Supply network performance and Adinkra industrial production challenges in Ghana

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Supply Network Performance and Adinkra Industrial Production Challenges in Ghana

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Adinkra Traditional Symbols and Symbolic Cloth

Adinkra Symbols
Adinkra symbols are a collection of symbols in Ghanaian culture with metaphorical meanings.

Traditionally...
Adinkra Cloth
- The symbols are mainly used to beautify funeral cloth.
- Previously, Adinkra cloth was strictly reserved and used by the royals during funeral ceremonies.

Symbol of greatness, charisma and leadership.
Symbol of supremacy or omnipotence of God.
Symbol of admonishment to learn from the past.

Adinkra cloth
Adinkra Traditional Symbols and Symbolic Cloth

Block stamp printing

Screen printing

Show case and marketing of Adinkra cloths
Problems of existing Adinkra symbols/cloth

- Traditional Adinkra Cloth is a **dying culture**.
- Less regarded and accepted for modern use especially by the youth.
- Meanings of Adinkra symbols are known to only a few Ghanaians.
- The use of **fugitive** dyes.
- Limitation of dye colours and technology.

a. Before wash  b. After wash
Research Methods

- This research has used an empirical study involving mixed methods approach. Five factors were used in the construction of interview questions. 35 individuals/organisations forming the key stakeholders in the industry were interviewed. Four regions were used for the research.

Collected data were translated, transcribed, coded and matrix queries generated with Nvivo 10 software and tables analysed.

Selected Regions for the research
Supply network

Figure 1  Key stakeholders and interaction in the printing supply chain

Conceptual Framework

- The stakeholder’s knowledge of the Adinkra symbols
- Understanding of consumer culture
- Their views on the Adinkra technological practices
- Their relationship with other stakeholders
- The artisans’ absorptive capacity in the field of innovation

Diffusion Strategy
Findings

- The significance of the meanings of Adinkra symbols have diminished.
- The Artisans are currently technologically challenged.
- Limited networking amongst key industrial stakeholders.
- Absorptive capacity of the Artisans in modern Ghana is clearly backward.
- Adinkra cloth is seen as a monogram for funerals.
Theoretical and Practical Implications

Theoretical Implication

➢ The adoption of a supply network model can facilitate the diffusion of a innovative idea that associates cultural attributes.

➢ The interactions with the key players within and across the textile industry, serves as a platform for mitigating uncertainties or risks for the spread of new innovative ideas.

Practical Implication

➢ The study will shed new light on the perception of the Adinkra symbols.

➢ It is envisaged that new business opportunities can be brought about through appropriation and customisation of symbols.
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