Public Relations, Migration Issues and Inclusive Administration in Nigeria

[1]**Jane Adama, &** [2]**Omeje, Samuel Okechukwu**

[1]*Department of General Studies, Enugu State Polytechnic, Iwollo*
[2]*Department of Mass Communication, IMT, Enugu*

Keywords:
Migration,
Administration,
Political system,
Public relations

Corresponding Author:
Jane Adama

A b s t r a c t

Public relations and inclusive administration play a major role in the political system of a country. In organizing a full course of action for a political advantage among the electorates and opinion leaders, efforts should be geared towards tackling the challenge of the country's political dynamics by using inclusive administration and public relations strategies and programmes. Public relations in its essence, provides an articulate, credible and effective voice in galvanizing an idea on behalf of an individual or organization before the seat of public opinion in the hope that the projected idea will become acceptable. This study attempts to examine the influence of public relations, migration issues and inclusive administration in Nigeria political system. The methodology used was direct observation and experimentation via oral interview in collecting data. Random sampling method was adopted in selecting individual respondents. The following were the major findings. The study found that public relations tools used by politicians in their campaign programmes include press releases, feature articles, press conferences, political rallies and voter education. The following were recommended, that inclusive administration and public relations activities should be handled by professionals, that seminars, workshops and symposia on public relations, migration and inclusive administration be organized for the promotion and creation of awareness at all levels. Political parties should constitute committees to monitor and evaluate the results of their public relations activities and programmes.

Background to the Study

Public relations are the deliberate planned and sustained effort to establish and maintain mutual understanding between an organization and its public. Public relations are concerned with or devoted to creating mutual understanding among groups and institutions. Public relations monitors, surveys and researches issues and happenings in the environment, especially as it relates to political system. Public relations are the creation of establishment of mutual understanding between an organization and its publics. It suggests that public relations are not a haphazard process. Also, Public Relations practice is the art and science of analyzing trends, predicting their consequences, counseling organization leaders and implementing planned programmes of action, which will serve both the organization and its publics. However, in Nigeria political system, public relations officers help in public enlightenment programmes regarding government activities.

According to Microsoft Encarta (2009), the word "inclusiveness" refers to including many things or everything, people of all kind, non-discriminatory. It is synonymous to comprehensive, wide-ranging, all encompassing, complete and broad". "Growth" refers to the process of becoming larger and more mature, increase in number, size, power or intensity. It is synonymous to development, growing, evolution, progress, advance, progression, enlargement, increase, expansion, augmentation, intensification and escalation. Inclusive growth can be taken to mean: the process of becoming larger and more mature including many things or everything and non-discriminatory. It can mean increase in number, size, power or intensity that includes people of all kind within a community, society, local government, state or a country. The meaning of inclusiveness can further be juxtapose to refer to the following: comprehensive development, wide-range development, all-encompassing development, complete development, broad development, comprehensive growth, wide-range growth, all-encompassing growth, complete growth, broad growth, comprehensive evolution, wide range evolution, all-encompassing evolution, complete evolution, broad evolution, comprehensive progress, wide range progress, all-encompassing progress, complete progress, broad progress, comprehensive advancement in the political system of a country.

According to Edward Bernaya, one of the pioneers of PR, the three main elements of public relations are practically as old as society: informing people, persuading people, or integrating people with people. It is based on the above background that this study seek to examine the role of public relations to propagate migration issues and inclusiveness of administration in Nigeria polity.

State of the Problem

The political ideology practiced by our country presently is characterized by formal equality of rights and privileges and a form in which the supreme powers is vested in the people and exercised by their elected agents under a free electoral system. There is little or no regard for the fundamental human rights in this direction.

There is a conflict between governmental authorities and violence associated underlying factors and environmental problems that led to mass population movement form region to another.

Consequently, lack of inclusiveness of administration over time had generated misunderstanding of problems among people, which hitherto discouraged development and peaceful coexistence in the society. Migration in this discourse has become an everyday issue as people move from place to place in search of new jobs or food security through forceful, push and pool migration.

Objectives of the Study
1. To find out if the public relations is influential to migration issues and inclusive administration in the polity in Nigeria.
2. To ascertain the reason why people migrate to other nations on daily basis.
3. To find out if the public relations can create a positive image that could discourage migration by way of inclusive administration in the nation's polity.

Research Questions
1. Does the PR have any significant influence on migration and inclusive administration in the polity of Nigeria?
2. What are the reasons why people migrate from one state to another, or country to country?
3. Do public relations create a positive image to end migration through inclusive administration?

