# INFORMATION SHARING PRACTICE: A STUDY OF AJIWA POTTERY INDUSTRY, KATSINA STATE, NIGERIA

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**Abstract**
*This study investigated information-sharing practices among potters in the Ajiwa pottery industry, Katsina State, Nigeria. Specifically, the study sought to determine the demographic characteristics of the Ajiwa potters, identify their sources of information, examine the types of information they share, determine the channels through which information is shared, assess the benefits of information sharing, and identify the challenges associated with the practice. A qualitative research method was adopted, and interviews were used as the instrument for data collection. The population of the study comprised all thirty (30) potters working in the Ajiwa pottery industry. Purposive sampling was used to select ten (10) potters with seven or more years of working experience in the industry. Thematic analysis was employed to analyse the data. The findings revealed that the potters were generally educated, with qualifications including certificates in local craft and diplomas. The potters obtained and shared information through sources such as the internet, social media, pictures, customers, and senior colleagues. The types of information shared included pottery designs, firing methods, clay selection, temperature control, decoration, marketing strategies, product quality, and modern pottery practices. The major challenges affecting information sharing included difficulty in transmitting tacit knowledge, limited communication infrastructure, weak linkages, inadequate knowledge of material formulation and glaze composition, limited digital skills, lack of training and workshops, and weak connections with government agencies and non-governmental organisations. The study concluded that Ajiwa potters engage in information sharing through diverse sources and channels, and that the practice contributes significantly to professional development, product improvement, innovation, and the sustainability of the pottery industry. However, infrastructural, institutional, and knowledge-related challenges constrain effective information sharing. The study recommends, among other measures, that the Katsina State Government, through the Ministry of Commerce and Industry, should support potters to participate in national and international training programmes and workshops. Potters should also document their production processes, techniques, and designs in written or digital formats to preserve indigenous knowledge and make it accessible to future generations.*

**Keywords:** Information sharing, pottery practice, pottery industry, Ajiwa, Katsina State.

## Introduction

Information sharing has become an essential practice in the modern business environment, particularly within small- and medium-scale industries. The exchange of knowledge, skills, and experiences among stakeholders enhances productivity, fosters innovation, and promotes sustainable growth. In traditional industries such as pottery, where craftsmanship and skills are passed down from generation to generation, information sharing plays a critical role in preserving indigenous knowledge while enabling practitioners to adapt to contemporary market demands (Wondifraw, Gojjan, & Tigist, 2022). Information sharing is an intrinsic activity that can occur in multiple ways and within different contexts. It is associated with the desire to create social bonds,

establish new contacts, maintain social relationships, enhance careers, develop new skills, and upgrade existing skills. Consequently, individuals engaged in the same profession, career, hobby, or area of interest tend to share information for professional development (Mansourian, 2022).

The pottery industry is one of the oldest human creative activities and has considerable cultural and economic significance in many societies (Mansourian, 2022). Pottery making often depends on tacit knowledge, skills, and techniques transmitted informally across generations. It is an ancient art involving the formation of clay into different shapes and sizes, including pots, bowls, vessels, plates, burners, and other products (Mansourian, 2022). As markets expand and consumer preferences change, traditional industries such as pottery face challenges including limited access to modern production methods, inadequate market information, and weak distribution networks. Under such circumstances, information sharing plays an important role in knowledge transfer, skills development, innovation, and adaptation.

Pottery has played a significant role in Nigerian society for thousands of years and has considerable social, cultural, and economic importance. It contributes to the preservation and expression of Nigeria's diverse cultural heritage, as different ethnic groups have developed distinctive pottery traditions that reflect their customs, beliefs, and identities (Ugwoke, 2019). The Nigerian pottery industry also contributes to economic development through the production and sale of ceramic and pottery products at both national and international levels (Ugwoke, 2019).

Information is therefore a critical resource in professional, creative, and economic activities, including traditional crafts such as pottery. In the Ajiwa pottery industry, potters rely on both tacit and explicit knowledge. Tacit knowledge exists in individuals' experiences, skills, insights, and practical abilities, whereas explicit knowledge is formal, structured, documented, and relatively easy to communicate. Such knowledge encompasses areas including firing methods, finishing techniques, product design, and marketing. Despite the importance of information sharing in the Ajiwa pottery industry, there appears to be limited empirical research on how information is acquired, stored, shared, and sustained within the industry. The survival and growth of the industry depend significantly on how information concerning raw materials, production techniques, market opportunities, and customer preferences is accessed and shared among practitioners.

