



The Construction Industry as a Catalyst for Home-Based Economic Entrepreneurship: Challenges and Strategies

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ABSTRACT

The construction industry is a root driver of economic growth, not only through large-scale infrastructure project development but also by enabling entrepreneurship at a home-based level. In this study, the multiple opportunities within the construction industry that allow individuals to establish and manage home-based businesses are elaborated. Through the scope study approach, the research investigates several income-generating activities, including online architectural and structural design services, personal protective equipment (PPE) production, carpentry, woodwork, cement-based product manufacturing, handmade tool manufacturing, plumbing and electrical services, and tile and paving stone production. These home-based enterprises require minimal start-up capital and can be initiated by individuals with limited financial resources and technical capabilities. By utilizing local resources and low-volume production techniques, home-based construction firms create economic stability, job opportunities, and environmental sustainability. Additionally, the study uncovers the business potential of the industry, where PPE, protective gear, hand tools, and building material requirements continue to increase globally. Home-based construction industry activities are found to be a viable solution to self-employment and prosperity, particularly for less financially endowed communities, as per findings. The paper emphasizes the importance of policy support and the provision of resources, which can even facilitate further contributions by home-based entrepreneurship to the construction industry.

1. INTRODUCTION

The construction industry is a cornerstone of economic development, having implications for the generation of employment, development of infrastructure, and financial stability (Khosro et al., 2017),(Mosenogi, 2016). It does not only influence large-scale projects but also promotes home-based economic activities with sustainable earning potential (Smith & Brown, 2019). The construction industry has a profound effect on job generation, small business promotion, and the growth of sustainable management of resources (Fei et al., 2021).

Home economics, traditionally associated with household budgets and consumption of resources, intersects with construction around work creation, entrepreneurship development, and sustainable construction practices (Elias, 2008). The construction industry provides the opportunity for individuals to establish home-based works that promote economic resilience through the use of locally produced materials and low-cost modes of production (Newbery & Bosworth, 2010). Home-based construction activity offers relevant and lucrative prospects, even for non-literates or technical diploma holders (Yan et al., 2024). This sector supports self-employment and entrepreneurship, facilitating economic stability in low-income communities (Town & Nkonya, 2012).

Home-based workers can be categorized into two groups: self-employed workers and subcontracted workers. The self-employed purchase their own materials and supplies to create and sell their own finished products. In contrast, subcontracted workers, also known as homeworkers, produce goods for businesses operating at national or international levels. While both types bear production costs and risks, the distinction is important for organization, advocacy, and policy development (Chen & Sinha, 2016).

In today's evolving economy, finding reliable income sources that can be started from home is more important than ever. In this case, a house serves not only as a living space but also as a site for production and income generation (Wagemann et al., 2024). Home-based construction-related work includes a wide range of activities, such as crafting safety gear, making concrete blocks, welding metal structures, and assembling small plumbing or electrical components (Walker, 1989). These opportunities have minimal investment needs, allowing individuals to start with simple manual techniques and

subsequently diversify through the introduction of basic tools and machines (Sarvari et al., 2021).

Home-based businesses in the construction industry contribute to the attainment of financial independence and economic growth by creating job opportunities and stimulating local industries. Home-based businesses enable households to improve their livelihoods while contributing to sustainable urban development (Werna, n.d.). They also contribute to the reduction of reliance on expensive imported materials by using locally available materials (Lawanson & Olanrewaju, 2012).

