

ENTREPRENEURSHIP IN CREATIVE ARTS: THE NIGERIAN PERSPECTIVE

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Abstract

Entrepreneurship is a dependable approach to skill development, job creation, poverty reduction, and employment generation all over the globe. This paper focused on entrepreneurship in creative arts such as basketry, weaving, cloth dyeing, and ceramics. The paper also identified how entrepreneurship education in the creative art areas can effectively sustain the livelihood of the artist (the entrepreneur) and provide job opportunities for the society. The paper concluded that the Nigerian unemployment problem will be a thing of the past, if proper attention is given to entrepreneurship education in the creative arts. The artist for instance can produce mats, vases, pots, cane weaving, and apply pigments on textile materials such as yarns, fibers, and fabrics which is a means to generate employment opportunities for a sustainable development in Nigeria. This paper recommended that the government at all levels should encourage creative art through adequate supports and funding. It further recommended the provision of specific human capital development programmes through workshops, seminars, and conferences for business educators and lecturers.

Keywords: Entrepreneur, Entrepreneurship, Creative Art, Perspective

Introduction

Many nations in the world have been plagued with chronic poverty, unemployment, an unskilled labour force, a high crime rate, and poor infrastructure (Chinyere, 2016). The third world countries like Nigeria are the most affected. In the past few years, Nigeria has become one of Africa's largest producers of oil. But today, the country has moved from its strong economic leadership to a biting economic meltdown that has been on the increase and for over three successive quarters to define recession officially (Fritova, 2017). The education system in Nigeria seems to have failed leaving the graduates to dwell in dissatisfaction and regret. Many unemployed graduates do not possess the saleable skills and competencies which today's employers of labour desire. Hence, these has resulted in high incidence of various forms of social ill such as armed robber, kidnapping, human trafficking, diseases (HIV/AIDS). It has become obvious now that all and sundry can only overcome these challenges by focusing on the skill-based equality education that should the graduates with such skill acquisition which will help them graduate with saleable skills that can meet the challenges of employability as well as that of self-reliance. The possession of adequate entrepreneurial skills in creative art by graduates remain the panacea to the achievement of this objective since it is a dependable approach to job creation and poverty reduction. Entrepreneurship in creative art will enable

recipients to acquire sellable skills that can help them become self-reliant, self-employed and even employ others.

In the context of declining growth and global economic meltdown, the employment situation in Nigeria has become critical (Curtain, 2000)., What is generally referred to as graduate unemployment, in particular, has serious socio-economic problems confronting other developing countries in Africa in general. This among other factors has motivated the thought for self-reliance through creative arts and entrepreneurship to become obvious.

Entrepreneurship exists in different areas of human activities such as the creative arts and other related vocational experiences. It emphasizes how an artist can be an employer of labour consequently, contribute towards the development of the nation. Technically, entrepreneurship can be actions that engages people to target success in the production of goods and services without considering the prerequisites such as land, labour, capital. Obizue (2016) opined that an entrepreneur is an individual who encourages creative thinking and application skills promoting a strong sense of self-reliance, accountability, and sustainability. Similarly, Zuamo & Aondoaka, (2007), defined an entrepreneur as an innovator and initiator who introduces new ideas, new products, new technology and opens up new markets.

This is because, entrepreneurship deals with an individual's ability to turn ideas into action (European Commission, 2010). There is a seeming consensus on the importance of entrepreneurship in the drive for the economic development of a nation. Creative art is an activity-oriented experience a person who acquires it can comfortably sustain himself or herself without gainful government employment. This means art create room for one to be self-reliant -, dependable, and an employer of labour.

Concept of Entrepreneurship

Various authors explained the concept of entrepreneurship Different authors have explained the concept of entrepreneurship. However, the basic concepts in their discussion present entrepreneurship as:

- A business opportunity that provide employment for low-income people, empowers the employed, provides security, and sustainable income (Emenyonu, 2010).
- A practical-oriented, skill-oriented, and result-oriented form of education (Ukozor, 2013).
- The process of creating something different with the value of delivering the necessary time and effort, assuming the accompanying financial, psychological, and social risks, and receiving the resulting rewards of monetary and personal satisfaction (Akanbi, 2010).
- The type of education that assists people in learning job-specific and employable skills that would enable them to have a broad knowledge of requirements, functions, and operation of a particular business (Mezieobi, 2013).
- The art of being an entrepreneur, to be able to turn ideas into action (Ileana & Westfalische, 2014).
- An investment in the youth to enhance their potential, competencies, and productivity leads to self-employment, societal, and economic development which untimely aids the achievement of sustainable development goals (Obizue, Ogide, & Ejim, 2016).
- A useful tool in reducing the level of youth unemployment (Ubah, 2014).

