ENHANCING ENTREPRENEURSHIP IN THE CERAMICS THROUGH THE SALES OF LOCALLY-SOURCED MATERIALS

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Abstract

The assurance of getting white-collar jobs is becoming difficult in the country nowadays, for this reason, entrepreneurship has been given more fueling in the society today. People's needs and wants can no longer be satisfied with the salary of 8 am –4 pm jobs anymore, commodity prices are skyrocketing while the Naira value depreciates drastically. This urges people to venture into various skills that offer more or additional money. Art is a world on its own which encompasses salary-earning jobs and self-own business/establishment. There are many ways of making money in the sector, ranging from selling art pieces, tools, materials, machinery, and others; these make Art a vast sector in entrepreneurship. Raw materials, tools, and machinery are imported from countries and by so doing help in improving the economy of such producing countries while ours depreciates. But, these materials, tools, and, machinery can be self-produced by an artist and also sold to many more here in Nigeria and outside, hereby bringing in money daily. This paper calls attention to this fact and encourages the above topic in Nigerian schools. This will help students during and after school to establish their businesses and improve the economy of the country.

Keywords: *Art, Entrepreneurship, Fabrication, Mechanizing, Profit, Sales*

Introduction

According to their functional similarities, one may claim that arts and entrepreneurship are intertwined ideas. Through expressing ideas in a visual language, arts allow one to grow in flexibility and confidence. While entrepreneurship is the intention to go into business to seek out investment opportunities in a setting and be able to establish and run an enterprise successfully, based on identifiable opportunities, it is a way to clarify and fix ideas in the mind through visual expression, strengthening what has been learned about something. The inability to harness talent and artistry into a money-spinning venture in a country like Nigeria is a monumental loss. This paper is determined to examine ways in which art entrepreneurship can be enhanced through sales of locally sourced raw materials, tools, and equipment, to reduce the heavy reliance on imported materials.

Entrepreneurship is the activity of setting up a business or businesses and taking on financial risks in the hope of profit. Profit is the reward of setting up an Entrepreneurship. Ogundele and Abiola (2005) stated that all of the procedures necessary for giving the entrepreneur the knowledge and abilities are often learned through formal and informal education, entrepreneurial training, and growth. This will aid in the person's growth, scope and expansion. Fasua (2006) also described entrepreneurship, as the readiness and capacity to look for investment opportunities in a given setting and the ability to create and successfully manage businesses based on such prospects. Art on the other hand is the expression or application of human creative skill and imagination, typically in visual form, such as a painting, or sculpture, producing works to be appreciated primarily for their beauty or emotional powers. The study of art leads to different branches such as Painting, Music, Literature, Dance, Ceramics, Graphics, Textile, and Sculpture. Achebe (1975) also sees visual art as an integral component of everyday life and artists as mediums who create these things in service to humanity. Without connections with the economy, chumming out graduates from educational institutions is insufficient to understand the sectors where personnel is required. White collar jobs receive a lot of attention, but how many graduates can find work in government? It is necessary to redress, repackage, re-programme, and rebrand courses in tertiary institutions so that they are focused on self-employment and take into account societal needs.

Art provides novel and innovative solutions to problems, as well as novel methods or approaches to presenting aesthetic objects or forms for the advancement of a nation (Adedokun, 2000). In both developed and developing countries, small and medium-size enterprises, as well as entrepreneurship, plays significant role in s modifying rural and urban areas, generating income and contributing employment generation. (Hallberg, 2000, Williams 2006).

1.1 Prospects of Entrepreneurship

Studies have revealed that it is common among developing countries to heavily depend on the government by individuals due to the challenge of high unemployment and its effects. Entrepreneurship prospects included independence, growth, and satisfaction, income growth, revenue growth, national development through local manufacturing, and reduced importation. According to the findings of Kara and Benzing's (2007) study, "micro and small scale enterprises are a driving force in the development of African countries." They are critical for economic growth in many developing countries. They went on to say that "entrepreneurship creates independence, satisfaction, and economic growth."

