

Abstract

The contemporary Nigerian artists had made several attempts through their visual artworks, to address problems of unemployment in Nigeria, but less attention has been given, despite all their efforts. This paper highlights issues militating against unemployment in Nigeria and other aspects of craft such as leather work, weaving, beadworks, printing, photograph, embroidery, knitting among others. The qualities of entrepreneurship and characteristics are reviewed and other scale of business and entrepreneurship in art. The paper also discusses the visual arts, such as sculpture, textile, painting, graphic and ceramic as possible solution of addressing unemployment and poverty in Nigeria.

Keyword: Art, Entrepreneurship, self-reliance and sustainability.

Introduction

Art has been interpreted in the society in different ways as a result of lack of proper knowledge and enlightenment on the artistic activities today. According to Ogunmor (2007) art is defined as the act of making skillful use of materials to produce things for human use and pleasure. It is also a general name given to all skillful activities man carries out. It is the skill of doing something, which is taught by nature,

Banjoko (2009) agrees that prehistoric people were skilled tool makers and had a good knowledge of nature which enable them to remain alive for longtime in the dangerous world in which they lived. He further posits that they engaged in artworks like paintings and rock engravings. Some of the painting were done on walls and ceilings of caves, some of these paintings were depiction of animals in which they hunt for food. This is an evidence that visual artworks have been a therapy in the society, since prehistoric/periods, they have been addressing some issues that are related or entrepreneurship unconsciously. The prehistoric people practiced visual arts through psychomotory activities not depending on natural resources as Nigeria depending on resource like oil, and yet faced with different challenges of poverty and unemployment.

The contemporary Nigerian artists have given account of themselves in various visual artworks. These visual art works are a mixed-bag of painting, sculpture, textiles, ceramics and graphics arts. According to Damden (2007) both in primaries, colleges and universities, the efforts made by artists are geared towards assisting the government to impact entrepreneurship knowledge and skills acquisition of training manpower through visual arts among Nigeria youths in order to overcome problem of unemployment to be self-reliant and sustainability, yet no serious attention is given to encourage these visual artists, Nigeria is still laying her eggs inside one basket of its natural resources, in which most African countries rely on Nigeria because of its richness in natural resources and outstanding economic position. In spite of its richness, Nigeria faces a lot of challenges of under development with clear manifestation of unemployment; these factors are as a result of non-concentration of its energy - titled towards education that could result in entrepreneurship. This is why there are so many graduates who have little or no contribution to make to upgrade or uplift the economy of the state. Therefore, they depend largely on government patronage for employment when they would have been reducing the burden of employment on government by employing others.

Thus, the great challenge is how to transform and manage the enormous resources to achieve economic development. This is in consideration of Nigeria as the largest oil producing country in Africa as a whole; but has the world's third largest concentration of poor people (NEPAD, Nigeria, 2001). The problems of unemployment and underemployment do not affect the youths alone but even those who retired from service from labour organizations. Perhaps entrepreneurship education, training and skill acquisition can be a solution in combating these challenges.

There should also be a corresponding provisions of the needed materials/tools, fund and other incentives like grants to these trained personnel else it would amount to training without tools and therefore not practical implementation since most of these families live behind poverty level.

Again, the need for creating job opportunity in entrepreneurship will serve as solution to these problems in Nigeria today. Akubue, and Molokwu, (2013) defines entrepreneurship as a process of

creating and developing business enterprise that is capable of entering new market, by developing resources and people in a unique way. Nwokolo (2007) also defines entrepreneurship as a way of acquiring skills, ideas and managerial abilities necessary for personal self-reliance. This implies that creativity encourages the effective growth of an entrepreneurship venture for sustainability.

Concerted efforts have been made through programmes like poverty eradication. National Directorate for Employment (NDE), sure-P and are still on to overcome the challenges being faced by Nigerian citizens and the nation at large. In spite of all these efforts, multifarious changes and challenges still persisted amongst youths and families today. Such challenges can be overcome only when job opportunities are created through functional entrepreneurship as earlier mentioned. This is so because life is basically a transition in tune with dynamism of the society and environmental changes, induced by human efforts via art education, sciences and technology.