Conceptual Framework
Nigeria is a diverse country. It has more than 250 ethnic groups and multiplicity of languages. It gained independence in 1960 and made republic in 1963. Nigeria is a federal structure with 36 states and 744 local government areas. The notion of the public relations and migration issues in inclusive administration in the public spheres cannot be over emphasized. And so, public relations are as old as human civilization or history. It has been traced as far back as the creation of man (Adam) by God and his decision to create later a women (Eve) to relate to him as a companion in that beautiful original human environment described in Genesis Chapter One as the Garden of Eden which we lost long ago, (Nwosu and Uffoh, 2005). We have different definitions of public relations as there are different authors.

Accordingly, public is any group whose members have a common interest or common values in a particular situation. Publics differ from one organization to another and the publics of one organization may not be the publics of another organization. "Public relations practice is the art and social science of analyzing trends, predicting their consequences, counseling the organizational leaders and implementing planned programmes of action which will serve both the organizations and public interest," (Jefkin and Yadin, 1998). Public relations therefore consist of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose of achieving specific objectives concerning mutual understanding.

Professionally, Nwosu et al, (2005), defined public relations as: "essentially about positively and systematically using actions and communications to influence people's attitudes, opinions, beliefs, interest and behaviours in a given or desired direction as well as building lasting credibility and reputation for individuals and corporate entities that include profit or non-profit organizations and even nations, states, local governments or communities".

Public Relations is within the realm of social sciences, thus, there has not been all-be-it definition of the concept. Scholars, practitioners and several associations have defined public relations in various ways. These definitions have somehow tried to straighten out the various misconceptions about the subjects, which we referred to in this paper. The essential objectives of Public relations is to increase public awareness of the organization to persuade the public to view the organization positively, to discover and target on relevant audience, "to change personnel attitudes in favour of the organization, to extinguish doubts and create appropriate external and internal environments for the organization, (Onah, 2001).

Fig. 1: Conceptual Framework Describing the Environmental Migration-conflict Nexus:
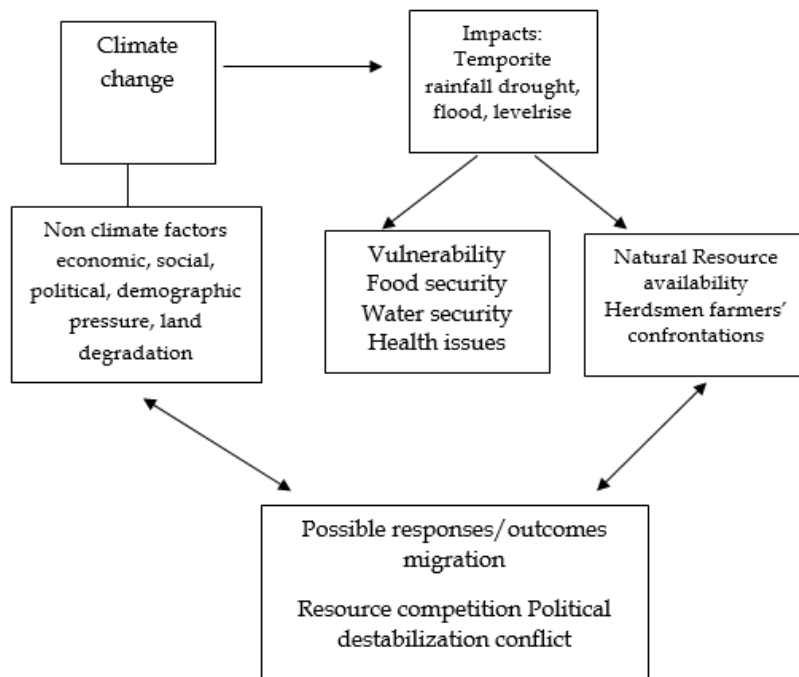
Source: United Nations Environmental Programme, 2011

Migration Issues
According to Iheanacho and Ughaerumba (2015), migration can be traced to the existence of the first set of humans on earth. Migration has taken various patterns such as slave trade, colonization, urbanization, industrialization and globalization. Movement of

persons (migrants) from one place to another has been a trend adopted by various individuals. International Migration in Nigeria can be traced from the pre-colonial era (precisely during the slave trade era) to colonial era. Although the nation-state was not recognized as Nigeria as at then, but had and maintain kingdom empire structure. This made it difficult to be described as internal or international structure. The most important is to note that migration in Africa (Nigeria) can be traced to this era. During the era, migration was through the use of force and voluntary.

In the early 1960 in Nigeria, International Migration became the new trend and was at its increase as Nigerians and other Africans left their respective states for Europe while the South-South pathways of migration also existed, as Africans migrate to various parts of West African neighbouring states mostly for trade purpose (regional integration). According to Fayomi (2013), international migration is mostly influenced by economic reasons which can be for employment, trade purpose, high favourable standard of living and fair weather conditions for agriculture among other reasons.