Manu and Thorpe (1998) clarified that entrepreneurship does not only improve a nation's economy by the reduction of importation but helps help individual entrepreneurs make money and become business owners because of autonomy, freedom and independence.

2.0 CERAMICS

Ceramics is derived from the Greek word "keramos" and refers to a body of works made of non-metallic materials. Ceramics, in particular, refers to the result of raw materials being fired at high temperatures, resulting in a durable material. (Iyasara, 2014) described ceramics as inorganic and nonmetallic crystalline materials manufactured by heat treatment. (Okogwu, 2018) emphasized that ceramics is essentially baked clay and is also centered on clay and its enhancement humanity's use. Ceramics basically are pots or wares made from clay, hardened by heat. They are generally made by taking mixture of clay, earthen elements and water and then shaping them into desired forms, once the ceramic has been shaped, it is fired in a high-temperature oven known as a kiln. Ceramics are covereda in decorative, waterproof, paint-like substance known as a glaze or just painted with decorative paint.

2.1 CERAMICS MATERIALS

There are various materials used in ceramics, namely: Clay, Feldspar, oxide, Spatulas, Cutting wires, Rib, Loop Tools, Pottery Wheel, Pug mill, Ball mill, Metal kidney, Pottery Tools, Wooden /Plastic Spatulas, Sponge, Kiln, Dryer, Oxides, Grinder, et all. These materials range from raw materials, instruments, machinery, and tools.

Clay is the most important of all because it is the medium used in ceramics. Clay is a malleable substance that can be molded into different shapes or objects when wet and it holds shape when dry. Clay is a naturally occurring material composed of layered structures of fine-grained minerals that exhibit plasticity when wet but becomes permanently hard when fired (Heckroodt, 1991; Njoka et al., 2015). Clay is the most common and abundant mineral on the planet, and it can be found all over Nigeria. Clays can be used to make pottery, refractories, chemical stoneware, electrical porcelain (insulators), bricks, tiles, Portland cement, filters, sanitary wares, drilling mud, sculptural ceramics, and catalysts for petroleum cracking. (Iyasara, 2014).
The table below (Iyasara, 2014) enumerates the availability of clay and their Nigerian locations

Abia Isukwuato, Ikwuano, Umuahia, Bende, Arochukwu	Abia Isukwuato, Ikwuano, Umuahia, Bende, Arochukwu
Akwa-Ibom Nkari, Nlung, Ukim, Ikot-Etim, Eket-Uyo, Ekpere-Obom, Ikot-Okoro, Ikwa	Akwa-Ibom Nkari, Nlung, Ukim, Ikot-Etim, Eket-Uyo, Ekpere-Obom, Ikot-Okoro, Ikwa
Benue Katsina Ala, Otukpo, Buruku, Gwer West, Markudi	Benue Katsina Ala, Otukpo, Buruku, Gwer West, Markudi
Cross-River Appiapumet, Ofumbongbaone, Ogurude, Ovonum	Cross-River Appiapumet, Ofumbongbaone, Ogurude, Ovonum
Delta Ethiope East, Isoko South, Ndokwa East, South & West, Okpe, Sapele, Ughelli South, Warri	Delta Ethiope East, Isoko South, Ndokwa East, South & West, Okpe, Sapele, Ughelli South, Warri
North & South	North & South
Ebonyi Ohaukwu, Ezza North, Abakaliki, Izzi, Afikpo South, Ohaozara	Ebonyi Ohaukwu, Ezza North, Abakaliki, Izzi, Afikpo South, Ohaozara

