



# Entrepreneurship Opportunities and Challenges: Creative Art and Design Dimension

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## Abstract

It is the opinion of the study that Africa, indeed Nigeria, appears retrogressive, primitive, insensitive and totally blind to the environmental and global changes in relation to technology, humans and capacity building to the extent that value systems, human lives, creativity and entrepreneurship are all facing extinction, thereby paving the way for banditry and terrorism and other forms of absurdity. The study observes that entrepreneurship is the creation of economic value by putting the right variables into effective action. Entrepreneurship appears to be a major driver of economic growth, innovation, creativity, job provision and development of methods and products through creativity and strategic and critical thinking. These, however, promote and stimulate human and economic growth and development of the society. The study tries to situate visual art as a metaphor that inspires creativity and provides empirical evidence through which entrepreneurship opportunities could be sustainably anchored for the growth and development of humanity. Primary and secondary sources of data collation will be useful, including unstructured interviews. Some of the findings include creative art and design enterprises could facilitate entrepreneurship opportunities and proffer solutions to some of the challenges. Again, creative art and design, which include architecture, graphics, sculpture, painting, textiles, and photography, are significant routes to innovative technology and entrepreneurship. These, however, took the study to its conclusion and possible recommendations.

**Keywords:** Creativity, Entrepreneurship, Visual Art, (Art and Design Technology)

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## INTRODUCTION

Nigeria seems to have become a dumping ground for terrorism, banditry, retrogression, and other issues associated with inconsistencies and unproductivity, which has led to its significant status as a failed state on a global scale. Nigeria has great potential due to its abundant human, material, and natural resources, and it suffers from few natural disasters. However, self-inflicted calamities such as terrorism, banditry, kidnapping, religious extremism, the weaponization of poverty and hunger, the misuse of religion, and the bastardisation of knowledge and power have turned democracy into religious bigotry, inciting conflict between religions, tribes, and ethnic groups. Making Nigerians believe that certain

religions or ethnic groups are superior and better than others appears unacceptable and retrogressive.

According to Osita (2020), citing Egonwa (2017:98), Nigeria is situated on the west coast of Africa and has a population of about 160 million people; however, today, from all indications, Nigeria is estimated to have a population of slightly more than 200 million. However, Egonwa (2017) asserts that the vast geographical area called Nigeria today represents a greater diversity of ethnic groups, of about 275, which produce a diversity of arts and culture. In contrast to these views, Duruaku (2011:14) opines that the cultural and ethnic diversity of Nigerian society is over 250 ethnic groups. In another

development, Osita (2020:33), citing Anyakoroma (2011:11), notes the belief that Nigeria comprises over three hundred (300) ethnic nationalities. Given this information, it is reasonable to suggest that Nigeria has more than six hundred (600) ethnic groups, including various sub-groups within these larger ethnic categories.

The study also notes that culture evolves, revealing the existence of different cultures or groups within the same geopolitical zones, local government authorities, villages, and clans. The study believes that Nigeria, despite having more than six hundred (600) cultural and ethnic nationalities, appears to be multi-dimensionally endowed in all considerations but horribly corrupt and economically, culturally, creatively and artistically uninformed and backward.

However, the study believes that some of the problems of Nigeria today are greed, planlessness, corruption, shortsightedness, lack of entrepreneurship interest, creativity and imagination, including innovative thinking. The average Nigerian, especially politicians and traditional leaders, often prioritises a mentality of fraud, mediocrity, and ineptitude over investing in industrialisation and effective entrepreneurship opportunities, showing little regard for human life and children's rights. In support of this view, Okafor (2019:15), in his contribution to the Igbo studies review, citing Falola and Heaton (2008), observes that at the time of Nigeria's independence from her British colonial rule in 1960, Nigeria was composed of a myriad of ethnic groups, speaking over 250 indigenous languages, coalesced into a brand-new nation under ineptitude, unsuitability, and incompetence.

In the opinion of the study, this arrangement may not suit the entire interest of the people in Nigeria; hence, it appears hypocritical, backward, and counterproductive, thereby promoting corruption, chaos, and anarchy, including nepotism, religion, and tribal bigotry. However, in support of these views.

