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Winter June 13, 2008

GEOICT for Nigeria Broadcasting Commission

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GeoICT for Nigeria Broadcasting Corporation

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STRATEGIC MANAGEMENT IS THAT WHICH SEEKS TO DEVELOP CORPORATE VALUES, MANAGERIAL CAPABILITIES, ORGANIZATIONAL RESPONSIBILITIES AND ADMINISTRATIVE SYSTEM WHICH LINK STRATEGIC AND OPERATIONAL DECISION-MAKING AT ALL HIERARCHICAL LEVELS, AND ACCESS ALL BUSINESS AND FUNCTIONAL LINES OF AUTHORITY IN A FIRM.

FEATURES OF STRATEGIC MANAGEMENT ARE:

- Integrate the external environments with the internal environment.
- Integrate the planning and control aspects of a strategy.
- Emphasises the instrumentality of organisational structure, information system, rewards and sanction system to the implementation of strategies.
- Recognises and provides systematic manner, for the management of personnel resistance to the changes that will be attendant to the new strategic thrusts and building of new capabilities.
THE IMPETUS

- THE COMPLEXITY OF BUSINESS IN A FAST CHANGING TECHNOLOGICAL ENVIRONMENT IMPOSES CHALLENGES TO REGULATORY AND MONITORING CORPORATIONS. THEIR CORE ACTIVITIES WITH THIS TECHNOLOGY ADD VITAL VALUES AND SUPPORT TO MAKE OPERATIONS MORE SUCCESSFUL - EASY, RESPONSIVE AND OPTIMAL PERFORMANCE.

- THEREFORE, THERE IS A NEED FOR A SHIFT IN THE CORPORATE MINDSET FROM THE TRADITIONAL WAY TO THE ELECTRONIC FOR THE ORGANIZATION TO REPLICATE THE SUCCESS STORIES OF OTHER INTERNATIONAL CORPORATIONS.

- TO ACHIEVE THIS, GEOICT IS THE NEEDED TOOL TO DRIVE THE ORGANIZATION'S CORE BUSINESS IN A FLEXIBLE WAY AND ASSURES ACCURATE EXPERIENCES ON MANAGEMENT AND TECHNOLOGICAL BASED APPROACHES IN DECISION-MAKING AT DIFFERENT LEVELS OF SCALE AND ADDRESSING ASPECTS OF JURISDICTION, SPATIO-TEMPORAL CHANGES AND INCREASING THEMATIC COMPLEXITY.
GeoICT, a combination of Geo Information Technologies (GIT) and Communication Technologies (ICTs), a valuable tool considered for effective planning, management and decision-making.

Geo Information Technologies is a combination of Remote Sensing and Geographical Information Systems (GIS).

Remote sensing is the process of collecting data about objects or landscape features without coming into direct physical contact with them. Most remote sensing is performed from orbital or suborbital platforms using instruments that measure electromagnetic radiation reflected or emitted from the terrain.
GIS is computerized tool and decision-making system involving the integration of spatially referenced data in a problem-solving environment.

It is a tool laying at the intersection of many disciplines.

A tool with a functional capabilities of automated mapping, Database management and Spatial analysis.

GIS can effectively integrate and analyse the increasingly complex and diverse relationship patterns and trends in the interaction of the social, economic and environmental components.

The components of GIS are:
GeoICT is considered as
- A tool for legal, administrative and economic decision making,
- An aid for planning and development.

It consists of:
- Databases, containing spatially referenced in particular land-related data for a defined area and
- Procedures and techniques for the systematic collection, updating, processing and distribution of data and information.

Strategic Management implies decision making:
- At different levels, i.e. local, state, regional, national and international,
- Dealing besides technical also with legal aspects,
- About issues that change over time and space
- About complex matters.

The dynamics of our living environment is generally the resultant of the interaction of geo-spatial processes at different spatio-temporal aggregation levels. Geo-spatial Data Infrastructures constitute an essential component of GeoICT.
Geo-spatial Infrastructure

- Geospatial Date Infrastructure encompasses the networked geospatial databases and data handling facilities, the complex of institutional, organization, technologies, human, and economic resources which interact with one another and underpin the design, implementation and maintenance of mechanisms facilitating the sharing, access to, and responsible use of geospatial data at an affordable cost for a specific enterprise.

- The increase in sharing and better access to high quality of Geospatial data would lead to efficient management of a nation’s natural resources and environment, resulting in the improvement of the quality of life of the people.

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Institutional Consequences of GeoICT

- The Speed of developments in the Geo ICT Technology;
- The institutional environment in which they operate;
- Globalization of information

Organization need to adjust their organizational structure, ICT architecture and their associated strategies to meet the challenges and even be ahead of change in their technological and business environment.
BENEFITS OF GeoICT

- Substantial savings in costs of data collections as duplication of data collection efforts will be eliminated;
- Data required to guide planning and management will be discovered and readily available to decision makers;
- Optimal use of resources because data once built can be re-used by several users;
- The economy will gain through the sale of geospatial data to a variety of user communities;
- Most importantly, government policy will regulate data sharing and encourage an enduring usage culture of the GeoICT infrastructure for sustainability;
- Information and Communication Technology Infrastructure as being created for the nation which may facilitate industrialization and the take off of quaternary production sector.
WHY NBC?

NBC a public sector outfit saddled with regulatory and monitoring operations of Broadcasting activities and infrastructure in the country’s 36 states. Therefore Geol CT is a requirement as:

- It is a very large source as well as user of data, so the efficient and easy access of these sources for its smooth operations become a high priority.

At the most senior level of government, high expectations have been expressed about the beneficial effects of the “information society” or “information economy” so if NBC can properly negotiate its mandate, task and the way it is being managed this may be achieve:

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<th>PURPOSE</th>
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<td>Human resources development</td>
<td>Supply of technical and professional personnel</td>
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<td>Organisational strengthening</td>
<td>Strengthen the management capacity of organisations</td>
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<tr>
<td>Institutional strengthening</td>
<td>Strengthen the capacity for inter-agency coordination</td>
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CONCLUSION

As the process democratization, privatization and globalization supported on the framework of GeoICT infrastructure have been sweeping the world since fall of the “Berlin Wall” with only few remnants remaining, the world is today a mere global village working towards achieving best practices in Good Governance.

This may awaken NBC to assist National Space Research and Development Agency (NASRDA) in building an efficient National Geospatial Data Infrastructure in Nigeria.

Thank you for listening.