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Abstract: Democracy has come to be regarded as the dominant system of political administration or governance modus operandi replicating its Western ethos and distinctive character within nations today. In the conscience of people, it has come to mean the choice between constitutional and arbitrary authority, empowerment and marginalisation, freedom and thralldom, voice and voicelessness. The authors adopted Diffusion of Innovation theory in explaining why many apologists of the liberal democratic orthodoxy support its propagation in the global south and in fact its universal application arising from the success it has had in Western and developed nations. Such attractive attributes of the democratic system include: freedom of speech, human rights, constitutional democracy, rule of law, electoral and party system, among others. However, as much as democracy is celebrated as the ideal government for nation-states today and is preferred to all forms of autocratic rule, the inability of the managers of the state to contextualise the content, character and colouration of democratic politics in the country explains the rise of a kaleidoscope of ethnic agitation, civil, political and religious unrests plaguing the Nigerian republic. Consequently, liberal democracy underpinned by its alter ego of free market economics may be incapable of delivering good governance in Nigeria unless democratic politics becomes inclusive, promotes citizen engagement, participation and welfare, and facilitates the emergence of popular and accountable leaderships at all levels of government. This paper, therefore, argues that while democracy may not solve all the contemporary challenges facing modern Nigeria, indigenising democratic ethos and practices such that wider citizen and political participation and an accountable leadership are embraced will go a long way in deepening Nigeria’s democratic gains, deepening government’s development efforts and fostering unity within this diverse ethnocultural entity.