Okafor (2019:85) observes that despite Nigeria's numerous regional, ethnic, religious, and cultural differences, the country hastily sought independence from Britain for selfish and greedy reasons, neglecting concerns about how this newly created nation could be effectively governed. Okafor also notes that the resulting effects of this overzealousness and desire to steal and loot include the mismanagement of Nigeria's economy, human rights abuses, terrorism, extrajudicial killings, kidnapping, ritualism, asylum seeking, and a stifling of creativity, industrialisation, imagination, and entrepreneurship.

The study holds the view that if Nigeria, along with its political and traditional leaders, had taken necessary actions, industrialisation and entrepreneurship opportunities would have transformed Nigeria's destiny and narratives in the global arena by now. Furthermore, the study believes that Nigeria could still achieve

greatness if the necessary actions are taken. Some of the things that must be done include:

- (a) Redefinition of her moral values – building of new integrity,
- (b) Deconstruction and decolonization of Western values (Britain).
- (c) Reconstruction of her belief system to attain a new reality.
- (d) Significant Investment in Creativity, Entrepreneurship and available opportunities therein, including Art and Design enterprise. The study is of the opinion that there is little or no significant studies on this subject hence the study.

### **Creativity**

In the opinion of Osita (2020:32), creativity is the ability to bring into existence something new or original. If Nigeria must grow and develop significantly, there must be something new and original. No sector of the economy must be neglected or ignored in favour of others. The study observes that Nigeria has more than 600 ethnic groups yet lacks the capacity for originality or something new politically, economically, culturally, technologically and educationally. Osita (2020:32) asserts that Nigeria should be the greatest on this planet, following a long history of creative and artistic creations in Nigeria from prehistoric times till date – Igbo-Ukwu, NOK, Essie, Benin and Kaduna examples. The study shares the view that Nigeria is retrogressive and backward in economic development and technological advancement, including creative, artistic, and industrial; including breakthroughs in education and entrepreneurship.

Creativity promotes knowledge, economy and advances in technology as well as encourages industrialisation, which in return provides jobs and entrepreneurship opportunities for developing economies. It must be pointed out that creativity may not be a photographic representation of ideas and concepts but a careful assemblage, construction or transformation of concepts or philosophy into new ideas or a complete new whole. Creativity may also be looked at as the art or science of bringing into existence something different and original that may offer intrinsic and/or extrinsic perceptual appeal. Ikwuegbu (2010:140) considers creativity as the ability to generate innovative ideas and manifest them from thought into reality. He states that creativity is born out of creation, which people do out of experiences, interpretation and evaluation of all things encountered that result in something new or novel. Creativity involves original thinking and creation. It is for this reason that Mish (2008:29) considers it an act of creating, especially the act of bringing the world into new ordered existence. The art of making, inventing or producing things in unique, but different, and new ways, yet pleasing to the sight.



Figure 1



Figure 2



Figure 3

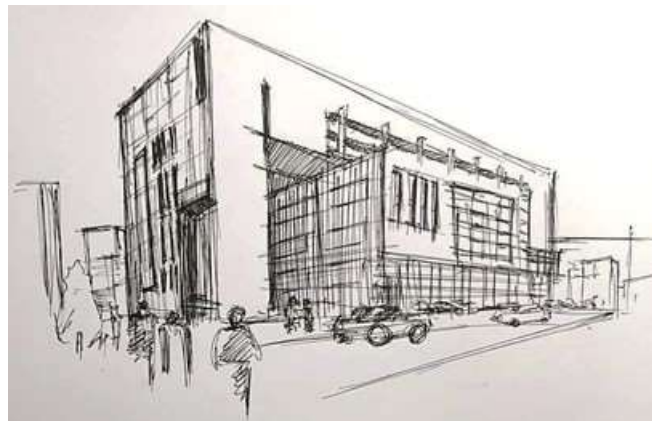


Figure 4

Figs. 1-4 Artist Unknown – Life Drawing - @ Osita Williams 2026

From all indications and the position of the study, creativity appears to be the ability to generate novel and valuable ideas through the exercise of imagination. One may safely suggest and accept that creativity inspires visual arts and technology, including science, which embodies engineering; medicine; pharmacology, including artificial intelligence; and agriculture technology. It also provides empirical evidence through which entrepreneurship opportunities may be sustainably anchored for the growth and development of man and the environment (society).

