the entire respondents.

**Table 2: Showing the Involvement of the host communities in the organisation's programme as one of the community relations strategies used for rural development in Nasarawa State and the Abuja, FCT.**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	201	50.2%
2	Agree	81	20.2%
3	Neutral	12	3%
4	Disagree	76	19%
5	Strongly Disagree	30	7.5%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 2 shows the level of Involvement of the host communities in the organisation’s programme. The implication of the data in the is that the majority of the respondents strongly agreed that Involvement of the host communities in the organisation’s programme was one of the community relations strategies used for rural development in Nasarawa State and the Abuja, FCT as shown by 201 respondents representing (50.2%) of the entire respondents.

**Table 3 Showing Sponsoring of Community projects (like school, hospital, roads) used as one of the community relations strategies for rural development in in Nasarawa State and the, Abuja, FCT.**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	98	24.5%
2	Agree	194	48.5%
3	Neutral	70	17.5%
4	Disagree	20	5%
5	Strongly Disagree	18	4.5%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 3 shows the level of Sponsoring of Community projects as one of the Community relations strategies for rural development by Nasarawa State and the Abuja, FCT. The implication of the data in the table above is that the majority of the respondents agreed that Sponsoring of Community projects (like school, hospital, roads) was used as community relations strategies for rural development in Nasarawa State and the Abuja, FCT as shown by 194 respondents representing (48.5%) of the entire respondents.

**Table 4. Showing Two-way communication as most relevant Community Relations strategies used for rural development in Nasarawa State and Abuja, FCT.**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	167	41.7%
2	Agree	96	24%
3	Neutral	78	19.5%
4	Disagree	35	8.7%
5	Strongly Disagree	24	6%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 4 shows the relevance of two-way communication as Community Relations strategies for community development in Nasarawa State and FCT, Abuja. The implication of the data in the table above is that the majority of the respondents strongly agreed that Two-way communication is very relevant as Community Relations strategy for rural development in Nasarawa State and Abuja, FCT as shown by 167 respondents representing (41.7%) of the entire respondents.

**Table 5 Showing Sponsoring of Community projects (like school, hospital, roads) is most relevant of Community Relations Strategy for rural development in Nasarawa State and the Abuja, FCT.**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	87	21.8%
2	Agree	246	61.5%
3	Neutral	32	8.0%
4	Disagree	21	5.2%
5	Strongly Disagree	14	3.5%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 5 shows Sponsoring of Community projects (like school, hospital, roads) is most relevant of Community Relations Strategy for rural development in Nasarawa State and the Abuja, FCT. The implication of the data is that the majority of the respondents agreed that Sponsoring of Community projects (like school, hospital, roads) is most relevant of Community Relations Strategy for rural development in Nasarawa State and the Abuja, FCT as shown by 246respondents representing (61.5%) of the entire respondents.

**Table 6: Showing how Community Relations strategies used provides an enabling working environment for the host communities (Nasarawa State and the Abuja, FCT).**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	200	50%
2	Agree	112	28%
3	Neutral	10	2.5%
4	Disagree	64	16%
5	Strongly Disagree	14	3.5%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 6 shows how the Community Relations strategies used provides an enabling working environment for the host communities (Nasarawa State and the Abuja, FCT). The implication of the data is that the majority of the respondents strongly agreed that the Community Relations strategies used has provides an enabling working environment for the host communities (Nasarawa State and the Abuja, FCT) as shown by 200respondents representing (50%) of the entire respondents.

**Table 7: Showing how the Community Relations strategies used for rural development improves on the welfare of host communities (Nasarawa State and the Abuja, FCT).**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	234	58.5%
2	Agree	88	22%
3	Neutral	60	15%
4	Disagree	8	2%
5	Strongly Disagree	10	2.5%
<b>Total</b>		<b>400</b>	<b>100</b>

Data on table shows how the Community Relations strategies used for rural development improves on the welfare of host communities (Nasarawa State and the Abuja, FCT).The implication of the data in the table above is that the majority of the respondents strongly agreed that the Community Relations strategies used for rural development improves on the welfare of host community (Nasarawa State and the Abuja, FCT)as shown by 234respondents representing (58.5%) of the entire respondents.