Migration is the movement of people, especially for whole groups, from one place, region, or country to another, particularly with the intention of making permanent settlement in a new location or forceful ejection through war, tribal and communal disputes. A group of people may migrate in response to the lure of a more favourable region or due to some adverse condition or combination of conditions in the home environment. Most historians believe that non-nomadic peoples are disinclined to leave the places to which they are accustomed, and that most historic and prehistoric migrations were stimulated by a deterioration of home conditions. This belief is supported by records of the events preceding most major migrations.

The rate and speed at which International Migration is increasing is alarming as it cannot be completely stopped but can be managed properly to the nation state's advantage bringing socio-economic development as a major and popular economic factor that can revive a nation state with capacity to develop a nation state through other means such as filling the nation state's labour force with quality skills and expertise for maximum productivity as earned results. However, International Migration is needed and highly embraced since the combination of individual experts from various cultures and nationality can make a nation state flourish, (Kennisgewings, 2016).

For the purpose of this research, we intend to focus at public relations and its influence on migration issues and inclusiveness of administration in Nigeria political system.

According to Wikipedia (2016):

> "Inclusive administration governance" basically means making sure that everyone is included in growth regardless of their economic class, gender, sex, disability and religion. "Inclusive governance refers to the pace and pattern of growth which is considered, interlinked that need to be addressed together. It is

about raising the pace of growth and enlarging the size of the economy, while leveling the playing field for investment and increasing productive employment opportunities".

It is depicted as output growth that is sustained over decade and broad-based across economic sectors that creates productive employment opportunities for a great majority of the country's working age population, and reduces poverty, (World Economic Forum 2015).

The European commission (2012) described inclusive growth as "a high employment economy delivering economic, social and territorial. It means raising employment rate more and better jobs especially for women, young people and older workers helping people of all ages anticipate and manage change through investment in skill and training modernizing labour markets and welfare systems ensuring the benefits of growth to reach all part of the society". Inclusive Growth is about expanding national economy and ensuring that most vulnerable people of societies are reached on the "equality of opportunity" and "participation in growth by all" as the basis of inclusive growth, (UNDP, 2015). It is economic growth that creates opportunities for all segments of the population and distributes the dividends of increased prosperity, both in monetary and non-monetary terms fairly across society, (OECD, 2014).

In a democratic dispensation, the voice of the people is to be heard and it is very important for meaningful development and cordial relationship among the rulers and the ruled. People of race migrate when their place of origin has little or nothing in stock for their lives and wellbeing. People now shift from one area to another, government workers migrating from one form of job to another, essentially seeing academicians hustling for political job and others. To talk about those who have been forced out from their homes is to talk less or those Nigerians migrating to other nations in search of greener pastures. As Gunatilleke, would say; that the worldwide economic recession of the early seventies was the factor favouring the emigration of Asia workers to Gulf region where labour demand was high and the economic compensation was very attractive. Our country has suffered so many of the internal and external migration for many years now which this paper addressed.

Theoretical Framework
The study employed organizational, globalization and dependence theories to support this paper. The organizational learning theory takes place where new and expansive patterns of thinking are nurtured, where people continually expand their capacity to create the results they truly desire and where people are continually learning how to lead in organization. It is basically all about continual improvement in inclusive administration. According to theorists, there are five areas that are critical to the success of a learning organization vis-a-vis system thinking, personal mastery, mental models, building shared vision and team learning.

Why is it important to establish and maintain a learning organization? It is generally known that learning provokes growth which is same thing as development. And an organization of a nation state that learns and corrects her past mistakes can improve and meet the standard of the globalized world. In the learning process you gain experiences and these experiences can be used to innovate and reinvent themselves to fit the desired result.

For this study organizational learning theory as a model can help in enhancing the performance of the Nigerian political system. This means Organizational Learning Theory brings about improvement and development by correcting the mistakes previously made. The primary interest of the theory is the system which in this case is the Nigerian political system. This theory also focuses on how to increase efficiency, effectiveness and performance. Organizational learning theory broadens knowledge in an organization and the world generally for creative ideas as well as possibilities for improvement and transformation.

Globalization Theory
Globalization as a theory comprises of various contributions of various authors, this theory in explanation is quiet similar to "World system theory". According to literatures, Robinson, one of the pioneers of the above theory explains the interactions of nation states in the globe resulting to socio-economic development, and one way nation state interacts with each other is the process of Migration of citizens most especially in joining the work force of a nation state, (Reye, 2011). Globalization theory supports and validates the statement that socio economic development can be achieved through various interconnection and communication activities of various states in the international system.