Understanding the information-sharing practices of potters in the Ajiwa pottery industry provides valuable insight into how traditional industries can use communication, collaboration, and local knowledge to remain relevant in a modern economy. Investigating this practice from a Library and Information Science (LIS) perspective can also enable librarians and information professionals to contribute meaningfully to sustainability, economic empowerment, and knowledge equity by providing relevant information and information resources to artisans for effective innovation and production.

This study therefore seeks to explore information-sharing practices in the Ajiwa pottery industry, with particular attention to how information is acquired, shared, and utilised among artisans and the extent to which these practices contribute to the sustainability and development of the industry. Ajiwa pottery industry is located in Ajiwa town in Katsina State, north-western Nigeria. The town has an ancient origin dating back to the pre-colonial era and represents a thriving example of traditional craft sustained through communal effort and knowledge exchange. Pottery production in Ajiwa is not only a cultural heritage but also an important source of livelihood for artisans.

**Statement of the Problem**

Pottery provides a source of livelihood for many Nigerians, particularly those living in rural communities, where it contributes to household and local income generation. Similarly, people engaged in the same profession share information for professional proficiency, communal affiliation, skills development, and occupational advancement.

Given the recognized social and economic importance of the pottery industry, there is a need for empirical evidence concerning how potters in the Ajiwa pottery industry acquire and share information relating to pottery practice.

The art of pottery in Ajiwa is transmitted from one generation to another through apprenticeship, observation, and practical experience. However, preliminary investigation suggests that information relating to technical methods, innovation, market opportunities, and product design may be inadequate. Despite the significance of pottery to the Ajiwa community, there is a paucity of empirical research on how potters in the area share information, the types of information they share, the mechanisms or channels through which information is exchanged, the benefits derived from information sharing, and the challenges affecting information flow.

A lack of adequate information sharing may have implications for innovation, effective production, product quality, market access, and the sustainability of the pottery industry. Furthermore, limited access to relevant professional and technical information may constrain the ability of artisans to adopt improved production methods and respond effectively to changing market demands.

Investigating how potters share information is therefore important because the findings can assist librarians, information managers, government agencies, and other stakeholders in developing appropriate information services and resources for artisans. Such interventions can contribute to professional development, innovation, economic empowerment, and the preservation of indigenous pottery knowledge. It is against this background that this study investigates information-sharing practices among potters in the Ajiwa pottery industry, Katsina State.

**Research Objectives**

The study is designed to achieve the following objectives:

1. To determine the demographic characteristics of potters in the Ajiwa pottery industry.
2. To identify the sources of information used by potters in the study area.
3. To determine the types of information shared by the potters.
4. To identify the channels used by the potters to share information.
5. To determine how information-sharing practices contribute to the sustainability and development of the industry.

**Review of Related Literature**

Pottery is a popular craft and source of livelihood for many people worldwide, particularly among those who inherited the art from their parents or ancestors (Mansourian, 2022). Creative industries such as pottery have been recognized as important sectors that contribute to economic development in both developing and developed countries (Salamzadeh, Mortazavi, & Hadizadeh, 2022). Traditionally, pottery has considerable social and economic potential and has contributed to archaeological research and theories through the study of technological styles and the transmission of knowledge within communities. The art also plays significant roles in education, artistic expression, skills development, values, cultural practices, and the preservation of historical and cultural heritage (Amoanyi & Essuman, 2017).

Pottery is generally perceived as a male-dominated profession; however, many women are also involved in the practice, often within their respective matrimonial homes. They use different media and channels to share information about pottery practices and experiences. Mansourian (2022) similarly reported that women involved in pottery have developed interest in sharing tips, discussing their passion for the profession, and exchanging techniques for addressing challenges at different stages of pottery production. Akilandeeswari and Kanagu (2017) reported the educational characteristics of respondents as follows: 17% were illiterate, 46% had primary education, 26% had secondary education, 9% had bachelor's and postgraduate education, and 11%

had higher secondary education. Futayi (2016) also reported that potters in southern Nigeria face challenges in keeping pace with changing production trends and designs, thereby making information sharing important to the development of their practice.

