

## ARTICLE

# APPROACHES TO CREATE THE WORKPLACES OF HANDCRAFTS ENTREPRENEURSHIP IN THE PRISONS

Zahra Ahmadi Khatir

M.A Holder in Islamic Art

## ABSTRACT

Using handicrafts in the prisons provides opportunity of making and producing artworks. The main question which raises in the term of handicrafts and prisoners is that how can we make handicrafts entrepreneurship in the prisons for the prisoners? Regarding the mental pressure of the prisons, and the limitations which prisoners deal with, creating handicrafts workplaces for the prisoners are mentioned fundamental and some approaches will be useful to achieve this goal. The approaches such as introducing the handicrafts to the prisoners, providing opportunities to sell their artworks, etc. can turn the prisoners into entrepreneurs in the prisons and even after the punishment period. The present study presented some approaches to create handicrafts workplaces which may be helpful to create entrepreneurship in the prisons. The study was conducted through a descriptive approach based on the available books, documents and evidences.

## INTRODUCTION

The process of consistent evolution and changes in the early 3rd millennium, is one of the main dominant trends of human s life and considered among the most important characteristics of it. The process of entrepreneurship as the basis of such evolution can play a vital and fundamental role in this field. Establishing entrepreneurship in the prisons which include a considerable number of human resources, can be very effective and useful for the economic cycle of the country. Handicrafts which nowadays is seen as a productive activity and export opportunity, can provide job opportunities for the prisoners. Besides the mental positive relaxing effect of art, the process can provide employment for the prisoners. The first fundamental issue regarding the subject matter, is the approaches of creating handicrafts workplaces in the prisons. The present study was an attempt to answer the question of how to create handicrafts workplaces in the prisons. Based on the results of the study some approaches were presented which are discussed in details. The approaches such as Handicrafts entrepreneurship in the prisons based on the culture of work in Iran, Understanding handicrafts by the prisoners, etc [1].

### Prisoners and Handicrafts

Imprisonment or the punishment for deprivation of liberty is one of the most fundamental penalties within all criminal justice system. Nowadays this punishment is heavily criticized. Statistics indicate that the amount of stress and mental pressure is high among the prisoners. In particular among ones who are imprisoned for unintentional crimes. The issue is more considerable regarding the prisoners who are suspected to be imprisoned for a long time. Imprisonment is considered a punishment for deprivation of liberty. In the early societies, the prisons weren't t functioned as a place to punish the prisoners but a place to keep the criminals who were supposed to death penalty or other physical punishments. The main purpose of setting the penalty of imprisonment is to train and reform the prisoners. One of the most important problems which the society deals with is the probable and certain effects of imprisonment on the prisoners' life and character during the period of being imprisoned or later. Nowadays there are 155 prisons in 153 cities in the country. All these places are named prison while they do not reflex the same reality just like the term of house which cannot be able to reflex the features of all houses perhaps the only common feature of all houses refers to the term of house [2].

One of the main reasons for the crimes and felony to be committed around the world and in particular in Iran are unemployment, poverty and not having a suitable job since in some cases the criminals are employed. In recent years, employing the prisoners during the imprisonment period and afterwards has been mentioned as one of the priorities in the organization of prisons which is intended not only to reduce the internal and internal harms but also to decrease the number of retributive population. A very important matter to mention here is to develop and extend handicrafts in occupational skills of the society which regarding the space available in prisons can lead to create entrepreneurship in the prisons with very less expenses which in turn increase self confidence among the prisoners, the entrepreneurship which is created in the form of businesses provides the opportunity to form creative occupations, among the prisoners [3].

The term of "handcraft" is considered a modern concept belonging to the contemporary world. Modernism appeared following industrial revolution nearly in 1800 B.C, in European countries. The term didn't t exist before this period since what is called handicrafts now, has been the dominant and popular industry of the time. In fact formation of the novel and modern industries and mechanical technologies constitute the appearance of such terms like handicrafts. Therefore it would be necessary to compare this kind of industry with the other kinds in order to understand the term and its definition better [4].

The approaches to create entrepreneurship workplaces of handicrafts for the employment within prisons Handcraft is considered an art which has been used created with different techniques and in various forms during the history. According to a concise identification of the art and regarding creating

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\*Corresponding Author  
Email:  
z.a.khatir@gmail.com

entrepreneurship in the prisons, it is intended to provide some suggestions for developing the issue even in prisons and to establish workplaces.

