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Original Article

Challenges of Trade and Industrial Policy on the Ceramic Cottage Industry in Nigeria

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Abstract - The paper revolves around the efficacy of national trading policy to regulate the trade process, which will accelerate industrial growth and impose duties on imports to protect the domestic industry against foreign competition. The goals of many policies designed to boost exports and reduce the trade deficit in Nigeria have been subjugated due to the government's failure to implement the constituted regulations that guide international trade, market networks, and globalization perspectives. These aforementioned problems often stymie the manufacturing rate and the development of cottage industries, which could be the basis for a successful operation of other industries in the country. Therefore, the paper explores the effects of all policies embraced in trade and industrial production in Nigeria, explicates their influences on ceramic cottage industries, and discusses the pitfalls as a guide for future operations. Data on the rates of Change in economics and industrial production were utilized for this study; these data were analyzed using an explanatory approach. The findings revealed, among others, the crucial factors militating against the positive outputs of ceramic industries and how ceramic industries will solve the unemployment issue. As such, the conception of industrial policy by the Nigerian government, both in content and application, should be rightly conceived and geared towards small-scale industries by providing loans, subsidies and incentives to ceramists in order to boost the nation's economy.

Keywords - Ceramics, Small-scale, Industrialization, Trade policy, Tariffs.

1. Introduction

In most developed countries, the ceramic industry is one of the largest industries, accounting for a larger percentage of annual production, which is essential for the successful operation of many other sectors. Ceramics were largely part of an empirical art, but in recent times, scientific analysis has revealed ceramics to be a mixture of crystalline materials and frits of different compositions, proportions, and arrangements [1]. For example, highly advanced technological materials include refractory products for metallurgical industries, abrasives for machine tools and automobile industries, glass for the automobile, electronic and electrical industries, enamel, kaolin, cement for architectural and building industry, and other materials used in informatics, biotechnologies, mechanical, and power industry contexts [2]. This modern or industrial approach has shown that ceramics are a mixture of different raw materials and highlighted that products are manufactured through heat-transmuted processes apart from their primary constituents [3]. These raw materials are inorganic, nonmetallic, and crystalline; formed by complex geological processes and in their raw state consist of fluxes, aluminium, silicate, alumina, talc, etc. From prehistoric storage jars to highly advanced technological materials, ceramics have played a key role in human endeavour [4]. This is evident in the significance of clay and firing knowledge in the living standards of

humans, ranging from architectural ceramic wares to sanitary and household utensils [5]. Traditionally, ceramics have existed alongside humans from the earliest civilisations through forming and firing. Maniatis [6] gives an account of the emersion of technology in ceramic concepts and scientific methods in human evolutionary growth that have recently led to remarkable discoveries of ancient potters' knowledge through manipulation of colours for the clay body decoration by kiln atmospheres and temperatures. In Africa, the earliest ceramic works are evident in some Egyptian vases and numerous terra-cotta wares unearthed in Ile-Ife and Nok areas in Nigeria [7]. The structural components have proven that the reliable methods of determining both traditional and new ceramic products involve measuring the properties of the combined materials, the sources of these materials, and their distribution [8, 9]. Mineralogically, these materials' chemical and physical properties are determined by their layered structure, which is composed of electrically neutral aluminosilicate that gives rise to softness, a soapy feel and easy cleavage [10, 11].

However, the acquisition of new ceramic raw materials has led to the development of new ceramic products. For instance, the chemical composition of both dry and wet raw kaolin, consisting of silicate, sodium bicarbonate, wallastonite, potassium feldspar, aluminium, iron, calcium, and magnesium as alkali components under endothermic temperature effects optimises the refractoriness at high thermal degree [12]. The accessibility of these raw materials and scientific experiments has also enhanced their new usages based on their unique properties. Among the developments in the new uses, significant advancements have occurred in the field of magnetic ceramic materials and nuclear power [10]. For high-speed metallic equipment, it has long been known that oxide ceramics are mostly recommended as cutting tools. Additionally, there is an array of ceramic products such as electrical insulators, heat resistors, parts of aircraft and space shuttles, computer chips, and certain components of machines, submarines, and blast furnace linings, all of which require high-temperature resistance, chemical resistivity, and mechanical stability [5]. Many of these ceramic products were purposely designed to attain a certain required resistant temperature for chemical resistivity, electrical insulation and mechanical purposes.

