

The Role of Traditional Pottery Production in Sustainable Community Development in Uganda: (A Case Study of the Ankole Sub-Region)

Mwesiga Dickson

Uganda Christian University, P. O. Box 04, Mukono, Uganda

ORCID ID: 0009-0009-9223-8035

ABSTRACT: Traditional pottery production is a significant but not broadly researched area in sustainable community development in Uganda, especially in rural areas where the economy is generally based on the crafts industry. This study aimed at the investigating socio-economic, cultural, and environmental impacts of traditional pottery production in sustainable community development in the Ankole Sub-Region, Western Uganda. The study was guided by the sustainable livelihood framework and the perspectives of culture-based development. The study used a descriptive cross-sectional case study design. This study used a sample size of 20 respondents, comprising 8 master potters, 4 long-term traders, 2 elders, 4 clay extractors, and 2 transporters. The researcher used a multistage sampling technique in areas with concentrated, accessible pottery activity in the Ankole sub-region. Semi-structured interviews and observations, together with structured interviews, were employed in data collection. Thematic data analysis, as described by Braun and Clarke (2006), was employed in analyzing the qualitative data, while descriptive statistics summarized the basic livelihood and production data.

The findings showed that traditional pottery-making is an important economic activity for diversifying income and minimize poverty level by empowering women economically, passing on skills to the next generation, preserving cultural identity, heritage, and improve community ties through working together, and helping the development of the circular economy through the availability of local resources such as clay and organic matter for firing, and the simple technology for pottery-making.

However, the sustainability of the traditional pottery is also limited by factors such as less access to the market, insufficient production facilities and modern kilns, reduced access to suitable clay materials, health risks from inhaling smoke and dust, and less institutional backing for the value stream. These findings also confirm previous evidence suggesting that pottery production results in employment and alleviates poverty in Ankole, while also emphasizing environmental and technical concerns related to production methods. The study concludes that enhancing pottery value streams through technological innovations, collaborative marketing strategies, heritage tourism partnerships, and targeted support from local government can promote sustainable community development outcomes aligned with Uganda's national development goals and the increasing recognition of crafts within Uganda's creative economy.

KEYWORDS: creative economy, cultural heritage, Ankole, sustainable community development, traditional pottery, women's livelihoods, Uganda.

1. INTRODUCTION

In the past, pottery has been an essential activity in the lives of Ankole people. It has been used as an adaptive strategy during economic crises, with traditional styles and techniques being revived to respond to the needs of the people (Mutungi, E, 2015). Ethnographic research indicates that pottery and traditional crafts contribute to the sense of belonging and ownership, as it is used for various activities such as farming and household activities. The evidence from Ankole indicates that pottery has been a gendered activity, with women specializing in traditional household pottery and men engaging in more commercial activities such as making bricks and tiles.

The traditional pottery industry in the Ankole sub-region of Uganda plays an important role in sustainable development, including economic empowerment, cultural heritage preservation, and the promotion of gender-inclusive development (Gombe, C. 2002). The traditional pottery industry is an integral part of the socio-cultural environment and utilizes the traditional resource base and traditional knowledge system, thereby enhancing community resilience and economic stability in the region (Kwesiga, P. (2013). The traditional pottery industry in the region faces the threat of sustainable development due to modernization and the loss of



traditional knowledge. The traditional pottery industry in the Ankole sub-region of Uganda, and in other parts of the country, is not just an artistic expression; but it is an economic activity that has helped the people, particularly the women, over the years (Serge, Kouassi-Kouadio, et al., 2024), Serge study focused on specifically women's economic transformation.

The Conceptual framework for the study mainly refers to the Sustainable Livelihoods Approach/Framework (Murray, C., 2000), which describes the ways in which households draw on different kinds of assets such as human, social, natural, physical, and financial capital, and livelihoods such as traditional pottery, to cope with and adapt to shocks and opportunities, and the role of institutions in facilitating these processes. The current studies on sustainable livelihoods strategies show a high significance of the theory in the circumstance of informal culture-based livelihoods and having faith in the sustainable livelihood approach (Morse, Stephen. (2025). Farther more, sustainable community development strategy is supported by the culture and development and living heritage livelihoods approaches, which highlights the income and employment creation likelihood of traditional crafts, including pottery, and their capacity for cultural diffusion and social structure.

