

Wealth Creation through Handcraft for Diversification of Family Economy

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ABSTRACT

Members of the family can create wealth for the family's survival by engaging themselves in many handcrafts, using simple equipment, in order to earn their living and live comfortably. The paper examines wealth creation through handcraft for diversification of family economy, by looking at what wealth creation is and the strategies to employ for wealth creation. It also looks at various handcrafts members of the family can be engage in and what factors to consider before selecting any handcraft. Also, it looks at ways handcrafts can diversify the family economy. Family member should bear in mind the money at hand, time for the completion of the chosen craft and the expected audience should be considered before starting any handcraft. It was recommended that the chosen handcraft by family members should be relevant to the societal needs, within the family's means and income, the craft must also be creative and innovative, as well as it being pleasing to the eyes.

Key Word: Family Members, Wealth Creation, Handcrafts, Family Economy

Introduction

Family members are a group of individuals, each with his needs, wants and desires. For satisfactorily adjustments to the environment those needs, wants and desires must be met. Most of these are met only through wealth, as such there is the need for each family to create its own wealth. Wealth creation is the accumulation of assets especially those that generate income over a long period of time (financial Dictionary. 2017). Also Patil (2016) defined wealth creation as anything which could be owned and controlled and have monetary values or have the potential to create the monetary value.

The art of using the hand or sometimes using simple machines to produce something that is both beneficial demands creativity and foresight, those articles produce by hands are known and called handcrafts.

Handcrafts sometimes known as handicraft or handmade, is any of a wide variety of type of work where useful and decorative objects are made completely by hand or using only simple tools (Patil, 2016). According to St. Johns (1992) handcraft is an object of functional, decorative and aesthetic value which requires the technical and design skills of a craft person, with direct contact over hand, tool, and simple machine operations in production.

Family, members collectively unite together to manage their residency in one way or the other. Family daily needs of goods and services accounts for

the sharing of roles and responsibilities to each family member, when the goods and services are adequately acquired, that can boast the family economy. Family economy is a term used to describe products, goods and services mostly produced in the home and where the work force consists of family members (Carter, Ransom, and Stutch, 2006). Family economy described the family as an economic unit, the early stages of development in many economics are characterize by family based production. Most economic activity took place within the household and production and distribution were organised by custom and tradition (Parente; Rogerson and Wright, 2000), the family economy would reach a high point with many children, adolescents, young adults and even the elderly and infirm efficiently contributing to its productions.

Wealth Creation

Olusola (2017) outlined the following powerful principles of wealth creation:

1. **Principle of Intention:** one needs to have a personal will to conquer the world, in ones chosen field of endeavor one need to be intentional about creating solutions to problems, creating values as well as creating wealth.
2. **Principle of attentions:** one needs to identify ones specifics fields and remain consistent over the years. Look for the most sustainable way to create solution through

ones spheres of endeavor. Also avoid anything that weakens one and only give attention to those things that strengthen one.

3. **Principle of energy and passion:** stay focused on the chosen areas and give all your time, energy and attention there. As ones energy flows one's energy grows.
4. **Principle of belief:** one's conviction and core belief propels one in business and personal success. Belief in oneself, in one's dreams, as well as solutions that one were born to solve, one also needs to have a healthy self-esteem in order to have that conviction and belief in oneself.
5. **Principle of growth:** live your life consistently with the attitude of growth and learning. Ones result and outcome in life will expand only at the same rate as ones personal growth. Growth keeps and increases ones wealth desires and goals, which ultimately ensures sustainability.
6. **Principle of Service:** this is the action of servicing, helping or benefitting another, one makes a living by what one gets, but one makes a life by what one gives, services bring more wealth and creates satisfaction and more achievements.

Wealth Creation Strategies

The following are vital strategies of wealth creation according to Patil (2016)

- a) Starting a business: business could be a very good if it is implemented well. Though, it is a very sensitive thing to deal with risks as very high and it requires adequate involvement of each members.
- b) Deposits and investments: deposits and investments are those assests which make money grow without much involvement of the owner.
- c) Real estate assets: one of the best wealth creation idea for a common man is an assest in terms of real estate properties or even owning the family's house is an assest to the family and its next generation.
- d) Loan as an assest: there is a huge possibility that by using loan money, an individual can develop a system from which one can earn more than the loan repayment.
- e) Trademarks, patents, copyrights: patent registered products sell three (3) times more than the competitions because no other product could claim that name, hence the products with trademarks or patent labels are seen as brand product or original products, while products from others in competition are taken as fake products .