Potters share different types of information, particularly information relating to shaping methods, new designs, techniques, tips, advice, knowledge, skills, and practical experience (Mansourian, 2022). A study of weaving and pottery practices in Ethiopia found that information sharing had a significant relationship with innovation and business improvement. Potters shared information beyond their immediate peers, including technical knowledge and information relating to business performance (Wondifraw, Gojjam, & Tigist, 2022).

Potters use different channels and mechanisms to share information, including the internet and social media platforms, particularly YouTube (Salamzadeh, Mortazavi, & Hadizadeh, 2022). Videos, pictures, posters, and podcasts are also used as information resources and communication media (Expert Clay, 2023). Abanwa (2024) identified additional channels of information sharing among potters in Nigeria, including mentorship, meetings, group discussions, and apprenticeship.

Recent studies indicate that artisans and craft practitioners increasingly rely on multiple and hybrid channels to share information and sustain their practices. These channels include digital tools such as social media, videos, and photographs, alongside traditional methods such as face-to-face communication, apprenticeship, and mentorship. The combination of these channels reflects an evolving information environment that integrates traditional knowledge systems with digital technologies (Vilhunen, 2024; Silakari, 2025). The adoption of social media among artisans has also transformed the ways in which they share information and promote their products (Vilhunen, 2024). Craft producers use social networking platforms to exchange creative ideas, receive feedback, and increase market visibility.

Salakori (2025) noted that rural potters use platforms such as Facebook, WhatsApp, and Instagram to advertise products and share practical knowledge, thereby using social media as both a marketing channel and a learning platform. Anikpe (2023) asserted that digital visual art in Nigeria has enhanced artisans' ability to preserve and promote cultural identity through images and graphic presentations.

Face-to-face communication, apprenticeship, and mentorship remain important for the transmission of tacit knowledge. Akilandeeswari and Kanagu (2017) reported that information sharing among artisans in the pottery industry facilitates the distribution of new techniques, designs, knowledge, and skills, which can contribute to improved markets and household income. Similarly, information sharing and exchange among small and medium-sized enterprises in Ogun State, Nigeria, have been shown to positively influence production and innovation.

Information sharing plays a crucial role in enhancing productivity, creativity, and innovation in the pottery industry through the exchange of information, techniques, and experiences among artisans. The practice can enable artisans to improve product quality, adopt modern designs, and reduce production errors (Nonaka & Takeuchi, 1995). It can also enhance collective learning and facilitate the integration of new technological methods with traditional skills, thereby improving efficiency and market competitiveness (Wang & Noe, 2010).

Despite the potential benefits of information sharing, several challenges affect effective information exchange among potters. Recent empirical and theoretical studies conducted between 2022 and 2025 have highlighted structural and socio-cultural barriers affecting the flow of information within the pottery sector. These include difficulty in transmitting tacit knowledge, since pottery knowledge is often acquired through observation, imitation, and long-term practice

rather than through formal documentation. Other challenges include weak communication practices, limited communication infrastructure, lack of organized platforms and cooperative institutions, weak professional associations, poor linkages, inadequate government support, fear of competition, and protection of trade secrets (Dissie, Ademe, & Mulualam, 2022).

## Theoretical Framework

### Information Acquiring and Sharing Theory

Information Acquiring and Sharing (IA&S) Theory was developed by Kevin Rioux (2000). The theory emerged from an exploratory study of the general characteristics of information acquiring and sharing in the Internet environment. It suggests that information acquiring and sharing are identifiable, natural, highly social, and pleasurable information behaviour that may be supported by habitual information-sharing strategies.

The theory proposes that when an individual encounters desirable or useful information, the individual may recognize that the information could also satisfy the information needs of someone they know and subsequently share it with that person. The theory was further supported by Erdelez and Rioux (2000), who provided evidence that individuals frequently encounter information in Internet environments that may satisfy both their information needs and those of others, after which they share such information through various means.