In contemporary craft studies, sustainable community development in Uganda is seen as a connector between economic capability, socio-cultural continuity, and environmental stewardship in the entire craft industry, including resource use, production technologies, and market systems. This is increasingly being applied to traditional handicrafts and traditional making classifications. The creative economy model of thinking about crafts recognizes their productive nature as a cultural industry that has development potential in local economies, including value addition, entrepreneurship, and linkages to local markets, therefore, emphasizing the need to study Ankole pottery not only as a means of bearing heritage but also as an economic based enterprise mechanism. Different scholars like Gombe, c (2002) highlights that earnings from traditional pottery craftsmanship could be equivalent to, or even better than, those of government-employed graduate teachers in primary and secondary schools in Uganda, hence underlining its economic viability. Kwesiga, P., (2013) also added that traditional pottery promotes people's livelihood, stating that economic dimension of craft is of great importance in women's empowerment, as access to productive resources, including craft, is instrumental in transforming their roles as co-providers in families in the Ankole Sub-region.

Observed research conducted in Uganda and similar contexts suggests that traditional pottery production has the potential to foster sustainable community development through income generation, hence improving in livelihoods, local value addition, and the provision of accessible & affordable household and cultural wares. Nevertheless, there are challenges associated to markets, technological advancements, and environmental pressures by NEMA. In the region of Ankole, field-based investigations record the contribution of pottery to alleviating unemployment and reducing poverty, whereas parallel face ongoing difficulties related to production conditions and commercialization avenues (Kayamba & Kwesiga, 2016). From recent findings and policy-oriented research on pottery-based production emphasizes sustainability trade-offs, mainly concerning biomass and energy consumption in traditional firing methods, as well as the necessity for transition to cleaner, locally suitable kiln technologies. This situates pottery within larger discussions on low-carbon livelihoods and rural resilience (Journal of African Arts & Culture, 2025). Corresponding evidence from traditional knowledge and sustainability scholarship stresses that culture-based livelihoods can enhance community agency and SDG-related outcomes when institutions facilitate skills development, resource governance, and inclusive local economies. (Bansal, 2024; Caviedes et al., 2024; Olaopa, 2025). Though research findings on Ugandan traditional crafts are progressively expanding, the prevailing information on Ankole pottery's technical methods and socio-economic impacts, such as income generation and employment creation, is limited in exploring the sustainability pathway for environmental, social, cultural, and governance dimensions, current pottery research in Uganda basically rotates around studies such as design modifications, preservation, and the like, instead of investigating the entire scope of the value stream that includes; clay selection, firing methods, access to markets, institutional support systems, and socio-developmental impacts within the communities, traditional pottery craft holds significant value for the communities but faces a number of challenges in realizing its true possible for sustainable socio-developmental impacts, (Nabongo, R. 2025).

The current studies in Uganda traditional crafting are facing a number of challenges ranging from young people preferring foreign-made products, limited business skills, and limited access to markets. Nevertheless, these issues are not explored in the context of pottery crafts in the Ankole Sub-Region. Thus, there is a need to fill the gap in the existing literature on the Ankole sub-region by exploring the impacts of traditional pottery crafts on sustainable socio-developmental outcomes in the region, considering recent discussions on sustainability and sustainable livelihoods as a framework for analysis.



2.0. METHODOLOGY

2.1. Research Design

This study used a case study research design that depended mainly on qualitative and mixed-methods approach in the need to understand the role of traditional pottery in promoting sustainable community development in Ankole sub region. The study also used case study design because it allows in-depth study of a tangible socio-cultural and economic practice in its real environment, and it encourages the use of multiple sources of evidence in the study. (Yin, R. K, 2009).

2.2. Study Area

The study was carried out in the Ankole Sub-Region, located in Western Uganda, East Africa. It concentrated on communities involved in active traditional pottery value streams, including clay extraction, production, firing, distribution, and utilization. This area is particularly suitable outstanding to previous research emphasising pottery as a important livelihood activity in Ankole, associated with poverty alleviation, gendered labour patterns, and environmental impacts, thus making it a pertinent context for sustainability analysis.