In developed countries, ceramic products have become a critical part of daily paraphernalia, and the new uses have led to extensive studies and development of materials and processes. In contrast, in developing countries like Nigeria, the situation is obsolete due to the technological capacity progressing at a poor pace. Industrial policy, which should equally be a powerful tool to promote rapid economic growth and the development of small-scale ceramic industries, has not been able to make appreciable progress due to implementation failure. Efforts from the ceramic small-scale industry to sustain indigenous ceramic products have been hampered by malfunctioning national trading policies regulating trade processes with other countries. These issues have resulted in the closure of some of these small-scale ceramic industries in Nigeria.

1.1. Research Gap

The industrial policy that could promote the sustainability of established cottage industries has not been upheld to regulate the decisions guiding its implementation. Although national trading policy has received scholarly assessment in terms of strategies, conceptualization, and actualization in the industrial sector, the dearth of literature is still evident regarding the critical evaluation of challenges facing the practices of ceramics amidst the cottage industry in Nigeria. The dwindling economy, which has led to the closure of many small-scale industries, demands scholarly attention to examine the main instruments that regulate the imposition of quotas to protect domestic industry against foreign competition.

1.2. Aim and Objectives

The paper explores the content and application of national trading policies embraced in Nigeria's economy, and their effects on the functioning of the ceramic small-scale industry. The study expresses the need to examine the national trading policy concerning the global trend in the economy and how this can play an important role in enhancing indigenous ceramic practices.

- Examine these policies' efficacy by analyzing their pitfalls as a guide for the future.
- To appraise the content of the policies and their economic impact on the performance of ceramic industries.
- To discuss the challenges in approaching national trading policies and the factors militating against the process of ceramic production in Nigeria.

2. Methodology

Data on the rates of Change in economics and industrialization were extensively used for this study; these data were examined for careful analytical evaluation using an explanatory method for the assessment of pitfalls in the strategic plan of national trading policy on ceramic practices in the cottage industry. The information retrieved focused on the government's actions regarding the index of industrial manufacturing, capacity utilisation, and economic research on the rates of Change in capacity by industries.

3. Conceptual Issues

3.1. Trade Policy

Trade policy is generally referred to as the established rules and regulations that are used to regularize international trade flows, particularly the restriction of importation. This policy involves complex types of actions, such as the removal of quantitative restrictions or the reduction of tariffs. The underlying goal of any national trading policy is to establish and maintain mutually equitable dealings in terms of trade connections through contractual relationships and rights, taxes on imports/exports, import quotas, public benefits through grants, local content requirements, voluntary export restraints, administration policy and anti-dumping duties. Geoffrey [13] focuses on the implications of the various policy instruments for aggregate national social welfare, the distribution of rents among various producers, consumers, and the government, and the relative value of using national trading policy instruments and other means of government intervention to achieve various policy objectives. World Trade Organization, [14] emphasizes that it is fundamentally important for regulations to be transparent and clear enough for both individuals and parties connected in trade, with a view of debate on quality of public issues and inter-government contractual relationship, transparency in policies and practices of trade through proper monitoring, and the task of many-faceted assessment of the policies' role in the trading system in the world.