Adawus (2010) noted that entrepreneurship is the life survival and advancement wheel of every individual and society through legal wealth creation, maximization and multiplication. It has therefore, become very necessary and important for us to diversify our thoughts and actions on the approach to the teaching and learning of vocations hinged on the principles, practices and strategies of entrepreneurship at home (families) schools and colleges for a more practical and creative skills acquisition. Mgboro and Igba (2013) noted that this situation has been attributed in part to the scarcity of employment opportunities and the inability of youths to create employments. The National Universities Commission (NUC) recently rose to the challenges and introduced entrepreneurship education in the undergraduate curricular of universities. The focus is on helping youths acquire economic and social skills that will enable them become self-employed and contribute meaningfully in the society.

Entrepreneurship also means creation of new things using special skills to make the things created beneficial or useful to the entrepreneur and the society at large. Entrepreneurship in this context involves occupational skill development of the youths, families and the society at large, to develop or build the confidence in their capability to become successful and self-reliant entrepreneurs.

In our institutions of higher learning, vocational courses like, Home economic, Fine and Applied Arts, Agriculture, etc. are geared towards entrepreneurship, which can provide means of self-reliability in our society today. Lemchi, (2001) and Ossai (2001) noted that clothing and textiles is one of the courses offered in Nigerian tertiary institutions. One objective of teaching this course is to produce skilled persons in the field who are to play effective roles in national economic and technological growth and development. This can sensitize and educate the teaming Nigerian populace, to develop ideas of skill acquisition. Clothing is one of the basic needs of man. It influences an individual's health, wellbeing and status. Arubay, (2003) noted that clothing and textile education is a branch in Home economics education that is concerned with the acquisition and development of practical skills by beneficiaries. This study therefore, examines the quality and consistency of registration during impressions on textile design, also adopting silk screen printing techniques on fabric as means of entrepreneurship.

The aim of discussing this technique of printing (silk screen printing) therefore is to help the learners acquire knowledge, skills and techniques for meeting personal and societal screen printing needs, and also to teach the learners, in schools and private studio practitioners how to strategically plan and use available resources from the immediate environment to improve the home and society at large. The aim is to train learners to use screen printing process to develop and create a design on fabric, as skill-oriented course that helps to equip individuals with saleable skills needed for self-reliance and apprenticeship opportunities.

Entrepreneurship is define by Lankford (2004) as the process of creating something different with value by devoting necessary time, assuming the accompanying financial psychic, social risks and reviewing the resulting rewards of most personal satisfaction. Entrepreneurship creates a dynamic process of problem solving. It involves an application of energy, passion towards the creation, implementation of new ideas and creative solutions. Entrepreneurship is also seen as a way of practice or putting together innovation and opportunity to address critical social and environmental issues, a way of empowerment of people on a sustainable base. It helps one to make better those services and demands in the society. It helps one to keep a step ahead of other competitors and provides the consumers with fresh idea that go beyond mere problems solving.

Issues

The contemporary visual artists are contributing on a daily basis, in nursing the trends of Nigerian's effort in making sure that the nation actualizes and achieves her set goals in the quest to see that this laudable visual/mission is achieved. The artists' eyes and ideas to visualize the scenario in the society and creativity capturing and portraying most of these ugly scenes in our society today. The visual artworks produced by artist are important because they are communicative, educative, enlighten the society on various ways of life and how to achieve successful goal in the society today.

These factors that artists expressed in their visual works, tends to address the problem of unemployment, poverty, hunger and just but a few to mention. Today Nigerians are masquerading about, raising shoulders high as being the "Giant of Africa" with nothing to show for it. Nigerians are among the most underdeveloped corrupt and the unhappiest citizens in the world. Today, Nigerians cannot boast of producing an ordinary needle or matches except, we import from foreign countries. Japan, China have gone ahead Nigerians because they laid much emphasis on practical subject matters than theories, children in primary, secondary school and colleges of education, polytechnics are well creative, because of the curriculum of practical subjects that is being given priority. Subjects that lead to entrepreneurship, skill acquisition knowledge were pencil down for the study of their students. In Nigeria less attention is given to entrepreneurship courses thought in our schools, colleges and universities.