This theory explains that socio economic development in various states can be achieved through meaningful linkages between nations. In explaining this theory, Migration, public relations and inclusiveness come to play as the process involved transfer of skills, ideas and increase in a nation-state's work force through immigration of the needed expertise for desirable productivity, (Adah and Abasalim, 2015). This theory subscribes to the belief that the various activities relating to interconnectedness of nation states initiates socio-economic development in the given states involved as in the process various elements are being shared such as skill, innovation, ideas among other things. Though literatures validate this statement, Okereke, and Ekpe (2002) cited in Adah and Abasilim (2015) reveal that though there are advantages of globalization but to the developing world. Africa, precisely, is slightly beneficial as the weight of its (globalization) achievement and disadvantages on the state is widely and obviously felt. In this light, International Migration which is also willed by globalization is highly favoured to the developed countries leaving developing states due to high population tendency.

And making reference to dependence theory, we come to agree that it shows how the rewards and costs associated with interpersonal relationships collaborate with people's expectation from them. This theory comes from the idea that closeness is the key to all

relationship that people communicate to become closer to one another. More importantly, an inclusive public management describes some practices of participatory democracy, sharing with deliberating democracy and emphasis on participants in making decision through deliberate process than mere aggregation of individual interest, and public opinion through voting or other mechanism.

Methodology Approach
Our data came from primary and secondary sources. We employed a descriptive research using direct observation and experimentation. Two PR models that are related to this investigation were also used. In our quest to be thorough and realistic, both RICE and RACE models was beneficiary to us thus showing research, information or action, communication and evaluation. And going by the subject we may add that the process of today's PR is deliberately yielding new understanding of problems and opportunity for action. The participant process takes part in defining the problems for the decision making and the outcome.

Data Collection
There is little capacity to collect data on displaced movements. Appropriate institutions to monitor the exercise are lacking. The Nigerian Red Cross Society and NEMA were the only institutions that collect information through volunteers (IDMC, 2014). However, NEMA and Red Cross put the number of people that flee their homes during the period of 2014 to June 2018, at more than 1.5 million IDPs in the North East of Borno, Adamawa and Yobe states respectively. It was estimated that above 1.6 million Nigerians had been displaced and their homes abandoned, (Alfred, 2015). The question on whether the public relations and inclusive administration have any significant influence on   migration in the polity of Nigeria or their reason for migration formed part of this research.

Analysis
In the past, Northern Nigeria has attracted considerable attention because of conflict opposing the national authorities and the Islamic movement known as Boko-Haram. This conflict has led to considerable population displacements, which intensified in 2014. But the focus on Boko Haram has tended to hide other phenomena, especially environmental factors which are also responsible for displacement in the North for example, whether conditions, deforestation, floods, among others;

Today, Nigeria is one of the most unequal in the world in terms of income and access to social and economic opportunities (UNDP, 2009). The North-East divide has led to under-development of the Northern states where poverty rates are extremely high. Indeed, 75 to 90% of the population lives on less than US$I a day in the Northwest and Northeast of the country (BBC News 2012). Illiteracy levels are as high as 85% in some parts of the North, and many children find themselves outside school system. The unemployment rates are very high in Northern Nigeria especially among young people.

Despite the rise of Boko Haram, other forms of violence have not disappeared. Clashes between herdsmen and farmers also occurred in 2014, and in some cases, herdsmen have been suspected of collaborating with Boko Haram, thus blurring the distinction between the new conflict, and the more traditional ethnics-religious tensions. Violence is widespread in Northern Nigeria because of the conflict between government authorities and the insurgent group. The region is becoming increasingly vulnerable to climate change and environmental hazards. Nevertheless, the appropriate inclusion of public relations matters and inclusiveness of administration into Nigeria political gamut will go a long way to address migration syndrome in Nigeria.

Even though data collection in this regard is difficult, a few trends based on our investigation showed:

1. That vast majority of migrants (more than 90%) are refuges in places other than their original location (IDMC, 2015)
2. Many families including women, children were being sent to safer regions in south (IDMC, 2012).
3. Migrants more from Northeastern region to central Nigeria, and in many IDPs, People have flee in other parts of the region and outside.
4. Migrants from Chad and Niger have turned back in view of Nigeria explosion of movement.
5. migrants have become increasingly everyday affairs so long as the Boko Haram remained uncleared or defeated as we were informed

Table 1: Assessment Capacities Project, 2015

Year	IDPs	State/Country
Jan- June 2014	10,000	Chad
Jan-June 2014	35,000	Cameroon
July-Dec 2014 / Jan-Dec 2014	400,000	Adamawa, Bauch, Gombe, Taraba, Yobe
Jan- Dec 2016	500,000	Borno, Nasarawa, Kaduna, Kano, Plateau, Zamfara
Jan-Dec 2017	600,000	Mass Movement of people reported from various IDPs camp to other part of the states.