### 1. Entrepreneurship of handcrafts in prisons regarding the culture of work in Iran

According to the positive attitudes towards working in Islam within Iranian society and also the traditions of Imams which emphasize on the regarding work and adventitious value. Nowadays some dominant values disregard the ethics of work and entrepreneurship. The values such as welfare seeking, luxury, consumerism and aristocracy within the culture lead to disappearance of creativity and the birth of consumerism.

On the other hand, the common sense and religious beliefs emphasizing on ignorance of wealth, disregarding material motivations and benefit seeking behaviors, focusing on the unfaithfulness of the world and contentment cause less passion to extra working. Also the trend of economical fluctuations in the past period and getting easy come easy go money during these changes, cause a shift in the meaning of money from "Embodied work" to a kind of goods or benefits which to get it, it is not necessary to work but to be aware of current situations and more significantly having "chance". All these issues, besides "oil income" which mostly includes interests and is consumed by the government, cause a new definition of money as a value being independent of work and dependent on chance. The result is the term of entrepreneurship to be weakened. In order to persuade the prisoners to be more active and motivated, it is useful to explain the verses of Quran and traditions and also describe the so called issues to make them aware to change their perspectives towards working [6].

According to the regulations of the prisons, "prison is a place where the convicts whose convictions are proved, by the order of the qualified legal and judicial authorities, are forced to be there for a temporary time or forever in order to tolerate the punishment with the purpose of acquiring skills, rehabilitation and reformation." Since the place of the prisons is 17.5 square meter per each prisoner, violating this rule cause mental and physical problems by turning the prisons into a stressful place for the prisoners. On the other hand, there will be some economical and mental implications for instance following the imprisonment, a considerable number of the people will suffer with economic stagnation. On the other hand imprisonment not only cause unemployment but also losing the occupational place of the prisoners. Another point which can be mentioned here is that most of the prisoners are married so the imprisonment will cause mental and economic problems for the person and his family. Therefore it seems vital to train the prisoners and attempt to make them respect to the laws in order to use the punishment period as an opportunity. The most useful activities to achieve this goal, are training the prisoners and amusing them with effective entertainments. According to the rules of United Nations, nowadays there must not be any imprisonment without professional training. Therefore motivating the prisoners to make handcrafts and creating entrepreneurs in the prisons will be so practical and helpful which turn the prisoners into an entrepreneur and make them hopeful [7].

### 2. An accurate perception of handcraft entrepreneurship among prisoners

The mental effect of handcraft and also its effect in the term of entrepreneurship, has not been noticed generally. Nowadays handcrafts if focused in the term of art and industry. One of the issues resulting the lack of interest in handcraft entrepreneurship can be considered not having necessary general knowledge in this field. Although handcrafts are produced in large quantity, various colors, patterns and arts, they are defined as industry as artwork is considered a unique product created just by one artist. These explanations shed light on the difference between art and industry. The presence of artists in prisons can reinforce the prisoners to create an artwork as an artist or artisans, through providing them with such understanding. Therefore this awareness directs the prisoners to have such an attitude towards handcrafts that by being involved in this field, they can be considered artists and artisans not merely a prisoner. The following issues are the main features of handcrafts for the prisoners in order to identify the art in a better way:

- The possibility of providing the main portion of raw materials from domestic resources
- Doing the process of producing partially or thoroughly with hand and manual tools
- using the development to produce handcrafts
- the effect of creative thinking and forming products and also the possibility of variety and applying various patterns within the process of production
- Representing a cultural meaning by using original and traditional patterns reflecting the culture, art and civilization of that city
- unlikeness of the products
- Not being dependent on a large investment to produce, in comparison with other industries
- High added value in comparison with other industries
- the possibility of creating and developing handcrafts in different urban and rural areas and even among nomads.

Since handcrafts are created simply with manual tools and using hands, there is no need to assign a large place as a workplace. Therefore considering all the mentioned issues, establishing handcrafts entrepreneurship in prisons not only may save money but also can be useful to motivate prisoners through having a significant mental effect on them.

### 3. Utilizing handcrafts art based on contemporary demands in order to establish entrepreneurship in prisons

Handcrafts enjoy having the capability of being used as an art and industry in people's routine life consistently. They can be functioned both as tools and equipment and also as a symbol and decorative items. A relationship between these artworks and people's routine life in the present time, can cause a considerable prosperity. Therefore the first step to start with can be to identify this art and to consider its mental effect and its function within the society, in order to increase prisoners' motivation to learn this art. By holding classes in the prisons to persuade prisoner to create and produce required products, prison may turn into an economic pole.

