Abstract
This paper examined the strategies for improving creativity/innovation in food and nutrition through entrepreneurship education for sustainability in retirement. For retirees, their perspectives on workload, salary and achievement prospects after retirement will require a fragmented adaptation to their new status thereby giving productivity that will not be as much as during the working period. This focus shows that improving creativity in food and nutrition through entrepreneurship education can serve as a tool for sustainable job creation for retirees. Enhancing creativity in food and nutrition through entrepreneurship is a key factor that is needed to grow every country’s economy and individuals especially the retirees of Home Economics in Nigeria, thereby helping individuals to improve their ability to be innovative and creative entrepreneurs, also to be independent and self-reliant after service. This paper also highlights the concept of creativity, entrepreneurship, entrepreneurship education, Food and Nutrition, Home Economics education, roles of entrepreneurship in food and nutrition through innovative entrepreneurship are explored. Furthermore, the need for entrepreneurship and how it can contribute to one's plan for the future and to help sustain one's livelihood and the reward/benefits of being an entrepreneur is highlighted. Strategies for improving the creativity in food and nutrition in present/current trend practices as well as recommendations were made on entrepreneurship to show that it is relevant and through being creative in food and nutrition it is capable of sustaining retirees after service/workforce because of the sellable skills that has been acquired through home economics as a vocational subject. Epitomizing the paper opines that creativity in entrepreneurship is the main plank or bedrock for sustainable retirement.

Keywords: Entrepreneurship, Creativity, Sustainability, Retirement, Food and Nutrition, Home Economics

Introduction
Towards retirement, employees are faced with the difficulty of adjustment in a new situation by reorientation attitude and of setting preferences and stability and by anticipating disobedience because of the condition of age and lack of funding (Kerr & Armstrong-Stassen, 2011). This will sometimes have a negative effect financially and mentally. They need special adaptation in dealing with this period (Kibleret al., 2012).

Retirement refers to the time of life when one permanently leaves the workforce or withdrawal from occupational roles or positions after reaching a particular age. Thus, it is a crucial stage in the occupational life cycle of every worker but it is often defined buy low income and/or reduced opportunities for income generating activities. It is on this note that the writer tends to examine strategies for improving creativity in food and nutrition through entrepreneurship as a measure to a sustainable retirement. Here entrepreneurship can be seen as a way of sustaining one's living/livelihood or income after withdrawal from workforce or civil service. Entrepreneurship has never been more important than as it is today in this time of financial crisis. Improving creativity and entrepreneurship provide a way forward for solving the global challenges of the 21st century, building sustainable income, creating jobs, generating renewed economic growth and advancing human welfare. Although, adequate sustainability is necessary at all stage of life. Later life stands out because of its peculiarity and challenges. It is a critical stage when adequate sustainability is required because of dwindling resources and opportunities (UNFPA &HAI, 2012). Every individual who will retire needs to prepare himself to be able to adjust to the demand of the environment. Retirees should be equipped and prepared to enter into a mentality that will surely occur so that they will remain productive and innovative. Because this requires a new mindset, including seeking business opportunities; these retirees will need a strategies for creativity in the entrepreneurial skills that has been acquired and also developing self-potentials and running one's own
business. Hence, it is common in retirement; workers will try to find opportunities to run their own business to remain productive and generate income and not solely rely on pension funds.

Home economics as a vocational subject, equips individuals with appropriate skills and competence to live and contribute meaningfully to the development of the society. As a unique and dynamic field of study, it has its central subject matter attached not only to the improvement of lives of individuals, families, communities but also to the world at large. Home economics, according to Olaitan (2001), is a skill-oriented field of study capable of educating persons with marketable abilities that enable self-employment as well as assisting individuals in leading a productive and satisfying life. According to Nwabunwanne (2006), skill training and development play a significant role in the development of competences that enable individuals to tackle modern difficulties and be self-sufficient. Igweh (2008) also observed that when somebody acquire skills in any occupation such person can establish his or her own business even employ others. Such person according to Igweh will be self-reliant. Self-reliance according to Bassey, (2007) is that which anticipate the attainment and self-sufficiency without necessarily falling back to begging and borrowing. Sustainability takes a man from; a job seeker to a job creator. A debtor to a creditor, a grumbler into a master planner, an aggregator to a distributor, the pensioner to a pioneer, a beneficiary to a benefactor, a receiver to a donor.