The theory explains how individuals and groups seek, process, acquire, and share information to achieve specific goals. It emphasizes that information behaviour is influenced by personal characteristics, situational contexts, available information sources, communication channels, perceived benefits, and barriers.

The theory is relevant to the present study because Ajiwa potters acquire professional information from various sources and use different channels to share such information with other potters in the industry. Their information-sharing activities are influenced by their professional needs, social relationships, career development, acquisition of new skills, and improvement of existing skills. The potters also derive various benefits from information sharing while encountering barriers that may hinder effective information exchange.

## Methodology

A qualitative research approach was adopted for the study. Purposive, also referred to as judgmental, sampling was employed based on the respondents' years of working experience. Potters with seven (7) or more years of working experience in the industry were considered to have adequate knowledge and experience of information-sharing practices and their associated benefits.

At the time of the study, there were thirty (30) artisans working in the Ajiwa pottery industry. Although other artisans practiced pottery within the town outside the industry, they were not included in the study. Thus, the study population comprised thirty (30) artisans working within the Ajiwa pottery industry. Of the thirty artisans, twenty (20) had seven (7) or more years of working experience. Ten (10) respondents were selected from this category for the study. An interview was used as the instrument for data collection, while thematic analysis was employed to analyze the information obtained from the respondents.

**Findings**

**Findings Themes**

| **R** | | **Demographic Variables** | | | | **Information Sources** | **Types of Information Shared** | **Channels of Information Sharing** | **Benefits of the Information Sharing** | **Challenges of Information Sharing** |
|---|---|---|---|---|---|---|---|---|---|---|
| | | **G** | **A** | **YE** | **EQ** | | | | | |
| R1 | | Male | 56 | 46 | Diploma | Internet. Customers | Colleagues' personal talents, glazing, clay, and marketing. | Apprenticeship, social media, and video | Perfection, new design foreign design, market strategies | Difficulty in transmitting tacit knowledge. Limited communication infrastructure |
| R2 | | Male | 65 | 58 | Primary | Film, video Internet | Technology traditional pottery system. How to use glass and make modern pottery | Pictures, audios, and face to face communication | Marketing strategies, perfection, new design, beauty | Weak linkage and poor government support fear of competition and protection of trade secrecy |
| R3. | | Male | 22 | 15 | Diploma | Pictures, social media, customers, Internet | Good clay firing, and drying methods, design and perfection | Colleagues' personal talent, picture and videos | New design, quality, beauty, and perfection, modern pottery practice | Knowledge about Material formulation and glaze composition |
| R4. | | Male | 26 | 19 | Diploma | Senior colleagues, and pictures | Drying, firing methods, weather, and climate change, Bangladesh colours, quality product | Apprenticeship, face to face communication and social media | Knowledge on new working equipment, new design, quality and finishing | Firing technique, Knowledge ownership which restrict diffusion Of new ideas. |

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|---|---|---|---|---|---|---|---|---|---|---|
| R5. | | Male | 26 | 17 | Certificate | social media, internet, video, picture | Firing, advanced pottery equipment and temperature | Meetings, pictures and audio recording | Modern design, use of modern technology, coiling and kneading | Low literacy and limited digital skills |
| R6. | | Male | 26 | 7 | Certificate | Senior colleagues, social media | Firing, advanced pottery equipment, temperature, clay, and decoration, colleagues' personal talent | Pictures, social media and audio recording | Modern design, new and improved painting and casting system | Poor communication infrastructure, unreliable internet connectivity, limited access to information centres |
| R7. | | Male | 25 | 20 | Certificate | social media internet, picture | Clay, decoration, weather and temperature new design, quality, beauty and perfection | social media, pictures, and video recording | Beauty, perfection, new painting, and casting | Lack of frequent workshops, exhibition and training programmes |
| R8. | | Male | 35 | 30 | Diploma | International pictures, clay. marketing | Humidity and Rainfall Information on glass, and good firing method | Mentorship meetings, group discussion | Improvement in shaping methods, baking technique, and decoration | Inability to connect with government agencies, NGOs and market facilitators |
| R9. | | Male | 33 | 15 | Certificate | Internet, customers | Marketing, firing, rainfall and humidity, training on craftwork | Tutorial, mentorship, and apprenticeship | Improvement in glazing methods, painting and shaping | Economic competition, and market strategies |

**Demographic Characteristics, Sources, Types, Channels, Benefits, and Challenges of Information Sharing among Ajiwa Potters**

The findings are presented according to the major themes that emerged from the interviews: demographic characteristics of the respondents, sources of information, types of information shared, channels of information sharing, benefits of information sharing, and challenges associated with information sharing.