#### 4. Economic and social effects of handcrafts entrepreneurship in prisons

Nowadays most of the occupations are created by entrepreneurship companies. Superior goods and services, novel technologies and development all are derived from entrepreneurship. In fact development is the result of small companies and entrepreneurs great attempt. They try to make their novel ideas more practical. One of the features of an entrepreneurship is that this kind of business persuades people to cooperate with others. There would be a high possibility of colleagues and partners in deals which are mostly failed but they are all mentioned as the process of learning which guarantees success. The colleagues can include stakeholders, investors, partners, counselors and/or representatives. All so called people are involved in the benefits of products or services. Providing adequate situations and opportunities to produce handcrafts not only have a positive mental effect on the prisoners but also can be considered an economic basis for both prisoners and the society. As prisons are seen as small towns or communities, it would be possible to establish entrepreneurship workplaces of handcrafts as a part of such a society which can develop increasingly. It can be mentioned among the fundamental ways of developing handcrafts and their related creativity. Since culture is defined as a collection of values, norms and behaviors composing the identity of a society, entrepreneurs as the members of a whole community have distinguished values, norms and behaviors which are called entrepreneurs sub-culture. "Silicon Valley" is a 50 mile pathway located in California which is known as the pattern of world technological entrepreneurship. The area situated in south of Sanfransiso was the most important center of technological activities in the United States of America in 1990. Silicon Valley may be a good instance of a small society attempting to blend the culture of work and science and as a result producing successful managers of the companies such as Microsoft, Intel, Yahoo and Net skip. If the prisons and prisoners are seen with such a perspective, it will be possible to make one of the prisons a center of entrepreneurship [8].

#### 5. Providing facilities to have connection with outside

In spite of current dominant point of view, prisons are not places to keep and punish the prisoners but they are good places to train, teach, consult and improve mind and body of the people who are somehow excluded from all kinds of freedom. Humans are considered the most valuable investment of a society. Prisons are expected to train, look after and direct the prisoners to be active and generative human bodies. A prison can be defined as a small community with all kinds of services from the least noticeable activities to the most important ones referring to human services that is consulting assistance which is one of thousands kinds of services.

We must accept that prisoners connections with outside should be considered a positive issue. Although prisons are not the same in the term of facilities to offer opportunities for such connections, it would be successful in all of them. Working in prisons and supplying prisoners artworks outside the prisons, makes an indirect connections which are thoughts as hope and independence, by the prisoners.

#### 6. Marketing the handcrafts produced by the prisoners

"Philip Kotler" who is the most popular theorists in the field of marketing believes that marketing is a human activity to meet needs and requirements through the process of exchange. The process of exchange which marking is formed based on it, requires a large amount of skill and work and also managing which controls the processes of analyzing, planning, running and controlling the determined plans in order to achieve the organizational goals.

One of the recommendations which can be made in order to develop and promote the handcrafts in the prisons is to find appropriate markets to supply the artworks. Those who are experienced in selling the manual artworks and handcrafts have mentioned focusing on the target markets and identifying demands, making the standards through holding galleries, exhibitions and also the internet, as good ways to supply the products. Holding the galleries and exhibitions in the countries, and also festivals and workshops are considered among the best opportunities to introduce an art or achievement. The matter is the same regarding the artworks produced by the prisoners which can in turn increase their motivation to produce handcrafts and to establish entrepreneurship in the prisons. Also holding such exhibitions, festivals and workshops in the prisons will be beneficial to display the art to the prisoners in order to introduce it and as a result to motivate them to have the belief of "I can ". It indicates they can earn money through having a good job and just by using a few tools and in a small place.

## DISCUSSION

The prisons is an undesirable reality of the society where people intentionally or unintentionally, are forced to be there. The main purpose of imprisonment is to train the criminals and persuade them to follow a correct way. It is intended to decrease the stress and mental pressures as much as possible and to

implement treatment and reforming methods. Having a job can generate identity and self-confidence. Also job satisfaction is considered an important in the term of economic and mental issues. Therefore it is noticeable to focus on training the prisons and make them aware of handcrafts entrepreneurship. In order to achieve the goal of identifying and increasing the motivation among the people in the prisons and guiding them to establish entrepreneurship, tools and equipment are required. Based on the results of the present study, some recommendations were presented as follow: Handcrafts entrepreneurship in the prisons based on the culture of work in Iran, Understanding handcrafts by the prisoners, utilizing handcrafts in accordance with the demands of contemporary society, economic and social effects of handcrafts entrepreneurship in the prisons, providing facilities to connect with outside, marketing the handcrafts produced by the prisoners.

#### CONFLICT OF INTEREST

There is no conflict of interest.

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None

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