Enugu Enugu, Isi-Uzo, Uzo-Uwani, Oji River, Udi	Enugu Enugu, Isi-Uzo, Uzo-Uwani, Oji River, Udi
Ekiti Ara-Ijero, Igbara, Ado, Orin	Ekiti Ara-Ijero, Igbara, Ado, Orin
Kaduna Kachia, Maraba-Rido, Farin-Kassa	Kaduna Kachia, Maraba-Rido, Farin-Kassa
Kano All over the State	Kano All over the State
Kogi All over the State	Kogi All over the State
Niger Lavun, Gbako, Suleja, Minna, Agaie, Paikoro, Bida, Murya, Mashegu	Niger Lavun, Gbako, Suleja, Minna, Agaie, Paikoro, Bida, Murya, Mashegu
Ogun Bamajo, Onibodo	Ogun Bamajo, Onibodo
Ondo Erugu, Akoko, Ikale, Ode-Aye, Ute Arimogija, Ifon.	Ondo Erugu, Akoko, Ikale, Ode-Aye, Ute Arimogija, Ifon.
Plateau Bassa, Barinkin-Ladi, Mangu, Kariam, Langtang North	Plateau Bassa, Barinkin-Ladi, Mangu, Kariam, Langtang North
Rivers Etche, Ikwere	Rivers Etche, Ikwere
Abia Isukwuato, Ikwuano, Umuahia, Bende, Arochukwu	Abia Isukwuato, Ikwuano, Umuahia, Bende, Arochukwu

With the list above it cannot be overemphasized that there is a large amount of clay in the country which guarantees an unending availability of ceramics raw material. Proper utilization of these vast clay minerals is required It should be tapped into and prepared into a workable state instead of imported goods and diversify the economy, This also encourages that if a business of sales of prepared clay is ventured into, it cannot be of a loose to the individual or the country.

The potter's wheel is also important machinery in ceramics, its importance cannot be over emphases. A throwing wheel, also known as a potter's wheel, is a machine used to shape round ceramics. It can also be used for other processes such as trimming excess body from pieces, giving foot to wares, and applying various types of decorations ranging from slip trailing to staining/coloring and incising decorations. There are two major types: manual (kick) wheels and electric wheels. The kick wheel is propelled by the potter's foot and uses a heavy flywheel to store energy as it speeds up when propelled by the foot, whereas the electric throwing wheel is propelled by an electric motor and uses electricity to power it (Okewu, 2014), a skilled porter can produce a large number of pieces per day, even identical pieces. The kick wheel allows a beginner to control the speed and get a better feel for the throwing process, whereas the electric wheel speeds up the throwing process, which is especially important in production work. With this factor in mind, the importance of having these wheels as part of ceramics studio equipment has been highlighted (Amos, O.E, 2021). The potter's wheel can be locally fabricated and it will work effectively just as the ones imported. Importing of a potter's wheel costs a lot and hereby discourages potters who cannot afford it, limiting the technique of production to hand building. If a locally fabricated potter's wheel is available it will help the ceramics sector great in the country.

Cutting materials/tools include cutting wire, spatulas of different shapes and sizes, caliper, and much more. Cutting wire is another tool that is very essential and effective to a ceramist, sculptor, and anyone that works with clay. This particular tool is used to cut the clay into parts easily. They are tools made of two wooden handles connected by a long thin piece of wire and used to pull through lumps of clay, separating them into sections. The wire which is used can be improvised by using a fishing line to replace the wire. The fish line lasts longer and is safer to use compared to the wire. The wire tends to rust and a crumb of tiny pieces of the rusted part of it can pierce into the hand causing excruciating pain. This tool is also one of the most efficient tools used in ceramics.

3.0 CHALLENGES OF ENTREPRENEURSHIP IN CERAMICS PRODUCTION

The difficulties faced by entrepreneurship in Ceramics are significant and remarkably similar. They frequently have a chaotic and overly bureaucratic business atmosphere. Mambula and Kiggundu (2002) stated that the regulations governing a private enterprise are thought to be extremely complicated and difficult to comprehend, particularly the

systems for business registration and taxation. Laws governing contracts and private property are frequently created and applied.