Management of Wealth Creation

Thomas (2016) stated the following points in the management of wealth creation:

- Setting a smart goal
- Planning
- Time management
- Budgeting
- Money and bankers
- Small and medium sized needs
- Wealth management

The Impacts of Wealth Creation to the Family

Smeaton, Iindson, Deraniyaga, Francavilla, Phililips and Salis (2011) wrote that, economics outcomes associated with the enterprises or businesses which were established or strengthened have included increased outcomes, creation of employment, increased yields, improved food security, improved suitability of crops or livestock, improved agricultural methods, better nutrition and more meals eaten.

Economically diversified families are better able to withstand environmental disaster and reduce pressure on land resources, more able to plenty incomes over the years and able to enjoy food security, economic independence was a key economic outcome. Socially, families have access to better education, improved health, confidence and optimism and keeping the family together.

Crafts Available to Family Members

There are many crafts available to the members of the family. Wangboje (2006) state the following crafts:

- 1) Carving: carving of different kinds exists in Nigeria. The most common being wood carving and calabash carving. Wood suitable for carving are available in large quantities. Carved items such as tools, boxes, bowls, doors, panels are in great demand. Calabashes are carved through elaborate geometrical designs and patterns which are burnt on to the outer surface of the calabash.
- 2) Brass work: brass work is of two (2) varieties one is beaten work and the other is cast in moulds, The brass is fashioned in designs on small anvils using a small hammer. Beaten brass are fashioned on to trays, bowls, bracelets and other objects.
- 3) Pottery: pots are made of different shaped and sizes using clay and are being used as vehicle for cooking. storage in many parts of Nigeria especially in the rural areas.
- 4) Beads work: beads are used to make necklaces, handbags, earrings, bracelets, leg ornaments and so on. Also to decorate aprons, lion covers and belts. Beadwork pattern not only decorate, but also as a means

- of communication, signaling the wearers rank, wealth profession and stage in life.
- 5) Sewing; This has to do with fabric and leather, it involves joining pieces of fabric or leather to make article by using needle to pass through thread repeatedly through the fabric or leather.
 - 6) Gardening; This involves producing food from ones plot of land, which could be food items, fruits and vegetable.
 - 7) Embroidery; This is the embellishment of fabric with a design in threads, given a decorative touch [or a garment one sews
 - 8) Tatting; This involves making beautiful lace-like edgings and motifs to trim household and fashion accessories.
 - 9) Crocheting; This is a needle work done with a hook, by drawing thread through one or many loops, this is used to provide caps, socks, cardigan, sweater and household items
 - 10) Knitting; This is a technique for creating fabrics by knotting strands of yarn into loops, this is used to produce harmattan or cold thick clothing, and household items.
 - 11) Quilting; this consists of three (3) thickness of materials that is, top fabric, a padding of wadding soft cotton or flannels and a lining to produce bed sheets, bags and puffs.
 - 12) Macrame; this involves working with multiple strands of yarn and beads to produce decorative items for the household.
 - 13) Soft toys; this involve the uses of fabric, foam, kapok, fabric scraps and dried foodstuff to produce toys for children
 - 14) Applique; this is the method of attaching one or many different fabrics over another to form a design, be it a collage, picture or a dainty motif on fine fabric.
 - 15) Flower arranging; flower arrangement involves a sense of colour, line and balance. It is also an expression of one self-flower that arranged inside pans, bottles, vases, cans and so on.
 - 16) Floor mats; different types are made locally with various materials such as raffia, fabrics, palm fibre, plastic and wollen
 - 17) Weaving; this is the process of making woven material on a loom, involving an unsteady motion back and forth of thread to produce a fabric
 - 18) Spinning; This is the process of converting fibre, into thread or yarn which would eventually be used in the production of fabric.
 - 19) Basket making; This is the process of weaving unspun vegetable fibres to make a basket
 - 20) Calligraphy; This is the art of writing letters and words with decorative strokes
 - 21) Picture framing; This is the art of positioning a picture visually within a fixed boundary
 - 22) Photography; this is the art and technology of taking and sometimes printing photographs.
 - 23) Painting; this is an illustration or art work done with the use of paint,
 - 24) Sculpting; This is the art of shaping figures or designs in the round or into a three-dimensional figure
 - 25) whittling; *This* is the art of cutting or shaping wood with a knife

Factors to consider before starting any handcraft

Lewis (2011) wrote the following factors to be considered before starting any type of handcraft:

1. Cost: one must not spend too much money on any handcraft, so one should set a budget.
2. Quality; one must consider the quality of the material to use, one need to shop around to make sure of getting the best materials
3. Time: one must make sure, one choose a design that will take the shortest possible time to make .
4. Skills: one need to know how to do the skill required for the craft, if one would use any simple equipment. one must learn how to use it first.
5. Suitability/purpose: the design must be suitable for the targets in mind or the venue where it is going to be kept
6. Does it fulfill the brief: one must refer back to the brief while doing the craft to make sure one is fulfilling it and following it.