For industrial competitiveness globally, developed countries have provided data analyses and recommendations on issues affecting their indigenous industries and have affirmed the process for regulatory proceedings and antitrust preclearance processes for export joint ventures [15]. Indigenous firms in Nigeria have not been protected by the imposition of trade defense measures against dumping and unjust competition, despite the structural support of the World Trade Organisation. This has drastically reduced the value of Nigeria's local products to the extent that names of developed countries have been placed on Nigerian products for marketability. Nigerian Shippers' Council [16] highlights some replacement measures by the Federal system on trade policy in Nigeria for a review of pre-shipment inspection, based on the Brussels definitions of the value system from the World Trade Organisation agreement. Nonetheless, it has not been palpable in the promotion of local products. In light of the above submission, trade policy could be described as a strategic plan designed by the government to regulate trade with other countries.

3.2. Industrial Policy

The advent of industrialisation transformed people's social and economic activities from an agricultural society into industrial production that arises from the steady development and use of technological know-how [17]. Today, the development of any economy and the wealth of every country lie in its industrial sectors such as banking, excavation of minerals from the earth, construction, manufacturing, communication, and the designed policy that guides the operation and production [18]. There is no consensus on the definition of industrial policy beyond the fact that it involves government intervention for the steady development of the national economy. Aiyedogbon et

al. [19] posit that policy on industrialization encompasses all intervention programmes designed to influence activities of industrial production. It expedites the pace of positive Change in industrial growth by enhancing the value added to the value chain. Industrial policy has recently involved dialogue between the state and private sectors to remove binding constraints and identify necessary information for growth and development. In 1963, Nigeria launched the Industrial Development Bank (NDIB) by the Federal Government to provide the much-needed capital to industrialists in collaboration with the International Finance Corporation (IFC) [20]. Additionally, protectionist measures were formulated to facilitate tariff rates on imports at both low and high levels, as well as import permission, quotas and the proscription of some consumer goods.

Central Bank of Nigeria [21] explicates what constitutes the parts of Nigeria's industrial sector: mining, water, construction, gas industries, electricity, and manufacturing. Since the realization of the relevance of industrialization in various countries, diverse changes in the economic structure through manufacturing industries and their industrial output have been adopted through intervention techniques along with the expansion of industries [18]. Nigeria has adopted different policies for industrial strategies to boost the economy from 1960 to the present. In 1960, one of the strategies initiated by the Nigerian government immediately after attaining independence was Import Substitution Industrialization (ISI), aimed at lessening over-dependence on foreign trade and saving international transactions through local production. In an attempt to strengthen the Nigerian economy, the Nigerian Indigenization Policy (NIP) was also formulated in 1972 to foster opportunities for Nigerian indigenous industries, with the intention of Nigerians owning a major share.

The Structural Adjustment Programme (SAP) was inaugurated by the Government of Nigeria in 1986 to address ineffectiveness and flaws of the earliest policies designed for industrialization. The SAP policy was centred on the denationalization and commercialization strategies of the economy in the direction of efficiency and promoting the industrial sectors in Nigeria. Similarly, the Trade and Financial Liberation Policy (TFLP) was commissioned in 1989 to nurture innovative rivalry and increase the output of industrial sectors. The government at different periods in Nigeria has inaugurated various polices for industrial reform, including the establishment of the Bank of Industry for industrial acceleration through the availability of loans, technical assistance, and financing for large- and small-scale industries in 2000. Under these policies, different banks were involved in industrial dispersal and the advancement of indigenous entrepreneurship. In recent times, the Bank of Agriculture was inaugurated for an agricultural loan scheme to improve the agricultural activities and the betterment of farmers, along with Trader Money for cottage enterprises and industries.

However, all the highlighted policies were meant to foster rapid expansion and diversification of the industrial activities for more employment opportunities, even though those policies were seen as a failure due to inadequate information and capacity to arbitrate the profit of advancing some sectors above others in the actualization of those policies. Okoi et al. [22] opine that policy failure occurs at two different levels: first, at the phase of conceptualization, and secondly, at the phase of realization, which they regard as policy corruption. Krueger [23] surmises that the failure of national trading policy can be attributed to government failure, which is worse than market failure. To some extent, this ideological arrangement is correct because the government's failure to uphold the regulated decisions guiding the execution of the policy encourages market failure.