Above all, Hon Eyiboh, a former member of the house of representatives, argued that the difference between democracy and military government is the existence of the rule of law and that in turn results in the liberty; and the inherent freedom and rights of the people. In this light, we need purposeful leaders who will galvanize the people towards a common goal. Those leaders that will not only promise to create employment, build roads, hospitals etc, but will also fulfill such promises on record time, (Igbokwe, 2018)

Therefore, inclusive public management and leadership practices have been found to improve the quality of governance, and policy design or viability policies by:

1. Enhancing buy-in for implementation from parties affected by the policies.
2. Generating better understanding of public problem and making new connections among people and issues that have produced new ways to address them.

3. Discovery and enrolment of new people and resources into the work that may then be brought into play to solve the problems.
4. And building capacity for ongoing engagement and implementation of programmes and policies related to decision making process.
5. And to adapt community change through inclusive processes to address public issues.

Migration Issues & Inclusive Management

The cause of migration is enormous to mention. They are multiple and complex. They include lack of employment opportunities, the scarcity of health, education services, and a combination of choice and constraints. But we cannot over look that armed conflict and other situations of violence as witnessed in Nigeria are major drivers forcing people to leave their areas. Among other principal causes of this ugly tendency in our society emanate from;

i. Economic factors: movements in search of job opportunities or job transfers.
ii. Social factors: mass movement for better education to the west, Europe and Ghana in Africa.
iii. Political factors: migration to avoid political or religious prosecutions especially in anarchy, dictatorship or tyrant leadership.
iv. Environmental factors: This movement may occur as a strategy to deal with environmental hazards, flooding, herdsmen attack, communal dispute, boko-haram and militants/terror influences.
v. Human trafficking: movement of people in form of slavery and prostitutes.
vi. Poor leadership as a result of non- inclusive administration in the politics of the day, when the government does not perform, the tendency of migration cannot be over-emphasized or dismissed.
vii. The migration caused by flooding, ecology and herdsman sack of farmers, indeed, many of the farmers have no home, some abandoned their farming from fear of being butchered.
viii. Migration caused by non-availability of the drugs in the hospital and threat by Nigerian doctors to leave their job for non-provision of facilities and drugs, and withheld of doctors allowances among others.
ix. Non inclusiveness of rural areas in project execution of the government is issue to be addressed as a prevention to migration.
x. The lack of community relations by the oil companies, and dwindling revenue in oil sector coupled with Niger-Delta crisis is a major threat to Nigerians thus paving way to mass migration to other countries.

Nelson (2016), in his developing human in depth with environmental plans said that the Northern part of the country is highly vulnerable to drought which was a threat to economic set back. Consequently, a recent study by pew research centre reports that 65% percent of Nigerians are very concerned about the threat of climate change ahead of global economic instability. Which way forward?

The facts that the wealth is not being channeled back into these communities justify the crying of neglect and subsequent push back in almost part of the country. This has always been the key reason for unrest, dispute, fight, migration witnessed around.

**Role/Impact of the PR in Inclusive Administration**
For some people, internal displacement may only be a first stage in further movement as they may be driven to continue their journey to neighbouring states or foreign country. This happened when they are unable to find protection inside their country. In such situation, the challenge posed by internal displacement and migration may be connected. And this required international community and others involved to adopt a holistic and coordinated approach that maximizes protection for both IDPs and migrants.

Arguably, lack of administration inclusiveness has caused misunderstanding of public problem and making disconnections among people. The general poverty in the nation had caused people from the grassroots to migrate to the urban in search of livelihood in the hope of a better living. However, public relations practitioners have an important role to play in harnessing administration inclusiveness. For instance:
1. The PR must ensure that the political functions and administration must have a building and maintain good relationship between the leaders and the public.
2. The public relations managers are indispensable group or professional that could change and aggregate public opinion to sustain unity among the people.
3. They should coordinate the establishment of relationship management for peaceful settlements of conflict as they arose.
4. To ensure that the leaders of political parties and the governance are concerned in making sure that there is inclusive administration that allows everyone to participate in the affairs of the nation.
5. To encourage the leadership to provide job opportunity to our youths to prevent further movement from rural to the urban, and from the urban to outside nation.
6. To work in union with all the agencies of the government with a view to addressing the teeming problems of the public.
7. To fight an increase in crime rate, and other vices that pollute the Nigerian nation, armed robbery, trafficking, prostitutes, hunger, among others.
8. To draw the attention of the government over neglecting rural areas and poor environmental sanitation.
9. To advise the government using the PR tools to alleviate people's suffering and an end to boko-haram, herdsmen and other devastating factors.
10. To work with UN Central Emergency Response Fund (CERF) in Nigeria
11. To work closely with NEMA (National Emergency Management Agency), and International Red Cross.
12. NAPTIP – National Prohibition of Traffic in Persons and other related matters for welfare in Nigeria.
13. The new minimum wage to be put in place and made compulsory by coordinating states.