Today Nigerian seems to be consumers than producers, Abubakar (2008) affirms that those who create new ideas and knowledge are producing wealth, while those who consume; are only producing poverty. The major factor that gave birth to numerous factors that Nigerians cannot achieve their goals today is unemployment, due to the high rate of unemployment in Nigeria, poverty and corruption emanated which later gave rise to looting, political power drunk by engineering youths who are jobless that become nuisance mono-streets. This leads to crises and other related crimes that hampers Nigerian to focus and mission. Ejembi (2007) supports that the war against unemployment and poverty is a task that must be fought with all zeal as over 75 million Nigerians live below poverty line. Abubakar (2008) further observed that in economy with inability to produce, decline productivity, unemployment and poverty are inevitable. With creativity or investment, there can be productivity, job creation and employment in Nigeria.

According to Damden (2008) Nigerians has an endemic and acute storage of critical skills in science and technology, fine arts and other related aspects. One of the solutions to unemployment and poverty lies in our skilled human capital, the foundation for a robust economy. Those who create new ideas and knowledge are producing wealth, while those who consume it are producing poverty today. Unemployment is, characterized as the indirect cause of our problem-responsible for the poor state of the economy and development. Therefore, against these issues of unemployment faced by the government, an attempt is being made through some aspect of visual arts to challenge the problems militating against lack of proper entrepreneurship in our institution today. These problems can be reduced if entrepreneurship courses like paintings, sculptures, graphics, textiles and ceramics are introduced in schools, Colleges and Universities and properly implemented.

Entrepreneurship Education through Fine Arts

In an attempt to address some of these problems of entrepreneurship education through the above mentioned fine arts courses taught in our schools, colleges and universities today, unemployment which is said to be the major problem of Nigerians can be solve through vocational education. All entrepreneurship programmes should be geared towards skill acquisition, which makes a person self-reliant and employed. Success in fine and applied arts calls for drive energy, ability, personality, business acumen and personal sacrifice, (Mbahi, 1997). To succeed one has to persevere and overcome all obstacles that may come his way. Mile (1980) was quoted as saying "the genuine creator is not just a gifted being but one who has the personality and ability to organized and express his/her concepts" to fashion materials, however, beautiful, demands constructive ability and perfect coordination of mind, eyes and hand. Without patience and energy beyond the usual concept of physical efforts, the goal will not be achieve. Fine arts as a practical strategy is a veritable tool in vocational and technical education in Nigerian schools if properly implemented. This is through the contribution of visual artists in various visual expression which is neglected by the government of the day.

Ifeoma (2011) posits that ceramics art is a tool for promoting productivity and entrepreneurship for sustainable development and self-reliance of the Nigerian nation in multiple dimensions. One of such

dimensions is the ability of ceramics art graduate of higher institutions of Nigeria to create a vocation for themselves and others. It is evident that job opportunities in the country have become very scarce results to graduates roaming about and wasting their talents and potentials. Therefore job opportunities in ceramics are ways of creating a means of self-reliance for the Nigerian youths.

Graphic Arts are concerned with preparing and organizing visual symbols for the communication of ideas and information and satisfying the needs of the advertising industries (Sheridan College, 1983). Diverse creative graphic art works can readily be established from a very humble beginning with little cost, which in no distant period, create further jobs for the teeming population. Crafts workshops and art studios where some hand and machine crafted articles are produced and sold could be set up. In this area, such as book-binding which entails the making of prints into book cover and folders, cutting paper and cloth prints to make jackets and the binding of old and new books. As part of environmental design with wall decorations, walls decorated with mosaics, beads, collage, broken pottery, reliefs, stained glass etc. Graphic Arts is a commercial art which span through all the metropolitan cities in Nigeria such as Lagos, Port-Harcourt, Warri, Enugu, Kaduna, Kano, Abuja among others.