2.3. Target population

The target group for this study encompassed traditional pottery stakeholders in the Ankole Sub-Region, which included old women and men engaged in both traditional and commercial pottery production from various villages in the area, input suppliers such as clay extractors and firewood suppliers, market players including local traders, transporters, and craft market vendors, and end users and consumers such as households, restaurants, and cultural institutions.

2.4. Sample Size

A total sample of 20 respondents were used, which included 8 master potters, 4 long-term traders, 2 elders, 4 clay extractors, and 2 transporters. a multi-stage sampling method was used, by selecting two to four pottery clusters in major areas of the Ankole Sub-Region, dependent on the concentration of pottery activity and accessibility. The study used purposive sampling and snowball sampling strategies to get accurate data from the following categories; master potters, long-term traders, elders, etc. Stratified sampling was done on the classification of potters, traders, and household users as a quantitative sampling strategy which involved selecting participants proportionately at each study location. Sampling involved qualitative interviews, focus group discussions apportioned along gender groups, direct observations, and surveys, depending on sampling circumstances and frames available at each location.

2.5. Data Collection Instruments

Reliability was established through triangulation of data collected using interviews, focus group discussions, and observations. Interview guides were peer-reviewed by two experts in community livelihoods and heritage studies, while dependability was ensured through audio recording, transcription, and use of a consistent coding framework.

2.6. Data Analysis

The study was conducted using a mixed qualitative and quantitative approach to analyze the contribution of traditional pottery production towards sustainable community development in the Ankole sub-region south western Uganda. The qualitative data was collected using interviews and focus group discussions was recorded and analyzed with the help of thematic analysis. The data analysis was conducted in a systematic method by identifying the data, coding the data, and then classifying the data. The data analysis was conducted with the help of an interview schedule and focus group discussions. The data collected was also supplemented with the help of observational data. The observational data helped in validating the data collected with the help of interviews and focus group discussions. The quantitative data collected through interviews was analyzed using descriptive statistics. The quantitative data was also analyzed through the use of frequencies and percentages. The findings of the study were also supplemented by combining qualitative and quantitative data. The integration of the data helped in providing a more comprehensive interpretation of the contribution of traditional pottery production towards sustainable community development.

3.0. PRESENTATION AND INTERPRETATION OF FINDINGS

3.1. Quantitative Data analysis s

Quantitative Data was analyzed through systematically applying statistical and mathematical techniques to numerical data to identify patterns, relationships, and trends. It involved collecting, organizing, interpreting, and presenting data in a structured manner to derive meaningful insights and support decision-making. A total of 20 respondents, who were selected from key stakeholders in the traditional pottery value steam, were considered an appropriate number for conducting a quantitative case study on the role of traditional pottery in sustainable community development in the Ankole Sub-Region. The different groups included those in clay production, resources, distribution, cultural control, and exchange markets, thus making it possible to have a comprehensive quantitative evaluation of the role of pottery in development. The descriptive analysis included using frequency, percentage, mean value, and standard deviation in analyzing the demographic characteristics and perceptions in relation to economic, cultural, and environmental aspects.

3.2. Total sample size

A sample size of 20 respondents, drawn from key stakeholders in the traditional pottery value steam, was seen as suitable for conducting a focused quantitative case study on the role that traditional pottery production makes towards sustainable community development in the Ankole Sub-Region.

Table 1. Table presenting the total sample size.

Category	Estimated Population	Study	Sample Size	Sampling Technique
Master Potters	40		8	Purposive Sampling
Long-term Traders	20		4	Purposive Sampling
Elders	10		2	Purposive Sampling
Clay Extractors	15		4	Snowball Sampling
Transporters	10		2	Convenience Sampling
Total	95		20	

(Source: Primary Data, 2025)

3.3. Biodemographic Characteristics of Respondents (Gender)

The study revealed that females constituted the majority of traditional pottery producers in Ankole.