**Demographic Characteristics of the Respondents**

The demographic characteristics of the Ajiwa potters revealed that all ten respondents were male. Although women also participate in pottery production in Ajiwa, they reportedly practice the

craft mainly within their respective matrimonial homes and were therefore not included in the study. The respondents' ages ranged from 22 to 65 years, while their years of working experience ranged from 7 to 46 years. The findings further indicated that the respondents began learning the craft at an early age, with the average age of entry into pottery being approximately ten years.

Regarding educational qualifications, four respondents possessed diplomas, while six had certificates in local craft. The respondents who possessed diplomas also had certificates in local craft. This indicates that all the respondents had some form of formal or craft-related educational qualification.

**Sources of Information**

The findings revealed that the Ajiwa potters obtained information from a variety of sources. The internet was the most frequently reported source, with six respondents (60%) indicating that they used it. Social media was the next most frequently mentioned source, reported by five respondents (50%). Pictures and customers were each mentioned by three respondents (30%), while films and videos were reported by two respondents (20%).

The findings indicate that the potters depend on both digital and interpersonal sources to acquire information relating to their profession. The internet and social media provide access to contemporary information, while customers and other practitioners provide practical and experience-based knowledge.

**Types of Information Shared**

The respondents shared various types of information relevant to pottery production and business activities. These included information about colleagues' skills and talents, clay selection, firing methods, temperature control, decoration, rainfall, weather conditions, modern pottery equipment, design, product quality, marketing strategies, glazing, casting, and traditional pottery practices.

Information relating to firing methods was particularly prominent, with five respondents (50%) reporting that they shared such information. Four respondents (40%) shared information about clay and sources of suitable clay, while another four respondents (40%) shared information about temperature. The importance of firing, clay, and temperature reflects their critical roles in determining the quality and durability of pottery products.

Three respondents (30%) reported sharing information about rainfall, particularly because rainfall can damage pottery products during the drying process. Two respondents (20%) mentioned weather-related information and advanced pottery practices. Other areas of information sharing included decoration, technology, and traditional pottery practices.

**Channels of Information Sharing**

The findings showed that the Ajiwa potters used several channels to share information. These included social media, pictures, videos, audio recordings, face-to-face communication, apprenticeship, mentorship, meetings, group discussions, and tutorials. Social media and pictures were among the most frequently reported channels. Apprenticeship and audio recordings were also important channels, with four respondents (40%) mentioning them. Other respondents identified mentorship, group discussions, face-to-face communication, and video recordings as channels through which they shared information.

The findings therefore demonstrate that information sharing in the Ajiwa pottery industry occurs through both traditional and digital channels. While apprenticeship, mentorship, and face-to-face communication facilitate the transmission of practical and tacit knowledge, social media, photographs, videos, and audio recordings provide additional means of sharing information.

**Benefits of Information Sharing**

The findings revealed several benefits associated with information sharing among the Ajiwa potters. This included improvement in product quality, development of new designs, perfection of pottery products, improved beauty and finishing, knowledge of marketing strategies, improved firing methods, effective kneading and casting, discovery of suitable clay, and exposure to modern pottery practices.

Four respondents (40%) specifically indicated that information sharing enabled them to improve their products, learn new designs, and acquire information about marketing strategies. Other reported benefits included improved quality and appearance of products, better painting and casting techniques, improved glazing methods, and knowledge of suitable clay and firing methods.