**Table 8: Showing how the Community Relations strategies used for rural development promotes the development of Nasarawa State and the Abuja, FCT.**

S/N	Option	Frequency	Percentages [%]
1	Strongly Agree	178	44.5%
2	Agree	80	20%
3	Neutral	68	17%
4	Disagree	34	8.5%
5	Strongly Disagree	40	10%
<b>Total</b>		<b>400</b>	<b>100</b>

Source: Field Survey (2024)

Data on table 8 shows the how the Community Relations strategies used for rural development promotes the development of Nasarawa State and the Abuja, FCT.The implication of the data in the table above is that the majority of the respondents strongly agreed that the Community Relations strategies used for rural development promotes the development of Nasarawa State and the Abuja, FCTas shown by 178 respondents representing (44.5%) of the entire respondents.

## DISCUSSION

The findings of this study were discussed thematically in line with the objectives of the study to answer the research questions.

### **What are the Community Relations Strategies adopted for Rural Development by Nasarawa State and the Abuja, FCT?**

The research question sought to identify the community Relations Strategies

adopted for Rural Development in Nasarawa State and the FCT, Abuja. Findings from the study revealed that Two-way communication was a community relations strategy used for rural development in Nasarawa State and the Abuja, FCT as shown by 263 respondents representing (65.7%) of the entire respondents and 194 respondents representing (48.5%) of the entire respondents Sponsoring of Community projects (like school, hospital, roads) was used as community relations strategies for rural development in Nasarawa State and the Abuja, FCT and 202 respondents representing (50.5%) of the entire respondents strongly agreed that Provision of Employment opportunities to host communities is one of the community relations strategies used for rural development in Nasarawa State and Abuja, FCT. It could be deduced from the findings of the study that Two-way communication is the foremost community relations strategy used for rural development in Nasarawa State and the Abuja, FCT followed by provision of employment opportunities. This corroborates the significance of two-way communication as an effective community relations strategy that could bring about rural development.

The findings of the current study are in contrast with the findings of Oyeneje (2010) who found out that that the oil companies operating in the Niger Delta have not been employing adequate two-way communication in relating with their host communities. Two-way communication plays vital and indispensable role in community relations. Poor and or non utilisation of two-way communication as a community relations strategy could have untold consequences on an organisation. Two-way communication as a community relations strategy involves community members in the planning, implementation, and evaluation of development projects, ensuring that interventions are context-specific and sustainable (Okoli & Onah, 2022). For instance, the use of Public Relations Appraisal in rural communities in Enugu State enabled the identification of local priorities, such as access to clean water and healthcare, leading to more effective project outcomes (Nwankwo et al., 2021).

### **What is the relevance of the Community Relations Strategies used for Rural Development in Nasarawa State and the Abuja, FCT?**

The overarching aim of this research question is to find out the relevance of the community relations strategies used for rural development in Nasarawa and the FCT. From the data collected, majority of the respondents strongly agreed that Two-way

communication is very relevant as Community Relations strategy for rural development in Nasarawa State and Abuja, FCT as shown by 167 respondents representing (41.7%) of the entire respondents; 246 respondents representing (61.5%) of the entire respondents agreed that Sponsoring of Community projects (like school, hospital, roads) is most relevant of Community Relations Strategy for rural development in Nasarawa State and the Abuja, FCT and 178 respondents representing (44.5%) of the entire respondents Provision of Employment opportunities to host community is most relevant of Community Relations activity for community development in Nasarawa State and the Abuja, FCT. Among the various community relations strategies adopted, the findings of the study revealed that Sponsoring of Community projects (like school, hospital, roads) is the most relevant Community Relations Strategy used for rural development in Nasarawa State and the FCT as it has direct impact on the needs of the rural areas.