- A business establishment to undergo production services aimed at helping the populace in the society.
- An ability and initiative to take ideals and translate them into action and results.

The Entrepreneur

The concept entrepreneur has evolved over the years and has been defined by authorities. Some associate entrepreneurs to typify an individual attitude of opportunity spotting and the creation and explanation of business opportunities to create wealth often with the implicit use of innovation, imagination, and risk-taking (Oduma, 2012). According to Hisrich (2002), in Chinyere (2016) traced the concepts as follows

- During the middle ages, the entrepreneur was seen as an actor and person in charge of large-scale projects.
- In the 17th century, the entrepreneur was seen as somebody who bears risks of profit or loss in a fixed price contract with government.
- In 1725, Richard Cantillon describes an entrepreneur as person bearing risks different from one who supplies capitals.
- In 1934 Joseph Schumpeter described an entrepreneur as an innovator who develops an untried technology.
- In 1961 David McClelland described an entrepreneur as an energetic moderate risk-taker.
- In 1964 Peter Drucker stated that an entrepreneur is an individual who maximizes opportunities.
- In 1975 Albert Shapero defined an entrepreneur as a person who takes initiative, organizes some social and economic mechanisms and accepts risks of failure.

Again, Hisrich & Peters (2002), opined that an entrepreneur means different things to different people, accordingly they observed that:

- a. To an economist, an entrepreneur is one who brings resources, labour, materials and other assets into combinations that make their value greater than before and also introduces changes, innovations and a new order.
- b. To a psychologist, an entrepreneur is a person typically driven by certain forces to obtain or attain something to, experiment, to accomplish or perhaps escape the authority of others.
- c. To a businessman, an entrepreneur appears as a threat, an aggressive competitor to another entrepreneur. He/she may be an ally,

a source of supply, a customer or someone who creates wealth for others, as well as finds better way to utilize resources, reduce waste or produce jobs others are hard to get (Vesper, 1980). An entrepreneur is factor in fostering

economic growth. He or she owns and runs a small business he or she can call his or her own.

Similarly, Nwaiwu (2013) noted the following as expert contributions on the Role of the Entrepreneur

Contributors	Key role of entrepreneur	Additional Insights
Say	Coordinator of Land Labour and Capital	Pivot for Economic Change
Catilion	Coordinator of land Labour and capital	Agent of Economic change
Kimzer	Skills to identify business opportunity	Creative alertness
Knight	Pure risk taker	Profit is a reward for taking a risk
Casson	Coordinator of scarce resources	Major determination of the environment
Shackle	Creativity & original	Uncertainty development opportunities for profit

Characteristics of an Entrepreneur

The personality of an entrepreneur is a determinant of an enterprise's success rather than an idea itself because people have wonderful ideas that go nowhere (Inegbenebor, 2005). Flexibility, good social behaviour, an open mind, and a desire to take on personal responsibilities will fill in the qualities of a true entrepreneur. Though successful entrepreneurs come from different strata in society, they have common characteristics of an entrepreneur for success. Here are some of the positive qualities that a successful entrepreneur should have;