Carter, Ransom and Stutch (2003) wrote the following factors to be considered as follows,

7. Have a purpose in mind: ones purpose should be identified first, which should guide the design decisions.
8. Have an audience in mind: thinking in terms of purpose and an audience or recipient at the beginning will help one to choose a particular craft and design.
9. Experiment invest: Give yourself the time and space not to doodle or tinker without purpose or direction
10. Browse around and be on the lookout for inspiration: one may find inspiration in other work in what 'materials are available in craft kits, in books or in nature or friends.
11. Show your craft to others: if one have already done some crafts, show them off or demonstrate them to somebody, one know what others may have insights, one do not about how to use a particular technique or

what sort of craft to do next.

12. Start small: particularly if one is starting out a new craft or technique try a smaller sample piece to make sure its something one enjoys and have a feel for
13. Read the directions: if one's craft has direction. Read and follow them carefully
14. Think it through or sketch it out on paper: if the craft project doesn't come with instructions or, if one would be changing anything compared to plans or pattern one is following, plan how you would go about it and make your pattern.
15. Make a sample: if one do need to try a new technique, try it on a small piece or scrap material first to get the best of it before using it on a larger project.
16. Start in ones stash or even ones scrap bin, but not the craft store if one already have a supply of yarn fabric paper, wood or anything else, chances are one collected these items because they interested or inspired one somehow. Sometimes one will incorporate these materials into a large project, other times one can create wonderful things from materials and tools one already have.
17. Obtain any new tools or supplies one need: Do this after one reviewed ones existing supplies and committed to the craft.
18. Begin a project and be persistent: many craft projects will require some practice to make the technique many more will take a lot of time.

Guiding Principles before doing any Handcraft

Mason (2005) stated the following guide to be kept by family members in the process of any handcraft:

- The end product should be useful
- The craft should be done carefully
- Emphasize the habits of best effort to the members of the family, slipshod work should not be allowed.
- Carefully select handcraft to challenge but not frustrated

How handcraft can diversity the family's economy

FAO (2017) wrote that, traditional handcraft may boost and diversify incomes of the family, that is, by development of the handcraft sector as a means of creating jobs to family, handcrafts are made by hand from natural materials. Handicraft can preserve and develop many traditions while becoming an integral part of modern life.

Handcraft sector serves as sources of income to many
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families. Crafts can form a significant contribution to the economy of household and the expert potential of countries.

Handcrafts are ecological safe and environmentally friendly activities and emphasize the development of handcraft as an economic sector leading to increase employment in rural areas and reduced rates of migration out of the country.

Zuiby (2015) made some suggestions about handcraft

- a. Improves creativity and skills: at the first stage one may create some mistakes, but with practices makes improvement. Thus creativity can be achieved.
- b. Availability of raw materials: the raw materials are cheap and easy to purchase. Most recycled items are household waste products.
- c. Make money with self-employment: it's the best way to create employment. One can spend ones leisure time in learning handcraft, to earn good amount of money
- d. Strengthening the economic growth: selling decorative handcraft products can increase the expert rate of the country and hence boast economic growth.
- e. Minimum amount of investment: the business completely depends on individual skills and ordinary raw materials. Therefore, there is no need for washing machines or by industry
- f. Environmentally friendly: one of the most attractive feature of handcraft industry is the eco-friendliness part. It also uses waste materials which can be converted to beautiful pieces of handcraft items. Gupta (2018), outlined the following economic benefits of handcraft as:
- g. Cheap labour
- h. Generation of self-employment
- i. Low capital investment
- j. Reflects the traditions and culture of the society
- k. Production flexibility
- l. Labour intensive
- m. Raw materials easily available
- n. Availability of diversified and potential market even at village level.
- o. Earning ensure sustainability of the sector and thus the economic growth of the area
- p. Availability of government support, right from training to production and marketing
- q. Extensive product range
- r. Rising demand.

Luitel (2018) wrote, the benefits of handcrafts can be looked from two perspectives for seller and for buyer, from the view of manufacturer and seller, the benefits can be.

- Sources of income
- Employment to own self
- Employment to others
- Creativeness and so n

For buyers handcrafts can be used for:

- Decoration
- Toys for kids
- Useful items around the house

Conclusion

Handcrafts are unique objects. They are an embodiment of human creativity and labour. They are not made with machines, hence they use less amount of energy and give minimum amount of waste output. Most of the handcraft products are biodegradable and environmentally friendly.

Recommendation

In view of the above factors, the following recommendations are made:

- 1- The chosen handcraft by family members must be relevant to the societal needs, should be within the family means and income, it must be creative, innovative as well as being pleasing to the eyes
- 2- Family members should conduct an extensive feasibility survey to evaluate the viability of any proposed handcraft project to avoid investing in unprofitable venture
- 3- Family members should train their children early in life to participate in the family's chosen handcraft, so that they can be creative themselves and help in the family's up keep

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