14. The PR practitioners to package action that must be enticing using media seminars and workshop in a wide campaign for inclusiveness in administration of political system. The model below is another PR tool to propagate migration issues and inclusive administration.

Fig. 2: Anti-Action-Afterwards-Model
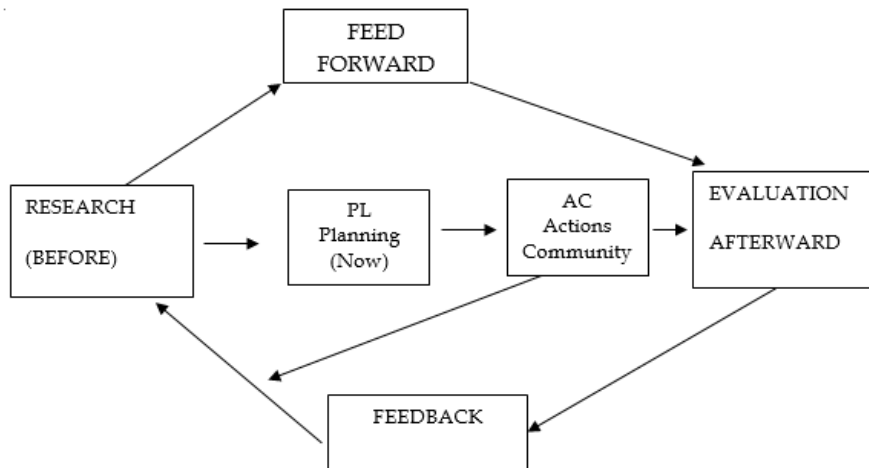
Findings
From the foregoing study, it is obvious that the environment provides the setting for all human and development action. It has a cross cutting impact on virtual all other sectors and departments of economic and social life. Unfortunately, the reverse is the case hence our findings:
1. There is absolute lack of inclusive administration in the politics which generated misunderstanding of public problem and issues.
2. Absence of appropriate policies and measures to alleviate poverty that has increase on social welfare of citizens.
3. Poor leadership, that has failed to recognize problems and crisis which include protection of healthy environment.
4. The failure of the accredited agencies to carry out their legal assigned role without being truncated by loss of resources by corrupt personnel.
5. Failure of the security agencies to combat violence, political crisis and communal war, dispute and invasion of herdsmen and terrorists in Nigeria territory.
6. Non provision of social amenities and investment that is inclusive of average and poor yelling Nigerians.
7. Presence of economic downturn caused by a number of crises in Nigeria delta region, and Lake Chad axis of North East.
8. Diversion of lump sum of money reimbursed for mass production of rice as shown by ABP investigators. (Anchor Borrowers Programme)
9. The high rate of unemployment among the youths that had caused migration of Nigerians including medial doctors to look for greener pastures.

10. Non provision of infrastructure, good Medicare and drugs at the government hospitals.
11. Poor security of lives and properties that had given rise to economic downfall, insurgency human trafficking and mass killings of innocent Nigerians from the hands of terrorists.
12. High rate of kidnappings in Nigeria roads across the six geopolitical regions, including the in cumbered Chibok girls and only Christian girl of Dapuchi College in the custody of Boko Haram.
13. Political thugs and menace of vote buying syndrome introduced in the polity and other strange and crude things in Nigerian.
14. Non compliance to rules and laws force people to migrate
15. High risk of vulnerability due to multiple risks

Discussion of Results
Migration is a global/phenomenon. At a global scene, it was still in memory the action of Donald Trump the newly American president who approved immediate lifting of America wall against Mexico to prevent their migrants. Other acclaimed world super nations were not left out.

Like it was earlier indicated, the world wide economic recession of the 1970s caused a serious emigration of Asia workers to the Gulf Region where labour demand was extremely on top. Israel, Poland, Red Indians, Italy had awful experience of migration.

