



Cheerful Hearts Foundation

# CHEERFUL HEARTS FOUNDATION

## PROJECT INFORMATION FORM

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This is a snap shot of the proposed project which we hope to do in the deprived communities in Ghana to help eliminate extreme poverty in some parts of the country.

### Project Title

**CENTER FOR INTEGRATED RURAL ART AND INDUSTRY (ART VILLAGE)**

### Specific Objectives of the Project

- To empower more especially women and the youth in our rural communities with vocational training to help make a living.
- To provide a possible vocation or job to the physically challenged.
- To train the illiterates "unschooled" and the needy with possible vocations and a means of living.
- To help provide a source of income for the rural dwellers
- To help eradicate poverty in our rural communities
- To help provide practical training for rural arts students which will help reduce the youth unemployment rate in Ghana.
- To help reduce rural-urban migration this normally leads to street children, theft, congestion, poor sanitation etc in the capital cities.

### What is the total cost of the project?

\$40,848.00 (Fourty Thousand Eight Hundred and Fourty Eight Dollars)

### What is the actual town or area in Ghana for the proposed project?

Kasoa - Awutu Senya District , Central region



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### Project overview:

To set up a craft village to help train the deprived people on indigenous Ghanaian Handicrafts including Beads making, Textiles (Batik), Leather works etc, using the human basic tool (Hand) with very little technicalities involved which would be a very lucrative vocation for them.

The site would be classified under three main art disciplines namely:

- **Beadmaking Section:** Traditionally in Ghana there are five basic types of recycled Glass beads produced of which all five would be produced under this section. Bangles, necklaces, anklets, waist beads etc, would be some of the products under this section.
- **Textiles:** Batik, Tie Die as well as the Art of Macramé would be done under this section. Costumes, Chandelier, Pot holders, sandals, bags, etc would be some of the products under this section.
- **Leatherworks:** Both natural and synthetic leather would be used for the production of costumes, sandals, bags, belts, etc.

However an Art Gallery would be built to display all artifacts produced for exhibition and sale.

- Artifacts produced would be highly finished and of high quality in order to suit both local and International markets
- Almost all raw materials for production could be obtained locally in Ghana
- Artifacts produced would be exhibited in schools and at trade shows both locally and internationally
- The Art Gallery would be for the display of artifacts for sale at the craft village

However, anybody irrespective of age, gender, status could enroll for training at the Art Village but preferences would be given to vulnerable women, physically challenged, unemployed youth, single parents and poor illiterates.

At most a maximum of 30 people could enroll at a time for training and a maximum of 100 people could be trained in a year (excluding schools and colleges)

The duration for studies could take a maximum of three months. However, flexible time table could be provided for trainees if necessary.

Trainees would be given material assistance as seed to start their own business just after their training from the center (this project)

Also schools and colleges can also book appointments for practical demonstrations at the craft village on week days and on weekends.



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### Why is this project needed? What problem is it expected to solve?

Most youth especially in our rural communities have been denied access to quality and affordable education. Hence they turn out to be drop outs with no future. They are therefore left with no other alternative than to indulge in all manner of social vices like drug abuse, armed robbery, teenage pregnancy and the like. The centre would therefore be made available to such people as a beacon of hope where they could enroll for training to acquire practical skills that can help them set up their own business to make a living so they would not be a burden to the society.

Women in most rural communities in Ghana are shunned upon in their societies. Traditionally in Ghana it is wrongfully put that the best place for the woman is the kitchen. Women therefore become vulnerable to stress, depression and other emotional hazards. This we strongly believe should not be the case. The provision of this craft centre would seek to enroll these women to empower them with vocational skills that could help them make a living and also contribute their quota towards national growth.

In most rural communities in Ghana very few have little or no formal education. Their main source of living is to till the land (subsistence farming) to feed their family. Craft they say can be learnt irrespective of one's educational background. Very little technicalities would be employed at the various sections of training and these could easily be learnt by anybody irrespective of class or status in the society. Providing such a centre would alternatively serve as a source of income for the common rural dweller.

Virtually most courses of study in our various schools and colleges are not practically oriented. Students are given theoretical knowledge other than practical. The centre would serve as a place where students from all walks of life could visit as individuals or in groups to seek practical knowledge. Also students or individuals from the Diaspora with interest in African art could enroll for tuition.

Most often, the physically challenged are neglected in our society and even prevented from working in most of the white collar jobs which makes them feel less important in the society though they could do many other things to make a living and as well contribute to the growth of this nation. This project is also aimed at targeting the physically challenged to learn this local craft which would be a vocation and a source of income for them.

It is said that "the devil finds work for the idle hands" and we strongly believe that this project would go in a long way to help remedy such a situation in our rural communities.



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### Who will benefit from this project? Whose lives will change?

- The Youth
- Vulnerable women
- The Physically challenged
- Schools and colleges
- Illiterates
- Those seeking alternative means of income
- International students willing to learn local Ghanaian Arts

### Who will be carrying out the project activities and what is their previous experience?

The Cheerful Hearts Foundation project team including Mr. Gyebi Amofa Felix a member of the project team who currently holds a Bachelors Degree of Art in Integrated Rural Art and Industry from the Kwame Nkrumah University of Science and Technology (KNUST).

As a rural artist, He understands what goes in our rural communities .He is highly creative, versatile and industrious and has the ability to work under any condition environmentally.

In 2009, He offered to serve as a curator at Cedi Beads Industry situated at Krobo Odumase in the Eastern Region. He has participated in both local and international exhibitions and is well known for redefining local beads and other handicrafts. Presently he is hoping to publish a well documented book on rural bead making in Ghana.