Painting: A techniques of applying colours on a flat surface such as paper, canvas, board and walls to communicate an idea or to give a meaning. Painting should be taught to equip students with the necessary knowledge and skills towards production of goods and services. It is the ability to draw and paint pictures of still life plants and animals, portraits and wall decoration. It is also to know how to apply colours with the use of improvised materials to communicate his expression to the public. He should then paint their pictures for decorative purpose (for use in the living room or offices) and or for admirer. Producing these paintings will provide a means of livelihood and self-sustainability.



Fig.I: Painting at work in the Studio



Fig.II: Finished Painting

Sculpture

Is seen as the art of creating figures and objects in relief, solid or in the round for functional purposes. This could be done in clay, metal found objects, Plaster or Paris (POP) through modelling carving construction and casting of figures. These figures could include portraits of human figures, water fountain at roundabout, biomorphic, geomorphic, abstractions in reliefs for household hanging, for general aesthetics. These art works when produced in studios and galleries will receive great patronages of art enthusiast and governmental organizations.



Fig.III: Sculptural work

Graphics: It means designing posters for adverts information and directions letter constructions in terms of card and signboards, calligraphy and various methods of printing and photography's will certainly improve living condition of people commercial artist are making living through these aspects of arts.



Fig. IV: Graphic Signpost

Textile: Woven fabric and designed of patterns on fabric like batik where patterns/designs are made by the use of candle wax to cover areas of design and tie and dye which means tying areas the artist intends to remain white for colour of the materials, Adire, Aso-Oke, Akwete are common textile works produced through dying and weaving. They bring about opportunity to improve and create means of self-sustainability.



Fig.V: Exhibition of Textile Art

Ceramics: Also known as pottery involves moulding, decorating and firing of pots and utilitarian items like utensils. It is also the glazing of pots/utensils and tiles to glass wares. A lot of commercial ceramic works are being sold in the market and art shops in Nigeria. Admirers and art collectors patronized such artists and it has become the means of their livelihood. These have provided vocation for living. According to Uwadiae (1992) vocational education is the process of improving man's skills in order to upgrade his economic position in the society. With these aspects of visual arts introduced in our schools, colleges and universities, government should focus on the training and funding of institutions that are vocational inclined in order to meet the challenges of vocational education in Nigeria.



Fig.VI: Ceramic Cups

Other aspect of Craft Entrepreneurship

Craft entrepreneurship, according to Uzoagba (2009) is a form of applied or utilitarian art which is made to serve definite function or human need. Handcraft is therefore a process of making articles for use by hand, it requires working with hand tools only.

Local crafts are based upon the needs of the society and the choice of the craft depend on its availability of raw materials, need, cost and serviceability. For example Nigerian popular crafts are, blacksmithing, raffia, cane chair, weaving, calabash decoration, carving, wood carving, ivory carving, glass blowing, leatherwork, mural wall decoration, embroidery, knitting, beadwork, make-ups among others.

Leatherwork

Is production of decorative and functional objects mainly from hides and skin. Hides are gotten from bigger animals such as cow, camel, elephant and others, while skin are obtained from small animals like goat, sheep, antelope and reptiles. In leatherwork logical and sequential process are adopted such as stitching, tanning, burnishing, appliqué with valuable materials or tools such as dye, scissor, feather, glue, needle, knife, polish, among others.

This technique is used for making bags, ball, belt, briefcase, toy, money purse, shoe, cosmetic-container, leather, book jacket and hat. In this view, visual arts will help youth to become sustainable, to become manager on their own without government white collar job.