Effective food and nutrition education is key to entrepreneurship skill development process and so has an important role to play in reducing massive unemployment and social menace on the society. This aligns with Achor's (2014) definition of home economics education as a self-reliance-oriented discipline of study whose core subject is the improvement of everyone's life in society. It is a vocational subject that aims at helping people to develop a desirable social attitude and skill necessary for the world of work, resourcefulness and ability adapt to life changing situation (Odo, 2011). Ogbene (2006) pointed that unemployment can be greatly reduced by increasing opportunities for more jobs, fortunately, food and nutrition has several opportunities in both small and medium-scale businesses. This gives the individual opportunity to be gainfully independent and self-reliant.

Food and nutrition as a program in home economics education is skill acquisition oriented. It is a vocation for self-reliance and preparing persons for the future challenges of the home and its environment which is a strong tool for economic empowerment and enables the recipient to become high-level thinkers in order to meet personal, family career and community challenges in their adult lives (Nwankwo, 2004).

Food and nutrition entrepreneurial skill acquired on or before learning the school are numerous. The skills include: ability in catering (indoor and outdoor), restaurants management, canteen, fast food establishment, cake making and decoration, party or event planning, infant formula manufacturing, juice and Smoothie making, ice cream and yoghurt making, hotel management, food processing and preservation to include soybeans flour, preparation of soya milk, yam flour, plantain flour, cassava flour, beans and maize flour. Drinks can include, kunu, burukutu, Chapman, sobo, and so on. Food and nutrition is a branch of home economics concerned with foods and their nutritional worth (Zimbabwe School Examinations Council, 2012). It goes on to say that the basic food and nutrition curriculum serves as a springboard for a variety of careers, including catering and nutrition services, and provides a solid foundation for additional study in food-related fields.

If the ability of individuals to use the materials around them is tied to their capacity, there is a need to build and improve creativity toward capacity for job and wealth creation in order to sustain livelihood, according to Akunnaya (2012), entrepreneurship skills are those skills that will enable them to maximize the resources around them within the limits of their capabilities. Therefore, improving creativity in food and nutrition through entrepreneurship can serve as a measure for sustainable retirement.

Creativity and Entrepreneurship

Drucker (2005) argued that creativity and innovation are the tools of entrepreneurship. In addition, both innovation and entrepreneurship demand creativity. Creativity is defined as the ability to create or bring something new into life, whether it be a new solution to a problem, a new method or device, or a new artistic object or shape. Wyckoff (1991) define creativity as new and useful. Creativity is an important characteristics of an entrepreneur (Akunnaya, 2012).
Creativity has been identified as one of the most distinguishable of human attributes/characteristics. It is really a special trait of problem-solving skill in which their ability is expressed. According to Achor, (2014) creativity is the disposition to make and recognise valuable innovations. The ability to create, or bring something new into life, is a sign of creativity. Creativity is defined as the ability to develop new ideas by mixing, altering, or applying existing ideas. Only God has the ability to create anything out of nothing. Some innovative ideas are astounding and wonderful, while others are simply good, practical ideas that no one seems to have considered (Okpara, 2007). We are socialized to accept only a small number of permissible or normal things, such as chocolate covered strawberries. Creativity is also an attribute, as is the ability to accept change and newness, the willingness to play with ideas and possibilities, a flexible outlook, and the habit of enjoying the good while looking for ways to improve it. The creative person realises that there are other possibilities like peanut butter and banana sandwiches, or chocolate covered prunes (Harris, 2008).

According to Nkwodimmah (2010), entrepreneurship can be described as creative and innovative responses to the environment which may take place in any area of human endeavours such as business industry, home economics, hospitality industries, catering and services of all types in order to form a small scale business. The work of entrepreneurship is a task or duty of the entrepreneur. Entrepreneurship according to Utomi (2002) is concerned with the persistent pursuit of opportunities to create wealth through creation of products or services that meet customers’ needs.