Table 2. Biodemographic Characteristics of Respondents (Gender)

Gender	Frequency	Percentage
Female	13	65%
Male	7	35%
Total	20	100%

(Source: Primary Data, 2025)

According to the interpretation, the majority of respondents were female (65%), reflecting the gendered nature of traditional pottery production in Ankole, where women traditionally dominate pottery knowledge, production, and household-level trade. This finding highlight pottery as a gender-inclusive livelihood supporting women's economic participation.

3.4. Age Scattering of Respondents

The majority of the respondents ranged in age from 35 to 65 years.

Table 3. Age Distribution of Respondents

Age Group in Years	Frequency	Percentages
20 -29	3	15%
30 – 39	5	25%
40 – 49	6	30%
50 & above	6	30%
Total	20	100%

(Source: Primary Data, 2025)

The findings of the study revealed that the majority of the respondents (60%) were 40 years and above, therefor, indicating that the knowledge of traditional pottery is mainly with the older generation. Since Uganda has a higher number of the youth, this may front a potential risk to the sustainability of the practice if pottery knowledge is not transferred to the younger generation.

3.5. Primary Role of Pottery in Household Livelihoods

The findings revealed a significant percentage of pottery serving as a primary or supplementary source of income and contributing to household livelihood.

Table 4. Primary Role of Pottery in Household Livelihoods

Role of Pottery	Frequency	Percentage
Primary source of income	9	45%
Supplementary income	7	35%
Cultural / subsistence use	4	20%
Total	20	100

The findings revealed that 80% of respondents rely on pottery as a primary or supplementary income source, confirming its economic relevance to household livelihood strategies. This underscores pottery's role as a buffer against income instability, particularly in agrarian communities.

3.6. Perceptions on Traditional Pottery and Sustainable Community Development

The findings revealed a high percentage agreement that traditional pottery production contributes to household income stability, therefore, contributes to communities' sustainable community development. A 5-point Likert scale was used as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree as shown below:

Table 5. Perceptions on Traditional Pottery and Sustainable Community Development

Statement	Mean (M)	Std. Deviation (SD)	Interpretation
Pottery production contributes to household income stability	4.3	0.66	High agreement
Traditional pottery preserves Ankole cultural identity	4.55	0.51	Very high agreement
Pottery production supports local employment	4.05	0.74	High agreement
Clay extraction practices are environmentally sustainable	3.1	1.02	Moderate agreement
Market access limits pottery income growth	4.25	0.72	High agreement

(Source: Primary Data, 2025)

The findings revealed that the respondents strongly agreed that the production of traditional pottery improves household income stability ($M = 4.30$) and is instrumental in the preservation of Ankole cultural identity ($M = 4.55$). Moderate agreement was also noted for the theme of environmental sustainability ($M = 3.10$), implying that there is growing concern about clay depletion and the use of traditional firing techniques. High levels of agreement were noted for the theme of market access constraints ($M = 4.25$).

3.7. Perceived Developmental Outcomes of Traditional Pottery Production

Based on apparent developmental results of traditional pottery production, the study revealed a greater reliance on enhanced household resilience.

Table 6. Perceived Developmental Outcomes of Traditional Pottery Production

Development Outcome	Mean	Std. Dev	Interpretation
Improved household resilience	4.18	0.83	High
Women's economic empowerment	4.4	0.59	Very High
Intergenerational knowledge transfer	3.65	1.01	Moderate
Community cohesion	3.92	0.88	High
Environmental sustainability	3.05	1.1	Moderate

(Source: Primary Data, 2025)

The results clearly show that traditional pottery production is an important aspect in ensuring sustainable community development. This is evident in the high mean score for household resilience and community cohesion. Household resilience received the highest mean score at $M = 4.18$, while community cohesion received a mean score of $M = 3.92$. This shows that traditional pottery is an important aspect in ensuring income stability and fostering community cohesion in traditional communities.

Women's economic empowerment received the highest mean score at $M = 4.40$. This shows that traditional pottery is an important aspect in fostering women's economic empowerment in traditional communities. This is an important aspect in ensuring that women play an important role in traditional communities.

On the other hand, knowledge transfer to the next generation received a mean score of $M = 3.65$, while environmental sustainability received a mean score of $M = 3.05$. This shows that traditional pottery faces challenges in knowledge transfer to the next generation and also poses a threat to environmental sustainability.