The findings suggest that information sharing contributes to professional development and enables the potters to improve their production processes, products, and marketing activities

**Challenges of Information Sharing**

Despite the benefits associated with information sharing, the respondents identified several challenges that hinder effective information exchange in the Ajiwa pottery industry. The challenges included difficulty in transmitting tacit knowledge, limited communication infrastructure, weak linkages, poor government support, fear of competition, protection of trade secrets, inadequate knowledge of material formulation and glaze composition, low literacy, limited digital skills, unreliable Internet connectivity, limited access to information centres, lack of workshops and exhibitions, inadequate training programmes, inability to establish connections with government agencies and NGOs, market-related competition, and inadequate opportunities for international conferences and professional development.

These challenges indicate that information sharing among the Ajiwa potters is influenced by both infrastructural and behavioural factors. While some barriers relate to access to communication technologies and institutional support, others arise from the difficulty of transferring practical knowledge and the reluctance to disclose information because of competition and concerns about trade secrecy

**Discussion of Findings**

The findings revealed that all the respondents in the Ajiwa pottery industry were male, although women also participate in pottery production within their homes. The respondents were between 22 and 65 years of age and had between 7 and 46 years of working experience. The findings also showed that the potters had educational or craft-related qualifications, with some possessing diplomas and others holding certificates in local craft. This suggests that pottery practice in Ajiwa is not restricted to individuals without educational qualifications but includes practitioners with different levels of formal and vocational education.

This finding is consistent with Akilandeeswari and Kanagu (2017), who reported that artisans involved in pottery had varying levels of educational attainment. It also agrees with Mansourian (2022), who observed that pottery is often regarded as a male-dominated profession, although women also participate in the craft. The considerable range of working experience among the respondents further suggests that pottery knowledge in Ajiwa is developed through prolonged practice and experience.

The findings further established that the potters share information on several aspects of pottery production, including firing, clay selection, temperature, rainfall, weather conditions, decoration, technology, design, and traditional pottery methods. This finding supports the argument that information sharing contributes to the development of skills, knowledge, and professional expertise among artisans.

The finding is consistent with Expert Clay (2023), which reported that information sharing facilitates the exchange of ideas, skills, techniques, and knowledge among artisans. It also agrees with Mansourian (2022), who found that pottery practitioners share information relating to new designs, practices, techniques, tips, advice, and knowledge. The exchange of such information is particularly important in pottery because several aspects of production require practical knowledge that may be difficult to communicate through formal written materials.

The study also revealed that Ajiwa potters obtain information from multiple sources, including the internet, social media, pictures, films, videos, senior colleagues, and customers. The internet was the most frequently mentioned source, followed by social media. This finding demonstrates that the potters combine digital and interpersonal sources in meeting their information needs.

The finding agrees with Salamzadeh, Mortazavi, and Hadizadeh (2022), who reported that artisans use the internet and social media as sources of information. It also supports Expert Clay (2023), which identified videos, pictures, posters, and podcasts as information resources used by artisans. From the perspective of the Information Acquiring and Sharing Theory, the findings demonstrate that the potters actively acquire information from available sources in response to their professional and practical information needs.

The study further revealed that the potters use different channels to share information. Social media and pictures were among the most prominent channels, while apprenticeship, mentorship, audio recordings, video recordings, meetings, group discussions, and face-to-face communication were also used.

This finding indicates a gradual movement from exclusively traditional forms of information exchange towards a combination of traditional and technology-supported channels. The use of social media provides opportunities for the potters to exchange ideas, promote their products, interact with customers, and obtain information beyond their immediate professional environment.

The importance of visual channels such as photographs and videos may also be explained by the practical and experiential nature of pottery production. Many pottery techniques are better demonstrated visually than explained verbally or in writing. Thus, pictures and videos can facilitate the communication of designs, production techniques, product finishing, and other practical skills. The finding is consistent with Vilhunen (2024) and Silakari (2025), who observed that artisans increasingly employ multiple and hybrid channels, including social media, photographs, videos, audio recordings, face-to-face communication, apprenticeship, and mentorship, to share information and sustain their practices.

The findings also showed that information sharing provides several benefits to the Ajiwa potters. These include learning new production techniques, improving existing products, developing new designs, gaining market information, learning marketing strategies, improving product quality and appearance, and acquiring knowledge of modern pottery practices.