Osuala (1991) in his own opinion, asserts that the processes of bringing together creative and innovative ideas and combining them with management and organisational skills in order to combine people, money, and resources to meet an identified needs and thereby create wealth is entrepreneurship. Entrepreneurship, creativity and innovation are part and parcel of the same phenomenon.

Sustainability in Retirement
Sustainability is a must for human independence; this is the continuity of practice after the end of the initial funding. Retirement sustainability covers the means of earning a living or ways of supporting life and meeting basic needs (necessities) after paid employment (Amaike, 2009, Asong et al., 2000, Help Age International, 2006). These also involved approved and legitimate means of earning a living which has great implications for quality of life in retirement. Poverty, entrepreneurship and sustainability are related because entrepreneurship is of the safety nets in alleviating poverty and addressing old-age challenges (Amaike&Olurode, 2014). Specifically, I adopt the definition of sustainability by Chambers and Conway, (1992) that sustenance includes "the capabilities, assets, (stores, resources, claim and access) and activities required for means of living (pp. 7-8). Retirees’ sustainability plays a significant role in determining their quality of life (Amaike,2013;Novak,2012;UNFPA&HAI, 2012). This means that inadequate retirement pension funds may not sustain retirees’ living conditions and thus undermine their quality of life. Active engagement in creative and productive entrepreneurship in retirement can serve as a measure for sustainable retirement and well-being.

Entrepreneurship Education
Entrepreneurship is defined as the "process of the entrepreneur," which entails attempting to create value through the identification of a business opportunity. To mobilize financial and material resources, it primarily consists of communicative and management functions.

According to Onuegbu (2006), the pace of expansion of the job seeker population follows a geometric pattern, whereas the growth of work possibilities follows an arithmetic pattern. However, it becomes imperative for would be entrepreneurs to have some useful knowledge on how to succeed in business. This should be pre-requisite to floating any business venture especially if sustaining the business is the guiding principle. Here's where entrepreneurship training comes in handy. Entrepreneurship education enlightens and educates recipients with modalities for operating and managing businesses in an enabling environment. Therefore, as a means of empowering Nigerian youths, job seekers, retirees for sustainable self-employment and wealth creation, the integration of entrepreneurship education in curriculum of institutions of higher learning constitute the hub of the study(Arogundade,2011). Entrepreneurship education is therefore, an orientation that seeks to transform job seekers into job creators in order to reduce unemployment. According to Onu and
Ikeme, (2008). It is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled.

Entrepreneurship education is the ability, knowledge, skills and mind set to create mobs by starting up new business. Entrepreneurship is the journey of opportunity, exploration and risk management to create value for profit and/or social goods; it is the act of being an entrepreneur, who starts any economic activity for being self-employed.

The entrepreneurial activity is governed by varying combination of socio-economic, psychological, cultural and other factors: status/religion, family background, and migrating character, entry into entrepreneurship, nature of enterprise, investment capacity and aspiration/moderation.

**Characteristics of an Entrepreneur**

According to Jegede and Kolawole, (2007) an entrepreneur can be defined as the one who organizes, manages and assume the need of a business enterprise. It can be define as a person who have decided to take control of his/her future and become self-employed whether by creating his own unique business or working as a member of a team at a multi-level vocation. He is a person who has possession of an enterprise or venture and assumes significant accountability for inherent risks and the outcome (Stephen, Roger and Thomas, 2001). Therefore, some characteristics possess by an entrepreneur are listed below as stated by (Jegede, 2007; Kesley, 2020)

Being an entrepreneur requires some certain characteristics and skills that are often achieved through education, hard work and planning:

- **Risk Taker:** Businesses face risks; entrepreneurs minimizes risk through research, planning and skill development.
- **Perceptive:** Entrepreneurs view problems as opportunities and challenges.
- **Curious:** Entrepreneurs like to know how things work; they take time and initiative to pursue the unknown.
- **Imaginative:** Entrepreneurs are creative. They imagine solution to problems that encourage them to create new products and generate ideas.
- **Persistent:** True entrepreneurs face bureaucracy, make mistakes, receive criticisms and deal with money, family, or stress problems, but they still stick to their dreams of seeing the venture succeed.