4.0. RESULTS

4.1. Introduction

Based on the qualitative research design, semi-structured interviews were conducted with twenty participants purposively selected from prominent pottery communities in Ankole, Uganda. The participants included eight master potters, four traders, two elders, four clay extractors, and two transporters. The analysis of the data was conducted thematically using Braun and Clarke's framework to explore the livelihoods of pottery, cultural importance, pottery production systems, and the sustainability of traditional pottery. This analysis generated important insights into the socio-economic and cultural importance of pottery in the development process.



Figure 1. Elementally clay preparation stage
(Source: Primary Data, 2025)



Figure 2. Firing stage (Traditional firing process with grass & firewood)
(Source: Primary Data, 2025)



Figure 3. Various Traditional pottery pieces displayed for sale in the Mbarara Central Market.
(Source: Primary Data, 2025)

4.2. Theme 1: Traditional Knowledge Transmission and Cultural Sustainability

Master potters and elders have invariably highlighted the importance of pottery as an activity that is deeply embedded in the culture and is learned through an apprenticeship system or observation.

The learning process is essentially experiential in nature and is based on family or community identity.

"I learnt pottery by watching my mother and grandmother from childhood; there was no classroom, only practice." (Master Potter 3).

Elders emphasize pottery as one of the aspects of Ankole cultural heritage, which has traditionally been used for various purposes, such as domestic, ritual, and community use. However, there have been concerns about the declining number of youths participating, which is believed to result from pressure related to formal education and alternative sources of income.

From a theoretical point of view, these findings fit well with traditional knowledge system theory, which recognizes learning through practice as essential to cultural sustainability and livelihoods. This is supported by Berkes (2008) arguments about cultural continuity and sustainable livelihoods. The gradual loss of apprenticeship structures shows that cultural sustainability is now more susceptible to socio-economic change rather than cultural value.

4.3. Theme 2: Pottery Production as a Livelihood Strategy and Economic Resilience

In all master potters, traders, and transporters interviewed, pottery making was cited as an important source of household income, especially for women and elderly persons in the communities. Long-term traders cited consistent demand for cooking pots, water containers, and ceremonial items in local markets, especially in peri-urban and rural areas.

“Even when crops fail, people still need pots for cooking and storage.” (Trader 2)

In spite of its economic value, the participants indicated that there were low profit margins due to price variability, lack of market access, and the failure to have collective bargaining power.

In relation to the sustainable livelihood's framework, pottery acts as a diversification strategy for the household as it incorporates cultural and economic aspects. However, poor value stream integration hinders pottery from acting as a catalyst for local economic development.

4.4. Theme 3: Natural Resource Use, Environmental Constraints, and Ecological Sustainability

Clay extractors and potters have shown increasing worry with regards to the scarcity of clay materials, land access restrictions, and the challenges experienced during the extraction and firing processes due to the changing seasons.

“The good clay is becoming scarce, and sometimes landowners refuse us to dig.” (Clay Extractor 1)

The traditional clay firing technique using firewood has also been cited as an environmentally stressful practice. However, the participants lacked access to alternative technologies.

The study findings are in conformity with the political ecology approach, which highlights the importance of the interplay between the environment and land tenure systems in the development of resource-based livelihoods (Bryant & Bailey, 1997). The use of traditional knowledge is adaptive but lacks institutional support for sustainable use.

4.5. Theme 4: Production Networks, Market Access, and Infrastructure Limitations

Transporters and traders also pointed to the vulnerability of pottery distribution networks due to poor road infrastructure, high costs of transport, and damage to the product during transport.

“Transporting pots has consistently provided me with a steady income, although it comes with certain risks; mainly due to poor road conditions, and sometimes resulting in the loss of half the load.” (Transporter 2)

The absence of organized cooperatives, storage facilities, and market information also limited the scalability beyond local markets. From a system theory perspective, sustainable community development is a function of the interconnectedness of production, transport, and market structures (Rieckmann, M., 2017). The research indicates that pottery production is taking place in a fragmented system characterized by poor infrastructural linkages.