In Afghanistan, where over 60% of the population is under the age of 20, and where prolonged conflict, economic instability, and limited access to formal employment persist, the promotion of home-based economic entrepreneurship has become a critical strategy for socioeconomic resilience (Safi, Behsoodi, & Shirzad, 2024b). The construction industry, in particular, holds significant potential to support decentralized, home-based livelihoods, especially among youth and rural populations. Given that approximately 71% of Afghanistan's population resides in rural areas, where formal job markets are often inaccessible, the ability to engage in small-scale construction activities such as carpentry, masonry, timber processing, and concrete block making presents a viable pathway to economic empowerment (Safi, Ikhlas, et al., 2024). Additionally, Evidence from provinces such as Nangarhar, Kabul, and Kunar indicates a steady transition from traditional construction methods to more modern reinforced concrete (RCC)-based practices (Safi, Behsoodi, & Shirzad, 2024a). While this shift reflects progress, it also highlights the need for skill development and inclusion strategies to ensure that home-based entrepreneurs are not excluded from emerging opportunities. Importantly, timber remains a widely used and accessible construction material, particularly in rural Afghanistan, making timber-related home enterprises highly relevant. The high global demand for wood-based construction products further positions timber work as a marketable skill with local and international significance. Moreover, integrating sustainable construction practices, such as energy-efficient design, local material utilization, and climate-adaptive techniques, can enhance the viability of home-based construction businesses while simultaneously mitigating the environmental impacts of unregulated urban growth (Behsoodi et al., 2024).

The flexibility in home-based construction work allows the operators to increase their production scale step by step, facilitating long-term business expansion. Through the use of simple approaches and more investment in small equipment, home workers can increase their productivity and competitiveness in the market.

The purpose of this research is to determine how the construction industry functions as a driver of house-based economic growth through the provision of various employment opportunities, providing of equipment needed, facility of benefits, and fulfillment of market demands.

2. METHODOLOGY

In this study, we have utilized the scope study research method to examine Home-Based Work (HBW) opportunities in the construction industry, along with potential strategies, challenges, limitations and their economic prospective.

3. SCOPE 1: HOME-BASED WORK (HBW) OPPORTUNITIES IN THE CONSTRUCTION INDUSTRY

Home-based construction opportunities provide numerous advantages such as cost saving, flexibility in work schedule, market expansion, and skill improvement. Employees can work without using office or factory space, set their own schedule, sell locally or internationally, and develop skills in electronic as well as conventional construction techniques.

3.1. Online Architectural, Structural Design, Digital Construction Consultancy and Project Management Opportunities

These professional careers necessitate experts at numerous positions in areas ranging from technical and creative positions to skilled workforce, all aiming to assist with construction and residential renovation.

Architects, engineers, and designers can provide services such as 2D drafting, 3D modeling, structural analysis, and interior design remotely using advanced engineering software tools such as AutoCAD, Revit, SketchUp, ETABS, SAFE, and SAP2000. Construction professionals may also provide cost estimation, project scheduling, and legal documents remotely using tools such as Microsoft Project, and Primavera P6, and estimating tools such as PlanSwift and CostX.

3.2. Personal Protective Equipment (PPE) Production

3.2.1. Construction Protective Gloves

This opportunity needs less professional skill and can be carried out easily using a sewing machine or manually by handwork. Workers can create products made from materials like rubber, canvas, or leather with simple tools like cutting scissors, needles, threads, and, in some cases, molds. These simple tools are easily found and facilitate home production with minimal investment. As a result of the high demand created by strict regulations during construction phases, such products find a market both locally and internationally.

In 2023, the world market for protective gloves was approximately USD 25.24 billion and is projected to grow to USD 26.34 billion in 2024, to approximately USD 38.11 billion by 2030. Especially, the industrial safety gloves market was USD 7.14 billion in 2024 and will be USD 9.34 billion in 2030 at a compound annual growth rate (CAGR) of approximately 4.57% during the period. Protective gloves use was 16.85% in the worldwide construction industry in 2023 (Singh, 2024).

3.2.2. Head Protection Tools

Protecting construction workers is always the priority of any work site, and part of that protection is wearing protective headgear in the form of a classic hard hat or the increasingly popular construction safety helmet (Twiceme, 2024). Head protection is provided by safety helmets (hard hats) to protect against falling objects and head trauma.