The finding supports the view that information sharing can facilitate learning, innovation, and professional development among artisans. It also agrees with Miton et al. (2022), Vilhunen (2024), and Silakari (2025), who emphasized the importance of learning-by-doing and information exchange in transmitting practical and tacit knowledge. Information sharing can therefore contribute to the continuity of traditional pottery techniques while simultaneously facilitating the adoption of new ideas and practices.

The findings further revealed that information sharing among the Ajiwa potters is constrained by several challenges. These include weak linkages among potters, inadequate market strategies, lack of training and workshops, difficulty in transmitting tacit knowledge, limited skill-development programmes, inadequate communication infrastructure, and weak

connections with government agencies and NGOs. Trade secrecy and fear of competition were also identified as barriers to information sharing.

These findings are consistent with Dissie, Ademe, and Mulualem (2022), who reported that socio-cultural and structural barriers can constrain the flow of information and knowledge within the pottery industry. Such barriers include weak communication practices, difficulty in transmitting tacit knowledge, inadequate cooperative institutions, and trade secrecy.

The findings therefore demonstrate that although information sharing is an important component of pottery practice in Ajiwa, its effectiveness depends on the availability of appropriate communication infrastructure, professional networks, training opportunities, institutional support, and a willingness among artisans to exchange knowledge.

**Conclusion**

Information sharing plays an important role in maintaining the cultural heritage and supporting the economic sustainability of the Ajiwa pottery industry. The study established that the potters engage in a relatively diverse range of information-sharing practices that contribute to professional development, creativity, product improvement, innovation, and the continuity of pottery production.

The potters share information relating to firing methods, clay selection, temperature, design, decoration, product quality, marketing strategies, and modern pottery practices. They obtain information from sources such as the internet, social media, pictures, videos, customers, and senior colleagues. They also use multiple channels, including face-to-face communication, apprenticeship, mentorship, social media, photographs, videos, audio recordings, meetings, and group discussions.

The study further established that information sharing provides several benefits, including improved product quality, development of new designs, improved production techniques, better marketing strategies, and increased knowledge of pottery materials and processes. However, the effectiveness of information sharing is constrained by challenges such as weak professional linkages, inadequate training and workshops, limited communication infrastructure, unreliable Internet connectivity, difficulty in transmitting tacit knowledge, limited digital skills, trade secrecy, and inadequate connections with government agencies and NGOs.Thus, the findings demonstrate that strengthening information-sharing practices among Ajiwa potters can contribute to the preservation of indigenous knowledge, professional development, innovation, improved production, and the long-term sustainability of the pottery industry.

**Recommendations**

Based on the findings of the study, the following recommendations are made:

1. The Katsina State Government, through the Ministry of Commerce and Industry, should organise regular training programmes and workshops for potters to improve their knowledge of modern pottery techniques, information sharing, production methods, and marketing.
2. Relevant stakeholders should encourage the potters to make greater use of social media and digital marketing platforms to promote Ajiwa pottery products, reach wider markets, attract customers, and exchange ideas with artisans beyond the local environment.
3. The Katsina State Government and other relevant stakeholders should facilitate opportunities for selected potters to participate in national and international training programmes and workshops, including opportunities to learn from established pottery industries in countries such as Bangladesh, China, and India.
4. Potters should document their production processes, techniques, designs, and other forms of indigenous pottery knowledge in written, photographic, audio, or digital formats. Such documentation will help

preserve indigenous knowledge and make it accessible to future generations.

5. The pottery industry should collaborate with universities and other research institutions to develop sustainable knowledge-management approaches for traditional craft industries. Such collaboration can support innovation, documentation, training, and the improvement of production techniques.
6. The government, through the Ministry of Commerce and Industry and other relevant agencies, should provide grants, affordable loans, production facilities, and appropriate infrastructure to support the development of the local pottery industry as part of broader cultural and economic development initiatives.
7. A public library or an appropriate library and information centre should be established in the area, with relevant information resources and professionally trained library staff who can provide information services to the potters and other members of the community.
8. Stakeholders should support the upgrading of the Ajiwa pottery industry through the provision and maintenance of modern pottery equipment and technologies. This will enable the artisans to improve production efficiency, product quality, competitiveness, and conformity with relevant global practices while preserving the indigenous character of the craft.

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