5.0. DISCUSSION

Findings and Discussion

5.1. Findings

The findings indicate that traditional pottery production significantly contributes to sustainable community development in the Ankole sub-region by enhancing household resilience, empowering women economically, and preserving cultural identity. The high average scores for income stability and cultural conservation assert the double economic and socio-cultural rate of pottery. Nonetheless, reasonable ratings for environmental sustainability and intergenerational knowledge transfer stresses challenges postured by resource burdens and lessening youth involvement.



Generally, the results substantiate the sustainable livelihoods theory, which emphasizes the importance of skill and asset expansion as a major avenue of resilience. The findings also show that to address issues conserving market accessibility, the following can be considered: infrastructural aspects such as establishing local markets, environmentally sustainable production practices, tax-free on traditional pottery products, carrying out community awareness on the importance of traditional clay products and job creation are important long-term aspects for the developmental potential of traditional pottery production and a link to sustainable community development in the Ankole sub-region.

The qualitative analysis revealed that traditional pottery production in the Ankole sub-region plays a multidimensional position in sustainable community economic development by supporting livelihoods economically, preserving Ankole cultural heritage and fostering local economic resilience. The findings also show that sustainability is constrained by reduced knowledge transmission from generation to generation, environmental pressures from human encroachment and settlement at clay extraction sites, weak value-chain integration, and infrastructural deficiencies. While community commitment to pottery production remains strong, misalignment among cultural practices, economic systems, and institutional support structures limits the pottery's transformative potential. Strengthening traditional knowledge recognition, resource governance, and market systems is therefore essential for positioning pottery as a viable and sustainable community development strategy.

5.2 Discussion

The quantitative findings demonstrate that traditional pottery production plays a significant role in sustainable community development in the Ankole Sub-Region. The sample of 20 respondents, drawn from key actors across the pottery value stream, provided a focused yet representative perspective on production, livelihoods, cultural governance, and market dynamics.

Gender distribution results indicate that women constitute the majority of pottery practitioners (65%), confirming pottery as a gendered livelihood that strongly supports women's economic participation and household income generation. This aligns with the traditional transmission of pottery knowledge among women and reinforces pottery's contribution to inclusive local development. Age distribution findings show that 60% of respondents were aged 40 years and above, suggesting that traditional pottery knowledge is predominantly held by older generations. While this reflects deep experiential expertise, it also signals a sustainability risk if deliberate strategies for youth engagement and skill transmission are not strengthened.

Economically, pottery remains a critical livelihood activity. A combined 80% of respondents rely on pottery as either a primary or supplementary income source, underscoring its role in income diversification and household resilience within predominantly agrarian communities.

Perception data further affirm pottery's developmental value. High levels of agreement were recorded for household income stability ($M = 4.30$), cultural identity preservation ($M = 4.55$), and local employment creation ($M = 4.05$). However, moderate agreement on environmental sustainability ($M = 3.10$) reflects concerns regarding clay resource depletion and traditional firing methods. Strong agreement that market access constrains income growth ($M = 4.25$) highlights structural barriers limiting economic expansion.

Finally, perceived developmental outcomes reveal that traditional pottery strongly enhances household resilience ($M = 4.18$), women's economic empowerment ($M = 4.40$), and community cohesion ($M = 3.92$). Moderate ratings for intergenerational knowledge transfer ($M = 3.65$) and environmental sustainability ($M = 3.05$) indicate key challenges that must be addressed to ensure long-term viability. Overall, the results confirm that traditional pottery is a vital socio-economic and cultural asset, while underscoring the need for targeted interventions to strengthen sustainability and continuity.

6.0. CONCLUSION AND RECOMMENDATIONS

6.1. Conclusions

In conclusion, therefore, traditional pottery production plays a major role in sustainable community development in Uganda, particularly in the Ankole Sub-Region. This was multifaceted through economic transformation, where local people sell traditional clay products; cultural preservation, where tourists visit different pottery sites; and social aspects of rural livelihoods; this was seen where people use traditional pottery as household utensils, such as for cooking, preserving drinking water and other purposes. The study confirms that traditional pottery is a very essential livelihood activity, as most of the respondents (80%) depended on it as a source of livelihood. The fact that there was a high level of agreement on the stability of household income and the ability of the household to cope with risks is a clear indication that traditional pottery is a very significant economic safety net, especially for agrarian households where the nature of the economy is highly unpredictable.