Manufacturing helmets (hard hats) at home or in a small workshop involves basic specialized tools and materials. Essential tools include a helmet mold for molding, a heat gun or a small oven, cutting tools (such as scissors, a utility knife, or a saw) for shaping material, a drill machine for punching strap and ventilation holes, sanding tools or sandpaper to finish edges, and a hand riveter for fastening straps and fasteners.

The industry of construction helmets was worth USD 1.71 billion in 2024 and will grow from USD 1.83 billion in 2025 to USD 3.37 billion by 2034 at a compound annual growth rate (CAGR) of 7 % during 2025-2034 (Singh, 2025).

3.2.3. Eye and Face Protection Equipment

Safety glasses protect against dust, debris, and chemical splashes, while face shields are required for welding, grinding, and cutting operations.

Mass-producing face shields and safety goggles using a home base or small-scale environment require handheld tools and small-scale tools. The main equipment includes a laser cutter or precision cutting equipment for cutting polycarbonate lenses and face shield sheets, a heat oven or gun for bending plastic parts, a hand drill or punch equipment for frame and strap hole drilling, a headband fastening riveting tool, an adhesive and sealant gun for assembling frame components, sandpaper or a mini polishing machine for smoothing edges, and basic measuring tools such as a ruler, caliper, and protractor.

The eye and face protection market is expected to grow from USD 718.41 million in 2024 to USD 1.2 billion by 2034, at a compound annual growth rate (CAGR) of over 5.3% during the forecast period of 2025-2034. Industry revenue in 2025 is predicted to be USD 748.87 million (FBI, 2025).

3.2.4. Protection of Body Products (Clothing and Uniforms)

High-visibility vests and jackets are crucial to ensure visibility in crowded workspaces on the building site, while fire-resistant clothing is crucial for welding and high-heat exposure sites. Work overalls and coveralls also provide protection from dust, dirt, and chemicals.

Fabric processing equipment, sewing machines, and print equipment are required for the manufacturing of construction safety wear such as high-visibility vests, coveralls, and hard-wearing workwear. For handheld or small-scale production, primary equipment includes heavy scissors to cut heavy material, rulers and measuring tape for proper cutting, markers, and chalk to mark patterns, sewing needles, and yarn for minimal stitching, heat press or iron for pressing flat seams and securing patches, and basic sewing machine to sew the fabric pieces together.

The work wear and uniforms market has also experienced strong growth during the past several years. It is expected to increase from \$80.05 billion in 2024 to \$84.75 billion in

2025, according to a 5.9% compound annual growth rate (CAGR). The market will become \$105.51 billion by 2029, with a CAGR of 5.6% (Company, 2025).

3.2.5. Foot Protection Products (Safety Shoes and Boots)

Steel-toe footwear is required at construction sites to prevent injuries due to dropped objects and equipment. Other footwear such as rubber shoes or electrical-resistant shoes is required for wet/muddy conditions and electrical safety, respectively.

Producing safety boots on a small scale or manually requires special equipment and machinery. The indispensable tools include leather cutting knives for cutting the shoe upper to size, measuring tape and pattern templates to verify size, heavy-duty thread, and sewing needles for stitching leather, shoe lasts (shaping molds) to shape, rubber sole cutter for manual sole cutting, adhesive and glue press for gluing soles, and hand press machine for holding eyelets and rivets in place.

Foot protection safety footwear is a growing market at a fast rate driven by technological advances, more stringent workplace regulatory standards for safety, and increased employee healthcare awareness. The market will reach \$10 billion by 2023 at a compound annual growth rate of 6.5% from 2020 to 2025 (Liknkedin, 2024).

3.2.6 Hearing Protection Product

Earplugs are disposable, light, and provide general noise reduction, while earmuffs provide increased protection in noisy environments such as drilling and demolition.

