

## LET AFRICAN TEXTILE SHINE - REVIVING THE DYING ADIRE TEXTILE, SAVING TRADITIONAL PROFESSION AND RCREATING MORE JOBS



### Summary

The Association of African Entrepreneurs (AAE) is expanding its activities in Nigeria. At present our attention is directed at capacity-building, advocacy and intervention support. In this direction AAE Nigeria desires to the dying traditional vocation of Adire cloth designing. It need to be rescued and revived. **Adire intervention will save jobs, attract new people and enhance knowledge of practitioners. In the long run it would create wealth and more employment for Nigerians.**

### What is the issue, problem, or challenge?

The traditional Adire cloth weavers are running out of business because of cheap western cloths and low quality smuggled Ankara from neighbouring African countries. The ugly development needs to be critically corrected through capacity-building because the Adire designers could not understand the dynamics of the problems raised above, and where they do, they lack the relevant capacity building and support from government to change the situation to their advantage. Consequently men, women and youth in the business are fast abandoning the erstwhile lucrative vocation. This rich vocation is endangered and needs to be revitalized. These are the issues and problems begging for attention.

### **How will this project solve this problem?**

Training on Adire revitalization will expose participants to the prospects of using Adire for sewing contemporary T-shirts and corporate designers' outfits. The training will provide interface between Adire designers and sellers of cloths who will tell them the needs and tastes of buyers. The training will also provide opportunity for the Adire designers to relate with corporate boutiques/fashion houses on mutually beneficial relationships.

### **Potential Long Term Impact**

Retain jobs for the traditional Adire cloth designers;  
Upgrade their skills and exposure through value-addition;  
Attract young unemployed youth to take up career in Adire cloth designing;  
To reinvent Adire as a valuable source of revenue to Nigeria through export

### **Funding Information**

This project has been retired and is no longer accepting donations