The study also confirms the significance of pottery as an actor for the economic empowerment of women in the Ankole Sub-Region. The higher proportion of female respondents (65%) and the extremely high mean empowerment score for women provide evidence that Ankole traditional pottery production plays a remarkable role in sustainable women's development. This production also proves to be a female-led economic activity that enhances the economic empowerment of women in the Ankole sub-region; it is on this background to conclude that traditional pottery is one of the major avenues in promoting gender equity and a major link to community development.

The findings of the study revealed that Ankole traditional pottery art undertakes a critical role in the sustenance and consolidation of Ankole cultural identity. With a higher number of respondents in agreement on cultural preservation highlights traditional pottery art as one of the important cultural practices, with suggestions for traditional knowledge structures, symbols, and values. This cultural aspect promotes social consistency and emphasizes the importance of traditional art in current development.

However, the research findings reveal that the sustainability of traditional pottery production for community development in the Ankole Sub-Region is facing a number of challenges associated with structural and intergenerational. The dominance of those aged 40 years and above indicates minimal knowledge transfer, thus a hindrance to the sustainability of traditional pottery knowledge transfer among the younger generation of the Ankole Sub-Region. The moderate findings on knowledge transfer underscore the need to develop structures to actively involve the youth. The findings of the study also concluded that environmental sustainability is another key issue in the study of the sustainability of traditional pottery. The moderate level of agreement regarding the sustainability of clay extraction and firing techniques suggests an emerging threat of resource depletion and environmental degradation. However, resource management and environmentally friendly techniques should be enhanced so that the sustainability of the environmental groundwork of pottery production is not threatened.

Finally, the study concludes that there is a higher demand for Ankole-designed traditional pottery, though there is still a market access challenge, which is significantly affecting the economic potential of traditional pottery dealers in the Ankole Subregion. The high level of agreement on market access challenges suggests that despite the high value of pottery products, the producers of pottery products are faced with challenges such as limited access to markets and transportation. Therefore, it is important to establish measures to address these constraints to maximise the economic benefits of income gain and the developmental significance of the sphere. To conclude, the quantitative findings have clearly established that the traditional pottery production sphere in Ankole Sub-region is of vital significance to the socio-economic and cultural development of the region. Therefore, it is important to implement targeted interventions to sustain the environmental foundation of pottery production and its developmental significance.

6.2. Recommendations

In conclusion, therefore, based on the findings, the study recommends targeted interventions to enhance the sustainability and developmental impact of traditional pottery production in the Ankole Sub-Region. Given pottery's strong contribution to household income stability, economic empowerment, and community cohesion, policy actors and development partners should formally recognise traditional pottery as a viable livelihood sector and integrate it into local economic development frameworks.

To address the ageing knowledge base and limited intergenerational transfer, structured apprenticeship programmes, school-community linkages, and youth-focused skills training should be promoted to ensure the continuity of traditional pottery knowledge. Since women dominate pottery production, gender-responsive support mechanisms, such as access to microfinance, strengthening of cooperatives, and investment in production infrastructure, are essential to consolidate women's economic gains.

The study further recommends adopting environmentally sustainable clay extraction and firing practices, including resource management guidelines and the introduction of improved kiln technologies, to mitigate clay depletion and environmental degradation. Finally, given the broad consensus on market access constraints, investments in cooperative marketing, transport infrastructure, product diversification, and branding are necessary to expand market reach and drive income growth. Collectively, these measures would strengthen the long-term socio-economic and environmental sustainability of traditional pottery production in Ankole.

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Cite this Article: Dickson, M. (2026). The Role of Traditional Pottery Production in Sustainable Community Development in Uganda: (A Case Study of the Ankole Sub-Region). International Journal of Current Science Research and Review, 9(8), pp. 4726-4736. DOI: <https://doi.org/10.47191/ijcsrr/V9-i8-45>