4. Discussion

4.1. Challenges of Industrial and Trade Policy on the Ceramic Small-Scale Industry

Globalization and global production sharing have been major challenges facing industrial policy. The increasing desegregation of economies among countries through the reduction of tariffs, import quotas, and export fees has posed provocative challenges for Nigerian industries, including the ceramic industries. These, among other factors, have hindered the importation of significant equipment for the processing of materials and the production of ceramic wares in ceramic cottage industries. Technologically, Nigeria is not versatile in the fabrication of highly

sophisticated equipment due to the conceptual limitations and the actualization of industrial strategies. The assessment of Nigeria's technology readiness level has so far failed to improve production efficiency, primarily due to poor conceptualization and indiscriminate implementation. The coordination of national trading policy and strategy was not properly planned for production intervention; rather, it comprised an extemporized amalgam of ad hoc decisions instead of a coordinated policy and strategy proposed to influence the perceptions of firms and other stakeholders. Additionally, machinery and equipment development from engineering or other applied sciences is a crucial factor hindering industrial development, and the pursuit of local technological advancement has not been prioritized for the sustainability of indigenous industries.

Conversely, the establishment of Technical Education, Polytechnics Education, and Universities of Technology Education for the advancement of technological machinery in industrial processes is lacking in some institutions, and academic research should focus on the local acquisition of equipment through learning. Additionally, the imitation of sophisticated equipment and machines from technically oriented, developed, and specialized countries has not been sharply defined. A practical workshop to benefit local ceramic industries on acquaintance with the parts of the equipment that can be fixed when damaged is essential. Furthermore, meaningful efforts have not been made to highlight and negotiate for sophisticated technology in advanced countries to enhance Nigerian indigenous technology. The purchase order for equipment acquisition, which should be a national responsibility, has turned into the responsibility of private and local firms, resulting in severe obstacles for ceramic production due to high tariffs in foreign trade exchanges.

Moreover, inadequate infrastructure affects the manufacturing process, cost, and output. Soludo [18] postulates that infrastructure influences the competitiveness of domestic products in both local and international markets. The industrial infrastructure of Nigeria has been a significant problem for large-scale manufacturing. The bulk of equipment for ceramic production is powered by electricity, ranging from potter's wheels, pluggers, pug mills, kilns, sieve machines, and rollers. The transportation of basic materials and finished products, which are fragile in their essential qualities, is another challenge encountered in the ceramic industry. The fundamental infrastructure needed to be in place to properly realise the national trading policy. The non-completion and functionality of the Industrial Core Project (ICP) for the easy acquisition of equipment and tools, which could have provided a positive foundation for the ceramic industry, is another threat facing Nigerian industrial output. The output measured by the general index of industrial manufacturing and capacity utilisation from 1970 to 2005 was presented in Figure 1 as reported in the annual report and accounts of the Central Bank of Nigeria 2005.