The study is supported by Ikwuegbu (2010:140), Osita (2020:33) and Mish (2008:29), as others posit that creativity is the cognitive ability to generate novel, original and valuable ideas, solutions, creative or artistic works by exercising imagination, as it acts as a bridge between abstract imagination and tangible actions involving the creation of new devices or artistic expressions visually and/or technologically. However, it must be noted that creativity inculcates in the people a deep sense of curiosity, independence, risk-taking, persistence and consistency. A country endowed with humans with these

quality traits who are hugely deployed in the policy and nation-building bodies, factually, such nations must be great in entrepreneurship opportunities, industrialisation,

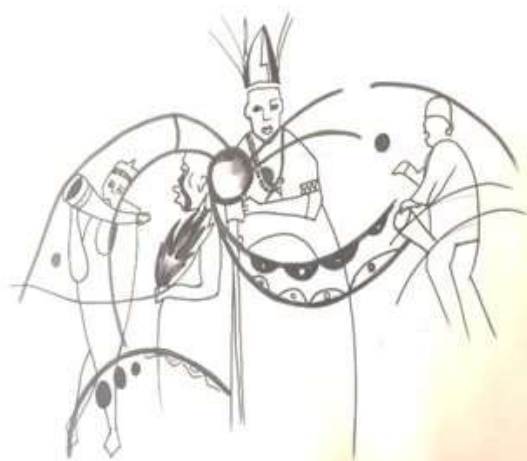
and examples of illustration emanating from creativity and creative enterprise.



**Figure 5**



**Figure 6**



**Figure 7**



**Figure 8**

## **Entrepreneurship**

From the position of the study, entrepreneurship appears a method of creating and identifying business opportunities, for instance, art and design enterprises – graphics studios, photography and photographic studios; fashion design enterprises; sculpture and portrait painting, including poultry farm enterprises and others. These ventures create value for humans and societies. This is the essence of entrepreneurship.

Entrepreneurship, as noted by the study, is a key or major driver of economic growth and development. Entrepreneurship inspires innovation and innovative

thinking as well as offers job creation opportunities which may involve the development of new services or products which could be achieved through creativity and strategic as well as critical thinking for sustainable growth and development of the country.

Entrepreneurship in the context of this study may involve small businesses involving little capital, large company entrepreneurship, and/or social entrepreneurship which may gradually begin with an idea, known as creative thinking, followed by a market survey, developing a business plan and funding. An entrepreneur

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is usually resilient, visionary, proactive, and adaptable as well as creating value. In support of these views, Osita (2016), Ndubuisi (2019), Ikpe (2024), and Ikwuegbu (2010) all point to the same opinion: entrepreneurship inspires innovation by introducing new efficient solutions to the marketplace. It encourages economic development



Figure 9

by creating jobs and diversifying industries as well as encouraging competition. However, it goes beyond what a layman looks at or sees. Entrepreneurship empowers individuals and acts as a catalyst for changes in various sectors of Nigeria's economy. See figs. 9 & 10.



Figure 10

### Visual Arts (Art and Design Technology)

Visual arts are one of the creative and entrepreneurial endeavours that could catapult most economies into world powers. Unfortunately, visual arts, which could serve as a creative incubator and galvaniser of innovative and industrial technology, are neglected in Africa. The study observes that there is human and children's rights abuse and others in Nigeria today, where people, particularly children, are discouraged from reading or studying visual arts in primary, secondary and tertiary institutions in favour of medicine and surgery, law, accountancy and others. The study maintains that if society, the government, parents, organisations, individuals and others could prevent and/or discourage people or children from pursuing or studying the course of their choice in favour of others, it is human and children's rights abuse and detrimental to economic and sustainable development.

One may submit that knowledge of visual arts may impact creativity, aesthetic awareness and environmental technology, which could in the end boost economic and sustainable development. Particularly in the third world countries. The study shares the view that visual arts could massively impact the economy if well applied and utilised

by authorised agencies in the society. It is in this direction that Okereke and Ekpe (2002:2) state that development implies change which often follows a well-ordered sequence and exhibits common characteristics across countries. They further observe that. Development is more than just the acquisition of industries but includes such ideals of modernisation as a rise in productivity, social and economic equalisation, modern techniques and attitudes as well as rationally coordinated policy approaches.

The study is of the view that no meaningful development may be achieved in any society where there are infringements on fundamental human rights, violence and insecurity.

Visual arts which provide suitable platforms for entrepreneurship opportunities include fashion and design, textiles, graphics, painting, sculpture, wood technology, weaving, tie-and-dye printmaking, batik and photography. These are different options as departmentalised in the visual arts enterprise, which suitably galvanises entrepreneurship opportunities globally.