However, the modern day slavery refers to any form of forced human exploitation for labour or service otherwise called human trafficking is capital sin. Unfortunately, the continued exportation and deportation of human beings still exist in over 130 countries. The international labour organization (ILO) put the number of such illegal trafficking of people to 21 million people around the world. Between 2016 to date, news report had shown that more than 241 Nigerians were flown back from Libya and other European nations. Some put into forceful prostitutes, others in hard labour, and indeed killed. This was attributed to economic desperation and sometimes laziness where thousands of unemployed are engaged in suicide mission for greener pastures. The economic downturn and corruption caused by dwindling revenue had constituted a major threat to the administration which the public relations must include while championing an inclusive governance and administration. We had enough of assault on women by herdsmen in Nigeria particularly in the middle belt and south-east. The internally displaced persons at Maiduguri, Benue, Plateau, which account for the migration is still with Nigerians.

How ready is Nigeria to restructure its economy to put a stop to this alarming trend?
Thus, food insecurity, poor access to energy and high unemployment among ethnicity had remained principal constraints on economic development and this should be of primary concern to the public relations mangers, the political elitc and leaders to thin in line with inclusive administration and management as a show of good governance.

Discussion

In summary, this work is looked at the responsibilities and duties of public relations, migration issues and inclusiveness in Nigeria political system. Vialet (2010) revealed that the migration agency and political parties has the responsibility of perceiving, investigating and researching the needs of the nation state and how it can be gotten through international involvements. According to literature, this is one of the ways these agencies can contribute her quota in the area of socio-economic development of the Nigerian state provided the state has various pull factors that can easily attract migrants. Also the nation state (destination) has to perceive the needs of the migrants as well but this act of good will is not encouraged to be at the detriment of the receiving nation state's socio-economic development, health and security. These migrants are selected for various reasons such as the need for new citizens who will also participate and contribute in building the labour force of the nation state for economic and political growth.

Every government of a nation state with the help of the state's migration agency has that responsibility of satisfying the citizens considerably by balancing the immigrants and the native born in other not to generate any form of xenophobia feelings among the two (2) parties as observed in South Africa (SA).

It was also found that prioritization of inclusive growth programmes involves systematic identification, ordering, ranking, arranging or listing of key areas and targets, planning, implementing, monitoring, and reviewing. Intensification of pressure on performance this involves strengthening and amplification on workers understanding responsibilities, functions, goals and targets and playing, performing, achieving and meeting them effectively and efficiently. Establishment and utilization of inclusive growth delivery entity-this involves putting in place a unit and staffing with experts that will be responsible for putting in place a systematic approach for driving progress and delivering result in specific priority area and be reporting to the highest level of authority. Development of essential skills- this involves adequate expenditure on training the right skill to the right people in the right job at the right time. This will improve the ability and capacity of the people to use their talent and expertise in doing their work effectively and efficiently.

Conclusion

Conclusively, attempt has been made to capture the Nigeria political system in historical perspective. It is clear from the analysis that Nigeria centenary history, which spans from colonial era through the period of independence has witness some challenging situations – ethnicity, corruption, violence military intervention, civil war and electoral malfeasance. Despite these challenges, the people are still managing their union with the hope of building a strong and united nation, with a stable democracy that would stand the test of time and compete with other developed democracies in the world. The centenary celebration should be a time for reflection on missed steps and opportunities so that Nigeria will truly become the giant of Africa.

The research findings provide for the basis of the following conclusion to be drawn. The impact of public relations cannot be over emphasized in political system of a country, hence it is an essential tool for that purpose. This is because, it projects the good image, generate goodwill and win support for the candidate and the party. The political parties electioneering campaign is meaningless, unless and until, public relations strategies are adequately employed. This is because, it was observed that if public relations strategies are applied during electioneering campaign, it enhances the chances of electoral victory. Lastly, if there is no public relations there will be no effective and result oriented political party electioneering campaign.

Public relations activities during electioneering campaign should be handled by public relations practitioners. Public relations officers of all political parties should be well trained, qualified and certified by the Nigeria Institute of Public Relations (NIPR). Public Relations practitioners should be given free hands to run all the PR activities during electioneering campaign. Seminars, workshops, and symposium on public relations related topics should be organized for the leadership of political parties at various levels. The Nigeria Institute of Public Relations (NIPR) should strictly and closely monitor the activities of public relations practitioners and their political parties to ensure that all they do conform with the ethics of the public relations profession. To maintain discipline, both the NIPR and practitioners must be ready to bring erring members to book. Political parties should constitute an effective committee to monitor and evaluate the result of these public relations activities.