Small-scale or home-based production of earplugs requires basic equipment and tools. Measuring instruments, hand molds for the earplugs made of rubber or silicone, cutting equipment (scissors and blades), press molds for small-sized foam earplugs, glue, and adhesives for placing cords or filters, a heat gun or an oven to cure the silicone-based earplugs, and hand drills for creating holes to accommodate filters are some of the minimal tools required.

The market for earplugs was USD 1.30 billion in 2023 and is forecasted to register a compound annual growth rate (CAGR) of 6.4% during the period 2024-2030 and reach nearly USD 2.02 billion by 2030 (MMR, 2024).

3.2.7. Knee and Elbow Protection Products

Knee pads soften tasks performed on the ground, while elbow pads guard against impact injury.

Production of knee and elbow pads on small scales or manually requires dedicated tools and equipment. Major equipment includes cutting tools (scissors, utility knives, or die cutters), a heavy-duty industrial sewing machine for sewing pad covers and straps, a heat gun or press for forming plastic shells, a hand riveter or stapler for strap attachment, a drill or punching tool for creating attachment holes, an adhesive applicator (glue gun or roller) for laminating layers, and measuring tools (ruler, caliper, or tape measure) for precise sizing.

The global knee pad market size was USD 6.20 billion as of 2024. In the coming years, IMARC Group predicts that it will be USD 8.30 billion by 2033, and the CAGR will be 3.26% from 2025-2033 (IMARC, 2025).

3.3. Carpentry and Woodwork

Carpentry refers to the fitting of functional and structural elements such as construction framing for buildings, flooring, and cabinets, while woodworking is a more precise and aesthetic art, using intricate designs such as engraving. Woodworkers enjoy greater design and creation freedom in the manufacturing and design process.

Woodworking and carpentry require only typical construction tools like hammers, nails, levels, planes, mallets, steel squares, pencils, tin snips, circular saws, clamps, handsaws, table saws, chalk lines, tape measures, drills, and nail pullers. These professions require little space and little investment and are therefore ideal for home workshops. Skilled labor can produce wooden framing, doors and windows, furniture, and roof materials for construction, as well as wooden furniture and lattice windows for sale to the public in markets.

The finish carpentry contractors' market has grown at a very fast rate in the past few years. The finish carpentry contractors' market has grown at a very fast rate in the past few years. The market is valued at \$268.68 billion in 2024 and is expected to grow to \$285.19 billion in 2025, with a CAGR of 6.1%. The market is expected to grow to

approximately \$354.87 billion by 2029, with a CAGR of 5.6% (TBRC, 2025b). Besides, the global woodworking market will be valued at \$765.21 billion in 2024, which shows the industry's enormous economic worth and growth potential (FDS, 2024).

3.4. Cement-Based Products

Cement is the most usable construction material in the world, which is renowned for its compressive strength (SAFI & BEHSOODI, 2024), (Safi, Behsoodi, & Sharifi, 2024). Its based products include concrete blocks, concrete bricks, slabs, and decorative concrete products. They are large building materials widely used in local residential construction and building projects. Although production requires more space for storage and curing, it utilizes simple equipment and materials such as cement, sand, gravel, water, molds, and a mixer. Due to high market demand, these products can easily be sold to local builders and contractors.

The cement and concrete products market have experienced strong growth in recent years. It is projected to rise from \$419.23 billion in 2024 to \$448.12 billion in 2025 with a compound annual growth rate (CAGR) of 6.9%. The market is projected to be \$552 billion by 2029 with a CAGR of 5.4% (TBRC, 2025a).

3.5. Handmade Small Tools Manufacturing

This category includes construction tools and accessories such as spades, axes, hammer wood handles, tiny metal chisels, scrapers, fasteners, nails, and plastering mason trowels. Production requires minimal carpentry tools such as a saw, drill, and sanding machine, together with metal sheets, cutting wire, welding gear (optional), and paint or varnish for coating.

These highly sought materials can be distributed in the domestic market, shops, or even to the builders themselves.