- **Goal setting:** Entrepreneurs are motivated by the excitement of starting a new business once achieved, they seek out new goals or ventures to try.
- **Hardworking:** Entrepreneurs need a great deal of energy to see a venture start and succeed, yet they are not deterred by long hours to achieve their goals.
- **Self-Confident:** Entrepreneurs believe in themselves. Their self-confidence, takes care of any doubts they may have.
- **Flexible:** Entrepreneurs must be flexible in order to adapt to changing trends, markets, technologies, rules and economic environments.
- **Independent:** An entrepreneur desires for control and the ability to make decision often makes it difficult for them to work in a controlled environment.

**Need for Entrepreneurship**

Entrepreneurship education is an avenue to unlock business potentials and the skills which were hitherto hidden in people. It exposes students to various aspects of business where the understanding of the basis of the economy, career opportunities that result and the need to master skills to be successful in a free market economy should be the focus (Ojo & Gbinigie, 2006; Oduwaiye, 2009). It is also designed to inspire and guide potentials entrepreneurs into the field and knowledge of current trends in entrepreneurship. It is the education which provides the learner with basic knowledge, skill, attitudes and ideas which will equip the individual for self-employment (Makoju, 1999; European Union, 2006; QAA, 2012).

Asking whether there is need for entrepreneurship in the country is like asking whether someone needs air to survive. The answer is you cannot just do without it. Entrepreneurship increases national production, balanced area development, dispersal of economic power, reinvestment of profit for the welfare of the area of profit generation, entrepreneurial awareness, an entrepreneur also generates employment in the economy and helps in reducing unemployment in the nation, entrepreneurship helps the country to earn foreign exchange by exporting the goods that are produced in excess in the country to other countries that have a demand for it, it helps to develop and nurture latent potential in the country, it helps to improve the standard of living of the people and, it
helps our country’s money to stay within our country.

**Importance of Entrepreneurship**
Over the years entrepreneurship have become magic bullet to solve a range of social and economic problems hence, there is need to state the importance of entrepreneurship (Keep and Mayhew, 2010)

**Social Rewards of Entrepreneurship:** reduces unemployment, reduces crime, creates alternatives to importation of goods and services, enhances the economy of the rural areas and the country at large, develops manpower, produces relevant goods for consumers, enhances national creativity and innovation, helps to develop local facilities, reduces rural urban drift and rural poverty, enhances export power, prestige and economy of the country, increases the quality of life for all stakeholders, increases government revenue through different taxes, exploits local raw materials and talents and it provides raw materials for larger industries.

**Acquisition of Skill in Home/Economics for Sustainability**
According to Lemo, (2013), entrepreneurial skill acquisition is the training that provides experience and skill that are suitable for entrepreneurial endeavours. Entrepreneurial skill acquisition therefore; trains graduates, job seekers, retirees and potential entrepreneurs with entrepreneurial knowledge, competence and skill needed to be self-reliant (Pakpa, 2013).

An individual skill is the main resource which enables him to achieve the desired goals. Skills can be gained through experience, practice, education and training. It is only by developing such skills that individual values can be transformed into action.

The aim of vocational education is to produce the manpower who will apply the acquired knowledge towards improvement and solution to their environmental/immediate problems, thus making the environment more useful and convenient for man. This is in line with the notion that “for economic technological growth of any nation functional education in terms of vocational-technical education is necessary “(Oluwepo,1992;Uwaifo, 2009;Odu,2013).

Home Economics skills developed in the course of training increases the productivity and earning capacity of the recipient. A well trained staff is productive than the quacks. As a result, developing home/economics abilities allows a person to earn more money or remuneration.