Beadwork: Another aspect of entrepreneurship that youth need to engage themselves is the bead making. Bead making is craft that come to existence before colonialism. The product of this tradition and cultural crafts are most seen on women, ladies and men worn on the neck as royalties, awardees excel, nobles and especially during occasion, festival, ceremonies as body decoration, waist beads. It is also used as an identity especially on crown for King and Queen necklaces, bracelet and anklet worn by different tribes of people in the society. The beads are of different sizes and colours, made of glass, ivory-tusk, plastic disc, with holes for the extension of twine. There is need for job opportunity in entrepreneurship which will serve as solution to their problems in Nigeria today by youth negotiations on one of these aspect of visual art as a vehicle of success.

Photography: Photography is social unique way of art of creating an images with light by focusing and shooting such image into picture after undergoing some processes. Photography is associated with graphics, because of the process involved in it such as printing, adverts of motion and non-pictures. The photographer follows the logical procedure of washing. Developer's makes the positive image on the paper visible, Acid stops the action of the developer. Fixer preserves the positive image on the paper. Water is for washing the print thereby remaining the fixer and developed silver and finally is put on line to dry. Photographs keeps history of events such as wedding ceremonies, or festival and all serve as a vehicle of sustainability.

Embroidery: Embroidery is the art of decorating cloth, with sown design forming a pattern, machine embroidery has supplemented handmade embroidery and become popular on shirt, buba, agbada, baba-riga and boubou, wrappers and blouse of women too. It involves creative and aesthetic abilities to empower youths to become self-reliant. People are now engaged in machine embroidery techniques with derived impressions from geometry, animals, building, flower, obstruct, trees and grasses are often used single or as combined design to create form and design.

Most embroidered cloths are worn on special occasions; some are used as bed spreads, table cloths or wall hanging, bridal occasion among Yoruba festival, coronation, and others. Government should introduce this field into school curriculum on its own for skill acquisition for people to become entrepreneurs.

Make-Ups: Make-ups or cosmetics is the artistic way of beatifying different parts of the body. Some ladies fixed nails with nail hardener, hairstyle with wigs; Body cream are used like skin tonic foundation cream, mascara, perfume, nail polish, lip stick brushes. The advantages of make-up to hide undesirable features like skin wrinkles or blemishes and those who make-up never regret it at all because it makes them beautiful. Barbing salon is opened for self-actualization and sustainability.

Weaving: It involves knitting and crocheting. Weaving is the process of interlacing or interweaving of yarn or plaiting of wool, cotton, palm leaves together to form objects useful to the society. Such objects include mat, basket, hat, carpet, cloth, winnowing-tray, raincoat, bag, rope, ethical and stylized hairdo, grass fence and others. The craft is practiced to earned income, therefore the skill is appropriate for entrepreneurship by both genders, people should indulge themselves in this practice to reduce unemployment in Nigeria.

Printing: Printing is the technique of expressing ideas, activities or emotions in words or pictures on surface through manual or mechanical means. Such surface can be fabric, paper risk, wall, wood, plastic etc. The primitive and local methods over the century gradually developed into moderns method of printing. Today different types of machines are imported in Germany for the production of books, magazines, calanders diaries and other forms of stationaries. Print making involves the process of silk screen printing techniques, lithography (planography), intaglio and relief. Silk screen printing is common to both graphics and textile. Reproduction mesh, squeeze, screen and ink are used to print badges, wrappers, t-shirts, books, and others. People could engaged in these activities as entrepreneurs.