The global hand tools market was valued at USD 24.67 billion in 2024 and is anticipated to grow from USD 25.61 billion in 2025 to USD 34.51 billion in 2033 at a compound annual growth rate (CAGR) of 3.8% during the forecast period 2025 to 2033 (MRR, 2023).

3.6. Plumbing and Electrical Small Works

This includes making pre-cut pipes to construct, small electrical components such as switch boxes and wire encasements, and PVC pipe fittings. To produce, one only requires a few basic tools such as a pipe cutter, screwdrivers, pliers, PVC cement, fittings, electric sockets, and wires.

These products may be sold to local plumbers and electricians, offered in the form of ready-to-install packages, or sold to small building sites.

The global plumbing market was USD 56.8 billion in 2023 and is anticipated to grow at a rapid CAGR of over 5.4% during 2023-2030 (RationalStat, 2023). Hence, the Electrical Services Market size was USD 122.17 Billion in 2023 and is anticipated to become USD 186.14 Billion by 2031 at a CAGR of 6.2% during 2024-2031 (VMR, 2023).

3.7. Tile and Paving Stone Crafting

Tile and paving stone manufacture is the production and fabrication of decorative tiles and interlocking paving stones to be used in domestic and commercial environments. The products provide beauty as well as durability to floors, walkways, driveways, and patios.

A few of the fundamental tools of production include measuring tape, trowels, mixing buckets, rubber mallets, levels, chisels, hammers, brushes, sponges, tile and paving stone molds, rollers, stamps, edge cutters, concrete mixers, hand trowels, floats, pigments, dyes, tile cutters or wet saws, angle grinders, and polishing machines.

The size of the world's ceramic and natural stone tiles market stood at USD 362.7 billion in 2020 and is anticipated to grow at a compound annual growth rate (CAGR) of 5.8% from 2021 to 2028 (GVR, 2021).

3.8. Home-Based Ironwork and Metal Fabrication

Metal fabrication involves the transformation of raw metal materials into functional items through operations such as cutting, shaping, bending, welding, and assembling. Blacksmiths and small-scale fabricators can produce iron gates, window grills, and construction tools from home-based workshops.

The fundamental tools needed for metal fabrication include a hammer, anvil, welding machine, and metal cutter.

The metal fabrication market has increased significantly during the past few years. It is expected to increase from \$21.7 billion in 2024 to \$22.92 billion in 2025 at a CAGR of 5.6%. The market is expected to reach \$27.06 billion by 2029, at a CAGR of 4.2% (TBRC, 2025c).

4. SCOPE 2: CHALLENGES AND LIMITATIONS IN THE CONTEXT OF AFGHANISTAN

4.1. Limited Access to Vocational Training

Limited access to vocational training is a serious hindrance, depriving individuals of opportunities for skills development and ongoing updates in the latest contemporary construction techniques and technologies.

4.2. Social and Cultural Limitations to Workforce Diversification

Social and cultural issues contribute to the challenge by causing barriers to workforce diversification as gender stereotypes and biases discourage involvement by women and groups of people marginalized from society from any role within the industry.

4.3. Financial Constraints to Small-scale Construction Companies

Financial constraints pose a critical constraint to small-scale construction companies, which face challenges in securing financing for equipment and materials, large investment costs at the outset, and access to limited credit and financial assistance. Individually and in totality, these conditions render it challenging to develop an experienced, diverse, and financially viable construction sector.

5. SCOPE 3: KEY STRATEGIES FOR ENHANCING HOME-BASED ECONOMY THROUGH CONSTRUCTION INDUSTRY IN AFGHANISTAN

5.1. Vocational Training and Workforce Development

Workforce training and vocational education are central to cementing the construction industry by equipping the individuals with skills required to attain the same. The establishment of specialized construction training programs offers constant supplies of

professionals in construction careers, ensuring greater productivity and quality of output. Greater gender inclusion in education including the construction sector makes everyone equal in opportunities, providing diversity and creativity in the industry. Coordination between government departments, private firms, and training centers is required in the development of effective training programs, providing on-the-job training, and industry-specific applicability. This way, the economic growth and sustainability of the construction industry are increased.