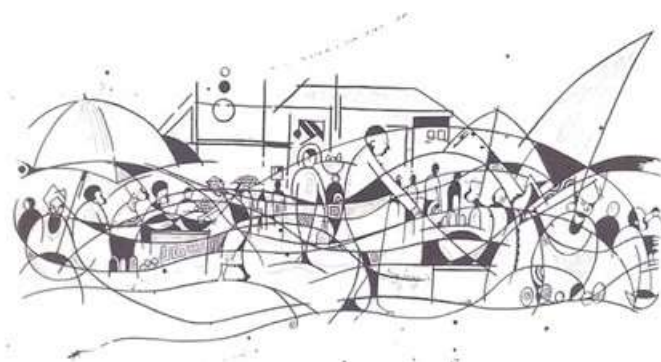


Figure 11

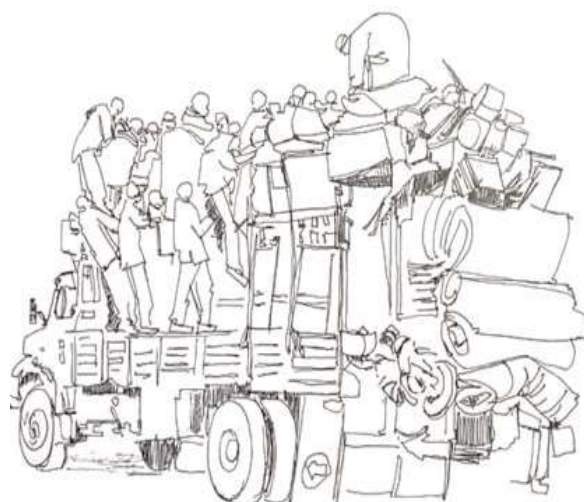


Figure 12

Figures. 11-12 Artist Unknown – Life Drawing - @ Osita Williams 2026

## Conclusion

Entrepreneurship opportunities are avenues through which scalable startups and businesses could be made available to individuals or groups for the purpose of growth and development. The study, therefore, suggests that entrepreneurship is the provision of economic value by establishing and commercialising opportunities to deliver products and/or services for human capacity development in the wider society. Such entrepreneurship opportunities include visual art (art and design technology), which embodies all areas of art and design like fabric tie-dye, batik production, photography, graphic design enterprise, sculpture and painting, including printmaking. The study submits that these areas of endeavour provide suitable entrepreneurship opportunities for human capacity development and effective growth of man and society. Entrepreneurship provides innovative solutions to the unemployment crisis ravaging Nigeria today.

## Recommendations

Art and design technology should be encouraged in the primary, secondary and tertiary institutions in Nigeria. It is because of its immeasurable contributions to man and society that it earned its inclusion in the Nigerian school curriculum, including Akanu Ibiam Federal Polytechnic Unwana, Federal Polytechnic, Nekede, I.M.T., Enugu, Yaba College of Technology, Abu, Zaria, UNN., University of Benin, University of Uyo, Uyo, University of Port-Harcourt, Abia State University, Imo State University and others.

- Federal Government, State Government and Local authorities, including Non-Governmental Agencies, should encourage entrepreneurship for the good of the society by providing soft loans and interest-free loans to small-scale business entrepreneurs.
- Farming and agriculture technology should be encouraged to cater to the massive needs of society.
- Creativity and imagination may not be totally removed from industrial and national development; hence, art and design should not be relegated to the background when policies affecting man, entrepreneurship, technology, and industrialisation are made, particularly in developing economies.
- Art and design technology should be encouraged and anchored towards empowering sustainable entrepreneurship opportunities in Nigeria.
- Entrepreneurship provides innovative solutions to the unemployment crisis ravaging the country today; therefore, it should be considered the utmost priority of the government and non-governmental agencies in Nigeria.
- The present-day Nigeria dwells much on religion and prayers, which are counterproductive. The study shares the view that "Nation comes before Religion". No nation survives on prayers alone without moral responsibility. Build Nigeria with character, industries and

## 18. Glob. J. Environ. Sci. Technol.

entrepreneurship opportunities. A new Nigeria is certainly possible.

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### Interviews

Name	Occupation	Age	Date of interview
Ndubuisi Christopher	Professor	74	12-07-2019
Dr. Mrs. Ikpe, J.N.	Ph.D	Age 51	14-05-2024
Ikwuegbu, F.N.	Professor	59	15 – 01-2026