The study of Kiggundu and Mambula revealed that most challenges faced by Nigerian Entrepreneurs in ceramics were as follows:

a. **High Cost of doing business**

The high cost of doing business in Nigeria is a major challenge for most ceramics entrepreneurs. In the absence of basic infrastructures such as good roads, electricity, and water; for example, every business concern invests more in providing such services such as its premises (factory or warehouse) if it is to maintain regular production activities. This raises production costs and, as a result, the price of their finished products, which hurts profits.

b. **High Tax Regimes**

Many Nigerian businesses have been stifled by the challenges of multiple taxations and high tax regimes. This has an impact on the raw materials industries as well. Tax collectors of various types harass local artisans who go-to source for these raw materials at their points of deposit. Local government taxes, state government taxes, community taxes, market association taxes, and sometimes even area boys impose fines on such people.

c. **Gaps in Skill Sets**

One of the disadvantages of the marketability of locally-sourced raw materials in comparison to imported mass-produced substitutes from Europe and Asia is the low quality of the processing of the raw materials and finished products. As a result, there is an urgent need to implement capacity-building programs to increase the efficiency of artists and ensure that traditional production techniques benefit from modern technological advances to improve the quality of products.

d. **Corruption and Bureaucracy**

Government agencies provide most businesses with legal requirements. This means that no business can avoid dealing with government officials at some point, whether it's for business name registration, tax collection, payment of rates for public amenities, import and export permits, or anything else. These expose the entrepreneur to the devastation of bureaucracy and outright corruption by some government officials. In this case, the frustrations that most entrepreneurs face increase their risks.

e. **Low Incorporation of Science and Technology**

Globalization necessitates that goods and services produced be globally competitive to compete in the market. This means that to have competitive products and services, Nigerian producers of these goods and services must acquire the necessary technical know-how to match the gains of scientific research and technology with the appropriate market and effect appropriate adjustments in their production processes.

f. **Disjointed Government Policies and weak incentive structure**

The inconsistency of government policies has skewed the investment climate in the manufacturing industries toward business activities with short transaction cycles. This is a challenge for investors who want to develop innovative products that add value to market offerings rather than simply buying and selling raw materials.

g. Entrepreneurial education is restricted to business, management, and accounting courses.

4.0 CONCLUSION

There are a lot more tools/materials/equipment and machine that can be locally sourced and produced. As vast as the Art world is, there is an unending count of other sections which will do well if their tools can also be locally sourced as well. Without a doubt whoever decides to produce these tools will do well in sales by solving various problems which people run from and giving ease to them by getting what is needed at a lesser cost with no stress of importation, increasing the nation's Gross Domestic Product (GDP) and all other difficulties involved.

5.0 RECOMMENDATIONS

Based on the findings and conclusion of the study, it is recommended that:

- Government agencies and private organizations should embrace research and develop functional linkages with world-class institutions in their fields of ceramics to leverage new trends in the production, packaging, and marketing of these locally-sourced materials.
- Government also needs to reduce the cost of doing business in Nigeria by streamlining and fast-tracking the process of registering businesses, provision of basic infrastructures like power and good roads urgently needed to reduce the colossal amount committed to providing such amenities by respective investors;
- Government needs to strengthen its policies, address issues of corruption, and build robust systems that would provide more creative funding options for would-be-entrepreneurs in the ceramics as well as check cases of multiple taxations and grant tax reliefs as incentives to companies and financial institutions who invest or promote activities in the ceramics sector;
- In dealing with the attitudes and skills of workers, the managers of local ceramic companies should address the need of motivating workers by upgrading their skills through training programs designed toward increasing productivity and modernizing the industry using improved technology and methods that allow for innovation and efficiency.
- In dealing with the unpleasant state of entrepreneurship in ceramics education, the government alongside stakeholders should provide policies that ensure requisite attention is given to Ceramic Education Institutions (both at the Senior High School and Tertiary Levels), in order encourage to the development of interest in local content rather than heavy reliance on imports. The provision of standard studios and laboratories for practical works includes electric kilns, electric potter's wheels, pug mills, plungers, extruders, clay mixers, glaze preparation machines, and many more.
- The production of these tools should also be taught in schools not to only make the students know the local way of production but also to encourage the spirit of entrepreneurship in them, giving them an opportunity in the labor market without a white-collar job. The Government should try to input or adjust the curriculums of courses taught in schools to encompass the teaching that encourages locally sourced raw materials, fabrication, and production of tools in each profession.

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