5.2. Entrepreneurship and Small Business Growth

The development of small businesses and entrepreneurship is vital to expanding opportunities in the construction industry. Home-based enterprises for furniture manufacturing, interior design, and greenhouses allow individuals to make a livelihood while contributing towards the growth of the industry. Financing to Small and Medium-sized Enterprises (SMEs) in construction allows companies to increase operations, invest in better equipment, and improve quality of service. In addition, promoting innovation hubs for business incubation fosters creativity, where business people can innovate new construction solutions, materials, and techniques. These initiatives combined promote economic growth, create jobs, and render the construction sector sustainable.

5.3. Technology and Sustainable Building Practices

Sustainable technology and construction hold the core to linking construction to home-based economic development. Successful initiatives have demonstrated the impact of integrating vocational training and finance, such as rural housing and skills training schemes, low-cost housing programs and construction schemes, and specialized training for home-based entrepreneurs. In addition, initiatives like the Handcrafted Construction Finishes Export Program and freelance construction and architectural services have provided income-generating opportunities for skilled workers. The utilization of sustainable and energy-efficient materials in construction also contributes to sustainability, while smart technologies render home construction affordable. In addition, digitalization in the construction sector facilitates easier sharing of knowledge, enhances efficiency, and provides new opportunities for remote work, yielding long-term economic advantages to people and communities.

5.4. Policy and Government Support

Government and policy assistance are also important in the construction of economic activities. With the issuance of national policies geared towards developing the labor force and supporting entrepreneurship in the construction sector, governments can come up with more job opportunities and stimulate economic growth. Infrastructure development projects also help further by generating employment and stimulating local economies. Additionally, regulatory support to sustainable housing schemes sees to it that the construction methods align with environmental goals while providing affordable and durable shelter schemes. By this, policymakers are able to develop a lively construction industry that is in the best interest of businesses and society.

6. CONCLUSIONS

The Construction industry is an important economic development driver, not only in terms of large projects but also domestic entrepreneurship. This scope study reveals that there are numerous opportunities in domestic construction-related activities, which generate financial independence, job creation, and skill acquisition. Through the utilization of local materials and low production costs, people are capable of establishing sustainable businesses that result in personal and community economic resilience. The study shows that home-based construction businesses entail a wide range of activities including digital consultancy, Personal Protective Equipment (PPE) production, carpentry, manufacturing of cement products, toolmaking, plumbing, electrical fitting, and tile making. The businesses have flexible working conditions and low capital requirements, hence making them entry points for workers with varied skills.

There have also been opportunities in virtual construction services wherein architects, engineers, and construction managers can offer consultancy remotely via professional software. Demand for safety tools, construction equipment, and even basic building materials presents a worthwhile market for low-scale producers. Additionally, home-based businesses with scalability allow startup entrepreneurs to initiate with basic instruments and later develop through mechanization. The economic significance of these businesses comes in the form of the projected market growth in different industries, such as (PPE), cement products, woodwork, and hand tools, which are progressively increasing.

Despite such opportunities, obstacles are present in the form of access to funds, market competition, and adherence to regulation. Encouraging policies, training programs, and investment can help address such impediments and support the sustainability of home-based building businesses. Through the adoption of innovation and entrepreneurship techniques, home-based building companies can play significantly towards economic growth and employment generation. With improvement in the construction industry, encouragement of home-based entrepreneurship will play a significant role in creating inclusive and sustainable economic opportunities across the world.

SUGGESTIONS AND FUTURE DIRECTIONS

- Strengthening partnerships between industry, trader, policymakers, and schools.
- Enhance microfinance opportunities for small construction-related enterprises.
- Enhancing public awareness of sustainable construction and household economic habits.

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