This differs with the findings of Olaolu (2012) who opined that that the community relations strategies adopted by the selected oil companies were not adequate in preventing and resolving conflicts in the Niger Delta. That was because there was a lacuna between the strategies the oil companies believed host communities preferred for conflict resolution and the ones preferred by those communities. Owing to the fact that the community relations strategies adopted in resolving oil companies crises were not relevant, the strategies failed in addressing the issues under contention. This indicates that the relevance of community relations strategies to the set goal of an organisation should be prioritized in utilizing those strategies to achieve rural development.

### **How effective are the Community Relations Strategies for Rural Development in Nasarawa State and Abuja, FCT?**

This research question examined the effectiveness of Community Relations Strategies for Rural Development in Nasarawa State and Abuja, FCT. The study discovered that majority of the respondents, 200 in particular representing (50%) of the entire respondents strongly agreed that the Community Relations strategies used has provided an enabling working environment for the host communities (Nasarawa State and the Abuja, FCT); 234 respondents representing (58.5%) of the entire respondents strongly agreed that the Community Relations strategies used for rural development improves on the welfare of host community (Nasarawa State and the Abuja, FCT) and 178 respondents representing (44.5%) of the entire respondents strongly agreed that the Community Relations strategies

used for rural development promotes the development of Nasarawa State and the Abuja, FCT. It could be inferred from the findings of the study that community relations strategies have been effective as evident in results showing that the Community Relations strategies used for rural development has improved on the welfare of host community in Nasarawa State and the FCT, Abuja.

This takes a detour from the findings of Onyeneje (2010) who stated that the Public relations practices of the oil companies operating in Nigeria to manage environmental issues/conflicts in the Niger Delta have not been effective. More so, the Oil Companies operating in Nigeria have not employed adequate two-way communication in relating with their host communities. Consequently, the Public Relations strategies/techniques/media employed so far in addressing environmental issues in the Niger Delta are not adequate.

The place of two way communication and community participation cannot be overemphasised in bringing about rural development. Active community participation is widely recognized as a cornerstone of successful rural development. Hassan and Ibrahim (2023) examined the nature of community participation at the grassroots level in Nigeria, revealing that top-down approaches, political marginalization, lack of awareness, and inadequate educational empowerment are significant barriers. They advocate for aligning government development plans with community participation goals to enhance the living standards of rural populations. Similarly, Alobele (2024) emphasizes the importance of effective communication strategies to enhance community development and participation, this aligns with the major postulation of stakeholder theory which states that every legitimate person or group involved in the activities of an organisation is a stakeholder for the sake of benefits and that the priority interest of every legitimate stakeholder is not self-evident (Furieux, 2006). It is important to carry the stakeholder along on critical issues that affect the community.

## CONCLUSION

Consequent upon the findings of this research, the study concludes that community relations strategies play vital roles in bringing about rural development in the study area. This demonstrates the relevance of these strategies in having direct bearing on the needs of the people thereby addressing their concerns. It is therefore imperative for adequate

attention to be paid to designing custom made community relations strategies that will align with the peculiar needs of the target population. For Nigeria to attain rural development across the 36 states and the federal capital territory, proper attention has to be given to promoting and funding community relations projects. Community relations strategies play a pivotal role in promoting rural development in Nigeria by fostering collaboration, empowerment, and sustainability. By prioritizing community engagement and inclusivity, Nigeria can make significant strides toward achieving sustainable rural development.

### **Recommendations**

Based on the conclusion drawn from this study, the following recommendations were given;

1. There is the need for close collaboration between the government and rural communities to accomplish projects that have direct impact on the lives of the populace in rural areas. This will go a long way in fostering community relations.
2. The government and other non-governmental organisations should give more primacy to development-based community relations projects geared towards rural development.
3. There is the need for sustained and/or even improved efforts by the government and community relations' personnel to maintain the effectiveness and the results recorded as a result of the community relations strategies applied.

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