According to (Olaitan, 2001; European Commission, 2010a; 2010b), vocational education improves individuals by increasing their employability and employment mobility. Olaitan went on to say that people who have been trained for specific jobs in the workplace are more employable and less likely to face severe economic hardship than those who lack specific occupational skills; such workers can easily switch jobs in search of better working conditions or greener pastures.

Home economics also enables a person to make intelligent use of technological products, to implement new technologies, to improve entrepreneurial abilities, and to become a more innovative individual; most importantly, it refines a person's attitude about labor. It preaches on the dignity of labor and the development of the individual. The feelings that work is both necessary and satisfying for these reasons, person whom as passed through home-economics education become more dutiful and more conscientious in their work.

**Sustainability through Food and Nutrition an Area in Home Economics Education as a Vocational Subject**
According to Olaitan & Agusiobo, (2001) Home Economics education as a vocational subject helps individual with suitable and relevant skills and proficiency to live and impart meaningfully to the society. All Home Economics areas are practical oriented and requires intellectual process and forcible capability to manipulate and accomplish the desired end results.

Graduates of Home economics while at school were open to activities leading to skilled behavior and practice in industries or school where practical skills necessary for self-dependence were taught as a vocational topic, home economics instruction is focused on business. It urges teachers and students to receive entrepreneurship training on how to make the most efficient use of limited resources in the optimization of production and profit, as well as planning. (Olaitan et al,2010;ELTArticles,(2013).

The three domains of learning, such as cognitive, emotional, and psychomotor skills, are fostered during training. Psychomotor skill is the most employed as it is required for production of goods
Eradajire Blessing Nkechi

and services and is very much needed and required by an entrepreneur in the industry. (Osuala, 2004; Arogundade et al., 2011) argued that entrepreneur’s special qualities like intelligence, creativity, initiative, innovativeness and resourcefulness should better be developed through formal education in order to reduce the scourge of poverty. Home economics in education is readily available and timely to reduce and eradicate poverty to the barest minimum for the recipients. This is because many occupations in home economics, such as apparel and textiles, food and nutrition, home management, and other related fields, will provide jobs for recipients and anyone eager to work with them. Also, home-economics experts such as teachers and retirees in the field of home economics. Home economics intention is to providing individuals and families with skills to help develop/provide solution to problems for their own sustainable survival.

**Home Economics Education and Entrepreneurship**

Home economics is a vocational field of study. It is multi-disciplinary in its structure and interdisciplinary in its objectives.

Ogwu (2009) defined Home Economics as a field of study concerned with the ways in which the quality and content of family life can be enhanced maximally through optimal utilization of human knowledge and skills from different disciplines within pure and behavioural sciences, arts and agriculture.

According to Gana (2001), entrepreneurship is an individual’s willingness and ability to seek investment opportunities in a given environment and to successfully establish and run a business; it can also be viewed as a productive agent that employs other factors to create goods and services based on the identified opportunities.

Unemployment, both of the educated and the uneducated manpower, has become one of the most topical and spiny issues in present-day Nigeria. Its concomitant consequences have put the nation in peril of under development and threat to life. As a result of joblessness, robbery attacks, political thuggery, kidnapping, prostitution, assassination, child trafficking to mention a few are on the increase. An educational system which will help the people of Nigeria to develop a mindset on creation of jobs for themselves and others must therefore be encouraged. Entrepreneurship enhances self-employment, self-sustainability and this promotes economic prosperity and foster national growth and development.

Food and nutrition an area in home economics is a skill oriented field of study that helps at improving the quality of life through effective development and utilization of human and material resources of the society. Home economics as a vocational education has helped many graduates and adult who have acquired skills through home economics education to be able to be self-reliant and also an employer of labour, it encourages expansion of knowledge and development of skills in all the study areas to eradicate poverty; such areas as Food and Nutrition, Clothing and Textiles, Home Management, Interior Decoration, Consumer Education etc. Home Economics is designed to produce educated men who can work effectively with their heads, hearts, and hands. Such education fosters economic development and a desire for self-reliance and self-sufficiency.