- Leadership: An entrepreneur can influence and guide others to accomplish goals (Gana, 2001). As a leader, an entrepreneur communicates effectively with all concerned such as financiers, employees, customers, suppliers, and all who are concerned with a new enterprise.
- Self-confidence: An entrepreneur must possess strong self-confidence; which is a self-belief and one's abilities. He/she normally expresses confidence and attempts difficult tasks a challenge.
- Risk-taking: An entrepreneur must calculate the risk involved in the project being undertaken. He takes risks with wisdom, adequate knowledge, and vision (Gana, 2001).
- Initiative: The entrepreneur must have the initiative to use the available resources and draw a plan of action for all those who are involved in an enterprise.
- Result-oriented: An entrepreneur must be able to set realistic but challenging goals for him as well as for others in the same organization.
- Team builder and motivator: An entrepreneur builds up his team, educates them, keeps a high level of motivation, and also provides an environment for a creative and focused work culture.
- High energy level: Managing resources and running an enterprise calls for long hour of work for a longer period and hence an entrepreneur be a man with a high energy level.
- Good Human Relation: Tactful and warm human relation is an important factor that brings success to entrepreneurs. Emotional stability and keeping himself as a model to others motivate employees to put the best performance at all levels in the organization.
- Mental ability and clarity in objectives: An entrepreneur will be a man of high-level intelligence, creative, positive thinking, and decision maker with clear objectives in mind.
- Problem Solver: In the initial phases of an enterprise, many teething problems do occur and an entrepreneur should be a creative problem solver to turn difficulties into advantages.
- Information seeking: This involves seeking information in the market concerning clients, suppliers, competitors, etc. The entrepreneur must closely watch the market to identify changes, which may create opportunities or threats. For instance, imminent changes in price supply situation, market openings, competitors' strategies, etc. Successful entrepreneurs place a high value on useful market information; they demonstrate a keen interest in obtaining it.

Objectives of Entrepreneurship

Oduma (2012), noted that entrepreneurship education is a functional education centered on making the graduates be job producers rather than job seekers. Therefore, the need for entrepreneurship in the national economy of any nation cannot be over-emphasized. Other objectives of entrepreneurship include to;

- a. Provide meaningful education for the youths which could make them self-reliant and subsequently encourage them to derive profile and be self-independent.
- b. Provide small and medium-sized companies with the opportunity to recruit graduates who will receive training and tutoring in the skills relevant to the management of small businesses.
- c. Provide graduates with the training and support necessary to help them establish a career in small and medium size businesses.
- d. Provide graduates with training in skills that will make them meet the manpower needs of the society.
- e. Stimulate industrial and economic growth of rural and less developed areas.
- f. Provide graduates with enough training that will make them to be creative.
- g. Reduce the level of unemployment
- h. Reduction of rural-urban migration
- i. Stimulation of rural resources
- j. Fostering large-scale production

Concepts of Creative Arts

Creative arts is a broad concept. To be creative or creativity in itself is not limited to the arts. It can be found in many other fields that are concerned with the creation of aesthetics, ambiance, entertainment, or process. Creativity can be observed in the culinary arts, fine dining, gardening, and cooperate strategy and may be considered 'thinking out of the box', 'elevated problem solving', or 'creative strategy'. According to Umbugadu (2015) creative art is the work of man that he produces through his skills in imitation of nature. Nonetheless, for the clarity of this paper, the term 'creative arts' is only used as it relates to arts.

When discussing creative arts, it is important to note that art comprises visual arts and performing arts. The visual arts is has to do with fine arts and applied arts. Fine art is made up of drawing, sculpture, and painting while applied arts comprises of graphic design, textile design, ceramics, and metal works. The

performing arts areas are of prose, poetry, drama, music, etc.

To elucidate, fine art pieces are artistic expressions that are majorly aesthetic like painting, sculpture, poetry, and photography. Applied Arts, on the other hand, are largely created to serve practical or utilitarian purposes as in the case of textile and fashion design, ceramics, furniture design, or architecture. Because creative arts in this context speak to a plethora of mediums in just as many art disciplines, we expect art to be creative and unique. An art student is taught to understand, more so, apply knowledge of form, technique, composition, colour theory, hermeneutics, and storytelling in visual, auditory, imaginative, or tactile methods in addition to the application of different media/mediums of artistic expression. Above all, art students are encouraged to embrace experimental explorations.

