

CORPORATE SOCIAL RESPONSIBILITY ON THE DISASTER IN LOKOJA, KOGI STATE, NIGERIA

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ABSTRACT

The 2012 flood situation is an example of the increase in the magnitude of the flood disaster. In this scenario, it is imperative to have a holistic plan to face this challenge. The impact of corporate social responsibility on the flood management is one area which needs to be researched as the private sector can play a key role in flood management. The objectives of the study are to: determine the level of corporate social organization intervention in the 2012 flood in Lokoja; determine the roles of corporate private institutions in the 2012 flood in Lokoja and to assess the types of benefit the community derived from the corporate sectors in terms of flood management in the study area. The sample size of 5% of the targeted population was used. Thus, 600 copies of questionnaire were distributed to selected neighborhoods using systematic random sampling techniques. The study found that about 57.14 % of the respondents agreed that intervention by corporate bodies positively touched the lives of the communities. 42.86% benefited from the intervention by way of food stuff and shelter and 12.87% benefited by way of cash while 8.57% through benefited medical and sanitary items. About 62.86 % of the respondents claimed that only few and influential people benefited from the flood intervention fund. Finally, about 68.58% of the respondents claimed that corporate sectors, state government and local government are the major stakeholder that assisted in the management of flood disaster in their area. The study recommended that Government and corporate sectors should monitor the distribution of relief material in order to get to the flood victims. There is need for corporate sectors to do more in the area of intervention measures. The intervention should go beyond short term intervention. Corporate sectors need shift from giving relief material to disaster risk reduction/management. Finally, proper orientation and education should be provided for government officials on the danger in approving flood prone areas for infrastructural developmental activities.