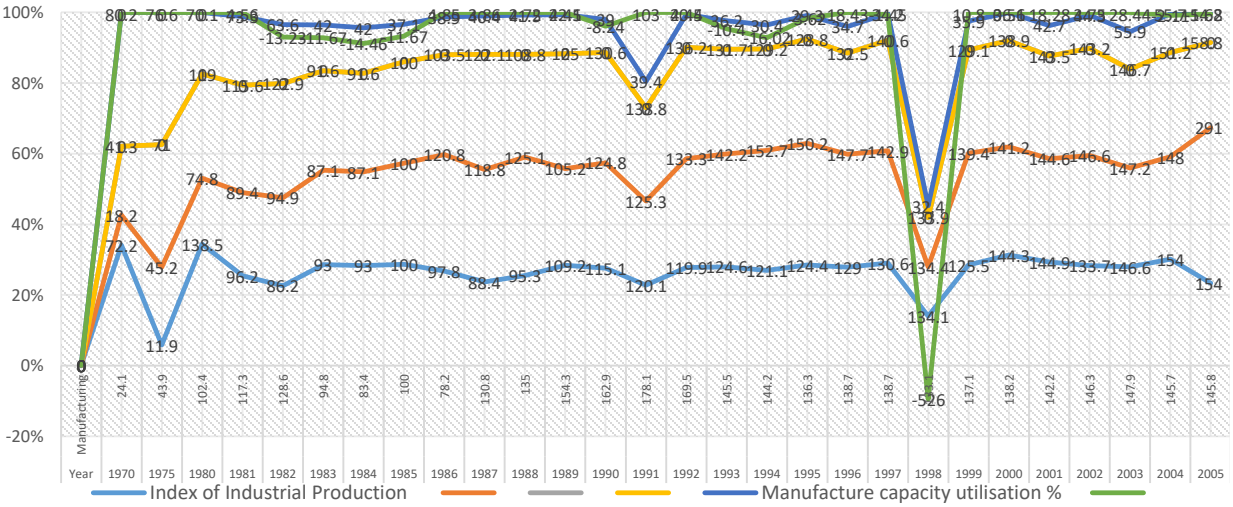

Fig. 1 Index of industrial manufacture and capacity utilization

The index analysis revealed in Figure 1 that the growth rates of production were drastically low, and in some years, negative. This was obvious given the global economic dire straits that affected Nigeria's international transaction earnings from material exports. The production output has been highly inconsistent, although it increased in the early era of independence before it decreased from 1980 to 1984. This decline in production was evident in the crash of the Nigerian economy. Nonetheless, some of the adopted policies after the decline of the economy in 1986, which include the Structural Adjustment Programme (SAP), Trade and Financial Liberalization (TFL), and the Bank of Industry, evidently boosted production output, helped increase mining activities, and improved electricity availability. Table 1 presents the rates of Change in the output of industrial groups and the differences between the revised and previous estimates of the rate of Change from 2011 to the early period of 2015. The revision of the Change in annual manufacturing output by industry is another important indicator of the sector's performance.

Table 1. The rates of change in capacity by industry groups 2011-2015

Item	Revised Change (%)					Differences between the Revised and the Earlier Change				
Year	2011	2012	2013	2014	2015	2011	2012	2013	2014	2015
Total Industry	0.9	2.4	1.6	2.1	1.5	-0.5	-0.2	-0.2	-1.1	-0.3
Manufacturing	0.2	1.9	1.1	0.7	1.2	-0.3	-0.3	-0.7	-1.4	-0.5
Mining	4.5	5.8	6.4	9.3	4.2	-1.5	1	2.4	0.1	0.9
Utilizes	1.9	1.2	0.3	1.2	0.8	0	-0.1	-0.1	0.1	0.5
Selected High Technology Industry	24.5	13.7	-0.5	0.9	5.9	-1.4	-5.3	-5.2	-7.7	-2.3
Manufacturing Selected High Technology Industry	-0.9	1.4	1.3	0.7	0.9	-0.3	0	-0.4	-1.1	-0.4

Source: Economic Research and Data on Federal Reserve System (2015)

The analysis presented in Table 1 indicates that the impact of production output on the revised percentage change in Gross Domestic Product (GDP) is low. In 2011 and 2014, the revised Change in the manufacturing sector was 0.2% and 0.7%, respectively. It rose to 1.9% in 2012 but declined again to 1.1% and 1.2% in 2013 and 2015, respectively. The unimpressive contribution of the sector that produces finished goods from raw materials to the total Gross Domestic Product is correlated with the value added. Obviously, suppose the entire value of production in the overall inland Product of an economic system is low. In that case, the increase in the worth of a product at each stage of production will be very low. However, the Central Bank of Nigeria reports for 2018 and 2021 on industrial production show dwindling output in industrial activities with unstable development [24, 25]. For instance, activities in the industrial sector in 2018 revealed improvement over the levels of certain periods, while the decline in manufacturing and mining activities impeded industrial production in 2021. The approximated index of industrial output at 110.4 (2010=100) in the 2018 review showed a rise by 0.6 percent, while in 2021, it indicated a 13.8 percent decrease from 104.4 to 90.0 (2010=100). The increase in 2018 was attributed to improved activities in manufacturing and electricity, while the decrease in 2021 was attributed to shortages of foreign exchange and supply chain constraints.