Retirement can be enjoyed by increasing opportunities for more job creation through Home Economics occupations. Career options which can keep the retirees of Home Economics sustained in the absence of paid employments and give room for business ventures for income generation and wealth creation under food and nutrition include catering Services, restaurant management, bakery – bread making, snacks, cake making and decoration, fast food business, ice-cream and yogurt business, dietician, food instructor in media, smoothies and other healthy fruit drinks preparation of soya milks and tiger nut drink jam making etc. and caterer. These areas of skills help to increase family income generation and give room for financial security and also help in self-sufficiency and economy sustainability.

**The Role of Entrepreneurship as a Measure for Sustainable Retirement**

A specialty in entrepreneurship includes knowledge in vocational, skill acquisition and development education. This is to make individual competent to contribute immensely to national development and being self-reliant after retirement age. Entrepreneurship refers to the creation of medium size business by an entrepreneur. An entrepreneur is a person who makes money by starting and running a business especially when it involves taking financial risk (Hornby, 2001).
A retiree in home economics can work and become an employer of labour through the skill acquired thereby becoming self-reliant through it. (Osuala, 2004; Arogundade et al., 2011) maintained that entrepreneurship development could lead to: reinforcement of nation’s economy, invention & Creation of employment, planning & Provision of practical training opportunities, stimulation of rural resources& utilization, income generation and redistribution, improvement in standard of living, encouragement of large scale production, diminution/decrease of rural and urban migration, it helps to alleviate poverty and entrepreneurship is able to sustain retirees who are able to generate product and services that has a high demand.

**Strategies for Improving Creativity in Food and Nutrition through Entrepreneurship in the Current Trend**

Engaging business educators who are competent: Business educators should be bold and qualified in order to carry the potential entrepreneurs along professionally in terms of upgrading their skills and knowledge in the area of business which will help them after leaving the workforce to be fitted into the society as self-reliant citizens.

Organization of workshops/seminar: This tends to plan and organize entrepreneurial skills that are needed for successful business for presentation to the potential entrepreneurs. This is carried out by inviting a resource person who is knowledgeable in the area for effective instruction. This action helps to impart into the potential entrepreneurs the necessary knowledge of the entrepreneurship skills which brings about their entrepreneurship practice for sustainability.

An explicitly formulate strategy should include importance of competence development, as well as contributing factor should be in place (Ritter and Gemunden, 2014).

The business strategy can be planned by the entrepreneur, but the enterprise itself also stands out for its employees. Consequently, in order for business to be successful and profit-making, especially for business in food industry, employees should get informed, trained and get accustomed to this creativity.

The five top trends in food and nutrition are production of nutritional products with high nutritional value, the functional drinks, the convenience food, products, the supply chain transparency and the innovative packaging (SpendEdge, 2019).

Packaging and repackaging: This present days, the enterprises focus on creative, innovative and sustainable ways of packaging and present the products in a ways so that they attract and convince people to buy, whereby you are making money to sustain your living.

**Conclusion**

Improving creativity in food and nutrition an area of home economics is a vocational subject/discipline that offers great opportunities for self-reliance and job opportunities. A home-economics retiree should look inward and create jobs for their livelihood since nobody can work forever as they all have a stipulated time for service, choosing entrepreneurship as a measure will help in sustaining retirement. Therefore, creativity should be enhanced by retirees of home economics in entrepreneurship by the retirees so that after service they can be self – reliant and thus making them highly productive and making life more meaningful and interesting to them and their families.

**Recommendations**

This paper suggested that

1. Training and retraining should be encouraged among civil servants to enable them to be an entrepreneur by attending seminars and workshops while on the job
2. Prospective retirees of home economics must be prepared and be encouraged to take entrepreneurship as an alternative source in order to sustain their livelihood.
3. Workers should embrace proactive retirement planning and strategies with a view to promoting sustainable retirement and improving quality of life after workforce.
4. Establish business in one of the numerous areas under Food and Nutrition, retirees should identify their area of interest and start a post-retirement business suitable to the retiree’s life style where the retiree’s skill is greater could be veritable avenue for sustainable livelihood.
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