Entrepreneurship Characteristics

From the perspective of occupational theories, entrepreneurship is synonymous with self-employment. Dennis (2007) and Mamman (2010) identified the major characteristics of entrepreneurs to be usually result oriented, future oriented and innovative. They are also energetic, have human relations, possess self-confidence and are self-disciplined. Entrepreneurs, according to Mamman (2010), also have risk bearing and leadership ability in addition to being able to take personal responsibility for their actions. These scholars all agree that an entrepreneur would always work towards putting into reality what venture he/she has in mind. He/she is action oriented and quickly brings ideas to fruition. This involves setting measurable goals for himself. In addition, entrepreneurs tend to be more concerned about what the future has in store whilst not completely disregarding the past. The continuous survival and prosperity of a business depends largely on what the future outlook is like. Since entrepreneurs are always striving for a continued existence and growth of businesses set up by them, they tend to plan ahead and even have contingency plans should something go wrong. According to Gana (2001), they also take personal responsibility for their actions whether an outcome of a decision is favourable or unfavourable. Taking personal responsibility reduces an entrepreneur's reliance and dependence on others. An analogy can be drawn between an entrepreneur and a mother. He nurtures an organization from infancy to adulthood. In other words, 'he initiates and rears an infant company to a gigantic corporation with branches and subsidiaries' (Anyon, 1973). Miles (1980) asserts that entrepreneurs may be seen not only as creators of some of the rational and tangible aspects of organizations such as structures and technologies, but also as creators of symbols, ideologies, languages, beliefs, rituals and myths. Entrepreneurs are people who have the ability to see and evaluate business opportunities; to gather the necessary resources; to take advantage of them; and to initiate appropriate action to ensure success (Meredith, Nelson and Neck, 1987). These authorities also argue that an important feature of being entrepreneurial is that you provide something of value to others. The greater the need people have for your product or service, the greater your reward will be. If you work to help other people to raise their standards of living and to improve their lives, you will be serving the needs of society. This is the meaning of being an entrepreneur.

Entrepreneurship helps firms adapt to change and compete (Jaskiewicz, Combs & Rau, 2015). The total performance of a business is determined by the attitude of the entrepreneur. Your effectiveness as a leader is determined by the results you produce. The key to successful entrepreneurship depends on the combination of four kinds of resources: materials, human, financial and information. The last-mentioned coordinates the others. It tells the entrepreneur how to effectively combine and utilize the rest. It may also be argued that "an entrepreneur is a person who risks his or her time, effort and money to start or operate a business". While tracing the history of entrepreneurs, Schollhammer, et al (1979) points out that of the early ones few had money and none came from nobility. Their objectives were growth, enlargement of their organizations and investment for its own sake. They believed in the worth of work in which they were totally absorbed.

Qualities of an Entrepreneur

There are many qualities of an entrepreneur, but few are mentioned. An entrepreneur must take away laziness out of this project; an entrepreneur must be smart with changing situation/condition; there must be creative ability, because it enhances output of product; must be skilful in his/her art production. An entrepreneur must position his/her self so that buyers of his/her works can be brought well packaged and an entrepreneur must be current in his/her artistic produce.

How Can Small Scale Business and Entrepreneurship in Art be Formed?

Look inward and answer the following questions: What can I do? What skill do I have? What material can I use for the production? What can I use my hand for? How much money do I have? And also look outward and answer questions like: What do the people like? What is their culture? What religion do they practice? What is the hobby of the people? What is the probable outcome of art or product? By answering these questions, then the entrepreneurship business will thrive.

How to Enterprise a Product

Art products can be enterprised through exhibitions, and displays in places like the airports, international hotels, tourists centers, festivals, cultural centers in established shops among others. Advertisement is a reliable form to enterprise your products.

Conclusion

Entrepreneurship is about how one becomes master of his/her own destiny and tackles the challenges that poverty and unemployment pose to stability of our societies. Entrepreneur plays a distinct role in the economic system of a country. It has been recognised as a vehicle for exploiting emerging ability to create jobs and livelihood for others. In entrepreneurship nothing is easy or perfect, the best approach is to start with an idea no matter how rudimentary and continue to have it. It is recommended that do not wait for a perfect time; if you do, you may never get started.

Encourage self-respect of the unemployed since they feel isolated and rejected by the society – get them develop positive concept. They should be made to face the situation squarely in a realistic manner rather than resort to the use of defense mechanism of projection. When discussing the effects of unemployment with the unemployed, the counsellor should be specific i.e. break down the different effects into units that can be comprehended. They should be helped to minimize wishful thinking. This could be done by encouraging them to think of different ways they could develop their potentials and search for jobs.

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