The approximated index of manufacturing in 2018 was 183.1 (2010=100), which revealed a slight rise of 0.4 percent, but decreased to 184.8 (2010=100) in 2021. Capacity utilisation in the subsection of other sectors was maintained at 54.8 percent in 2018 but decreased to 55.1 percent in 2021, with a decline of 0.8 percentage points in subsequent years. The estimated index of mining activities in 2018 was 79.4 (1990=100), which declined by 0.5 percent, and the production index in 2021, at 46.5 (2010=100), dropped by 31.1 per cent, with an index of 67.5 in the subsequent quarter. Electricity rose to 5,090 MW in 2018, with an average increase of 4.2 percent. In 2020, Nigeria's

economy increased by 1.87%, while the Gross Domestic Product decreased by 14.27%, which could be linked to a sudden and unforeseen epidemic that was geographically widespread.

4.2. Prospect of Ceramic Cottage Industry

Ceramics, as an integral part of industrial design, require favourable policies, and if properly backed up with funds, huge expectations will be actualized for the betterment of the manufacturing company. Ceramics have been the linchpin of many industries in developed countries, ranging from metallurgical and abrasive to automobile, architecture, and electronic and electrical industries, for both materials and forming techniques. With actualization of the ceramic industry's requirements, the importation of tools and equipment will be minimized to the lowest percentage if local resources are properly utilised. Additionally, it will systematically address the problem of unemployment, as Nigeria has many well-educated youths capable of utilising the opportunities offered by these practices.

Therefore, the needs of the small-scale ceramic industry should be specially targeted by the government as crucial for the integration and vitality of a vibrant economy. Such development provides windows of opportunity due to a favourable combination of diverse indigenous materials, enabling profitable products, improvement, standardization, and market expansion for the Nigerian economy. Likewise, it generates substantial indigenous entrepreneurship, facilitates the efficient utilization of local resources, and reduces international disparities and brain drain. In addition, it will contribute to the diversification of the Nigerian economic structure and the expansion of ceramic production. Unfocused resources, such as local glazes formulated from waste and indigenous materials, can improve ceramic finishing activities and ceramic technological equipment. Finally, the benefits of adaptation to local conditions with flexibility and the ability to ascertain new conditions are very important since flexibility and adaptability are virtues of many cottage industries, contrasting sharply with the cumbersome procedures of large organizations.

5. Conclusion

The study explored the challenges of implementing national trading policies on the functionality of the ceramic small-scale industry. The earlier policies identified in Nigeria so far are ISI, NIP, SAP, TFLP and BIP, with a common focus on the innovation of foreign inputs and the promotion of local inputs. Though the government has made reasonable efforts in the adoption and execution of those policies, they have resulted in negative outcomes for many cottage industries, particularly the small-scale ceramic industry. For positive outputs and benefits, emphatic strategies should be embarked upon through loan facilities to procure equipment that is highly expensive and unaffordable for local ceramic firms. Acquisition of available technology worldwide, especially from ceramic-specialized countries such as China and Korea, should be a national issue, not just a local firm's affair. Massive public investment should also focus on providing the necessary infrastructure, like electricity and water for production, and good roads for protection against ceramic fragility. By and large, the disposition of indigenous users towards Nigerian products reflects a demand orientation in this world trade competition, aiming to promote locally made ceramic products in the international market.

Authors' Contributions

- Dr. AJADI Michael Olaniyi designed the research, collected data, and performed statistical analysis.
- EYINADE Adedapo Sunday assisted in the overall study plan and manuscript writing.

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