Recommendation
Public relations practitioners and political parties to develop a framework for inclusiveness of administration of politics and management in Nigeria.
1. For effective governance, there is need that political parties in their manifest should address how to combat the rate of unemployed persons and put a stop to migration to other parts of the world.
2. There is need to establish a joint task force of security personnel especially in our borders to check mate the excess of migration from Nigeria to outside without genie documents
3. Public relations experts and managers of political administration to create enabling environment to imbibe a sense of popular ownership of governance by giving citizens a sense of belonging.
4. The inclusion of inclusiveness of administration of politics would change the face of leadership and make governance to be crisis free in area of poverty and food security.
5. Public relations professional to advise on the effective leadership as a role model in dealing with reputation problem that has become our major problem.
6. The NIPR to work closely with the political parties especially in electioneering campaign taking into consideration the inclusiveness of all and sundry in the society.

7. Public relations experts must ensure that success of any communication must recognize action, reaction, and interaction targeted to building a positive and sustainable friendly nations.
8. Re-orientation of Nigerians as regard to the way they see their country is a sine qua non for a good administration inclusiveness and migration reduction.
9. The inclusiveness of administration through a well planned public relations strategy will help the policy maker and the people for mutual understanding and cooperation.
10. The public relations professional in the performance of her duties have enormous task to bridge the gap between the management of political parties and electorates through administration inclusiveness
11. More government institution in addition to Red Cross Society and NEMA to be set up on migration data base.

References
Adah, G. K. & Abasalim, E. (2015). Political marketing unusual, *Journal of National Institute of marketing, 1* (1).

Alfred, C. (2015). *How Boleo Heram has left Northeast Nigeria in ruins. in the huffington post*. New York.

Coker, M. A. (1999). Nigeria: Arms of government in Ozumba, Godfrey, O. et al (eds). *Nigeria: Citizenship Education. Aba; Vitalis Books*.

European Commission (2012). Inclusive growth in European commission. Europe 2020. http//eceuropa.eu/europe2020/europe.

Igweobi, C. F. (2006). *The use of public relations in electioneering campaign: Strategies, issues and prospects. in a thesis presented to marketing department UNEC.*

Internal displacement monitoring centre (2014/2015). *Multiple displacement crises overshadowed by Boko Haram*, Genera.

Jinadu, L. A. (2011). *Inter-party dialogue in Nigeria: examining the past, present and dialogue series being seminar paper held in October 4, 2011 at Bolingo Hotel*, Abuja.

Kennisgewing, G. (2016). *Green paper on the international migration in South Africa. government Gazette.* 9-18. Available from: http;//www.dha.gov.za/files/Green paper-on-international migration%2022062016. PDF.

Martin, P. & Widgren, J. (2002). International migration facing the challenge. *Population Bulletin*. 57:1 3-8, 30, 34,35. Available from: http://www.prb.org/57. 1intmigration-Eng.pdf.

Morka, F. (2001). *Building democracy in Nigeria – issues and challeng*es, presented at the TMG/UNEAD form on enabling environment and constitutionalism, May 8 Enugu

Nelso, C. (2016). Developing human in-depth with Environmental plans, *Guardian Newspaper*, p.25

Nwosu, I. E. & Uffohi .V. (2005). *Environmental public relations management: Principles, strategies issues and cases*, Enugu: Institute for Development Studies.

Okereke, G. & Ekpe, W. (2002). *The impact of migration: A review of the economic evidence cream*. retrieved from: www.ucl.ac.uk~uctpb21/reports/WA-Final-Final.pdf

Okocha, O. P. (2016) Sustainable institutions project. *Guardian Newspaper*, p. 41.

Organization for economic co-operation and development (OECD). 2014 database on immigrants in OECD Countries (extracted in December 2014).

Oyebade, W. (2016). Another 241 Nigerians flee Libya, four return with Gunshot wounds. Guardian Newspaper. p.91

Rayez, R. J., (2001). *The state and political system in understanding conflict and war.* 2. The conflict Heliz, http://www.hawau.edu.

Sambe, J. A. (2007). Corporate governance and national reputation: an overview of Nigerian's situation. *Journal of Public Relations 3* (2) 57-57.

Sambe, J. A. (2007). Public relations and the challenge of democracy in Nigeria, Nigeria perspective in public relations NIPR management and practice series, No. 2.

Sorkaa, A. (2007). Public relations: Panacea for political mistrust/violence. *The Biannual Journal of the Nigeria Institute of Public Relation, 3* (2).

United Nation Development Programme (2009). Human development report Nigeria 2008/2009. Achieving growth with equity. New York.

Wikipedia, (2008). *Political campaign*, Mhtml:file://f:nddc/political campaign, Retrieved June, 3, 2010.

Williams, A. (2015). *The changing face of immigration compliance in Nigeria, improved process and enhanced scrutiny.* Deloitte. Inside Tax.

World Economic Forum (2015). *The inclusive growth and development report*. at www.weforum.org.