In all, one would wonder what the concept of creative arts is. Creative arts involve skill, imagination, and inspiration in the creation of art that is neither bound by language or culture but hinged/established by the artist's ability to use their experiences, skills, imagination, and keen awareness of purpose, to create a piece of art that is original and valuable. Creativity according to Ogobonna (2015) changes the lives of people, and human processes and increases people's way of thinking which eventually results in creative useful products. Value in this sense has to be understood for its fluidity in that, the value of a piece of art to the artist could constitute satisfaction in his or her ability to express their ideas and emotions clearly while that same piece of art to a collector would represent uniqueness and originality. Yet, an art broker would determine the financial value of said piece, by the value both the artist and the collector perceive, amongst other things. This is where entrepreneurship education for creative artists comes in.

Entrepreneurship in Creative Arts

Creative Art is a practical and theoretical-oriented discipline with many areas or specializations (Ndebilie & Ogu, 2016). This paper focuses on areas such as basketry, weaving, cloth dyeing and printing, pottery/ceramic, etc. A specialist in any of these areas can establish on his/her own, to make a living and possibly create job opportunities for those who are biologists, accountants, and farmers. Realistic analysis of entrepreneurship in creative arts will be based on the aforementioned areas;

Basketry: This is an aspect of creative art that deals with the art of making baskets through weaving various pieces or materials. It is a skill that is usually practiced in the rural areas that cut across tribes in every

continent from America to Africa. The raw materials for this product can easily be sourced from palm trees. It is used for a variety of purposes such as mats, garments, containers, and other storage or even ornamental artifacts.

Marking basketry as a business enterprise can easily be established by an Artist considering the factor of production such as capital, land, labour, and entrepreneurship. The Artist as an entrepreneur with little or no capital engaging in this vocation will produce items for sale to others to earn money for living a standard life.

Weaving: This is another area of creative art that encompasses so many activities such as cloth weaving, cane weaving, bag weaving, and so on. One who engages in the vocation can be self-employed and also be an employer of labour. It concerns itself with the interlacing of wrapping a weft fiber to design aforementioned products and other related items.

Cloth Dyeing: This aspect of creative art is the application of pigments on textile materials such as yarns, fibers, and fabrics to achieve colour with desired colour fastness. Cloth printing is also a technique of designing textile fabrics by creating coloured patterns using printing ink through the techniques of stencil woodblock and screen. Any person who is equipped with this knowledge will make ends meet and provide employment opportunities for others.

Ceramics: This is an aspect of creative art that deals with the art of producing pottery wares. Clay which is locally sourced is the major raw material.

Pottery/ceramics products include cups, vases, pots, dishes other earthen wares which can be sold to generate income. Any person who is trained in this occupation can stay on his own as an entrepreneur. He can establish a studio and manage it for life sustainability. It will provide job opportunities to others whose services might be needed.

Conclusion

The need to improve creative art is born out of the desire to reduce the poverty and unemployment rate among Nigerian citizens. Craft development through entrepreneurship is a means of stimulating the dormant youths to vital skills acquisition for gainful employment.

More so, the skills of most Nigerians need to be improved on to ensure that they can be self-reliant and that jobs are created by Nigerians themselves, hence, reducing the high level of poverty among Nigerian citizens. The people need to work because they need income from gainful employments. They also need to provide for themselves the essentials of life to express their creativity. Entrepreneurship education in creative art is vehicle that provide graduates with the training and support necessary to establish a career in small and medium size businesses and transformation of human resources to stimulate industrial and economic growth which will result in a stable economy of rural and less developed area etc. In summary, entrepreneurship has a bright future because it is a dependable approach to skill development, job creation, poverty reduction, and employment generation.

Creative arts beneficiaries will have a sense of direction, and means of livelihood through entrepreneurial development and contribute essentially to life within their environment. This can only be possible when the individuals have been skillfully equipped with the wherewithal for livelihood and personal development. Because creative art is a system characterized by varied occupational skills and fields of specialization, if the system is properly organized it can help in the emergence of desired technological advancement to launch Nigeria into a stable economy.

Recommendations

Based on the importance of entrepreneurship in creative arts, the following recommendations were made;

1. The government should assist graduates of creative art with soft loans to enable them to establish vocational areas in creative art.
2. The government should organize seminars, workshops, and conferences on the various areas of entrepreneurship including creative arts.
3. The government should put in place more reliable means of safeguarding, maintaining, and transferring the craft and trade into the hands of the younger generations.
4. Experts should carefully design the content and the learning experiences students should gain in entrepreneurship.

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