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MANAGEMENT OF PROMOTION OF ENTREPRENEURSHIP PROGRAMME IN AN EDUCATIONAL INSTITUTIONS.

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Abstract:-India has emerged as 2nd largest country having 2/3rd population as youngsters between the age group of 18-35 years. The challenge of providing job or an employment to this big lot is itself a complex process. An innovative & new idea in making a promisingly self-sustainable growth is a big task ahead. The highest priority has been given by the various departments in government sectors to promote the number of young entrepreneurs. But even CSIR, UGC & similar other organizations like IIT, IIM have promoted Entrepreneurship programme on pilot basis in their curriculum. But unfortunately none of the educational institutes or Colleges affiliated to various Universities of India has taken an initiative in promoting or inculcating Entrepreneurs among their students. This paper is intended to list out the possible innovative ideas that can be implemented at an institutional level to inculcate the entrepreneurship from college days so that with the available resources & small training can make a student successful entrepreneurs, who will further contribute to the development of nation.

Keywords:Entrepreneurship programme.

INTRODUCTION

Globally India is conceived as a country with innovation and Ideas. The population of youths in the age group of 18-35 years needs a focused attention and further job opportunities. NSDC (National Soft skill Development Corporation) dream plan of STAR course work may fulfill a very small chunk of this age group. It may provide more 38 lakhs job opportunities to these youngsters till 2040. The problem remains unsolved and may be in future to be on the top priority hurdles in the progress of our country. The dream of developed nation on world map can be realized by improving the quality of its masses which can only be done by generating employment for them. The seemingly inelastible demand for job can only be met by promoting entrepreneurial activities by giving the right platform to entrepreneurs with the help of educational institution. The challenge of providing an idea of self-employment and job opportunities is itself complex process. Innovative and new ideas in making a promisingly self sustainable growth can fetch noticeable results for the development of the nation. An investment in higher education programmers can probably help to achieve the same. The spirit of an entrepreneurship helps individuals to practice the art of innovative ideas, products and services out of knowledge obtain during various programs, training, coursework, project etc. This paper is intended to list out the possible innovative ideas that can be implemented at an institutional level to inculcate the entrepreneurship from college days so that with the available resources and small training can make a student successful entrepreneurs, who will further contribute to the development of nation.

WHAT IS AN ENTREPRENEURSHIP?

An Entrepreneurship is primarily human resource development concept, starting with sensing opportunity, generating ideas, products and processes, assessing and mobilizing resources and finally organizing and managing innovations to solve problems. "Entrepreneurship can vary widely from one country to another. Context is critical. Each country is unique in terms of its economic and social realities, and will seek to promote entrepreneurship and innovation using whatever tools are available and to meet specific goals relevant to the local context." (UNCTAD

2009) Initiatives and policies promoting youth entrepreneurship should focus on the main factors that facilitate and stimulate, or hinder and impede, the entrepreneurial activity of young people. (The determinants) are common to all countries. Nonetheless, every country has to find an appropriate policy mix of initializes that correspond to the most important barriers and constraints that exist in their countries. Therefore, a tailor-made, holistic approach that responds to different economic, social and cultural situations as well as to particular entrepreneurial framework conditions is required “(Schoof 2006). There is no one best way to foster entrepreneurship: it requires practical, targeted strategies, based on an understanding of the specific conditions faced by entrepreneurs in a particular situation or region.

Many researchers have studied the components of entrepreneurial competency.(Adam and chell , 1993, M.C. Clelland, 1987,Snell and Lau 1994, Murray, 1996, Marain and Staines, 1994). According to these researchers abilities and skills makes entrepreneurship as a teachable and learnable behavior. (Dr. M.R. Vanithamani, et.al. Jan 2012). In this observation it is concluded that entrepreneurship development programmes with the new generation, should take cognizance of the entrepreneurial environment with a practical and theoretical understanding of entrepreneurship. In its 12th five year plan of department of science and industrial research (DSIR) one of the department of ministry eco system. It mainly focuses on (DSIR 12th five year plan 2012) “ Achieving science and engineering leadership, developing, innovation initiatives, developing and nurturing human resource in trans-disciplinary socio- economic transformation through appropriate S and T intervention.

Innovative schemes are proposed in the 12th five year plan that would contribute towards creating an innovative ecosystem in the country, raising industrial R and D’s share in the national. R &D expenditure, creating indigenous capacities to attract and absorb FDI, raising manufacturing industry’s contribution to 25 % of GDP and raising technology and value added exports from the country. An entrepreneurship is often defined more broadly relating to a type of behavior rather than simply starting a business or becoming self-employed. For example, the International labour organization (ILO) defines entrepreneurship as, “a way of thinking, reasoning and acting. It is much more than starting a new business. It is the process whereby individuals become aware of self-employment career options, develop ideas, take and manage risks, learn the process and take the initiative in developing and owning a business.”

The Drivers And Enablers Of Entrepreneurship

It is important to recognize that as all individuals are not same so as the entrepreneurs and hence are unlike to response to intervention in the same way ((OECD, 2004). Therefore, young entrepreneurs will exhibit a variety of individual factors or profile, which may create different needs for entrepreneurship support interventions between these groups.

Youth business International (YBI), restless development and war child contracted the Overseas Development Institute (ODI) to conduct a study into “maximizing the impact of youth entrepreneurship support in different ways in supporting youth entrepreneurship. This report described an approach adopted for the research and finding, which has been used to develop a tool kit to assist policymakers , donors and implementing agencies in making decisions about now best to support youth entrepreneurship. The drivers and enablers of entrepreneurship includes following factors –

- 1)Market size
- 2)Business sophistication
- 3)R & D transfer
- 4)Technological readiness
- 5)Specialized research & training services
- 6)Higher education & training
- 7)Entrepreneurship education at post-secondary school.
- 8)Entrepreneurship education at primary & secondary
- 9)Government entrepreneurship programmers
- 10)Macroeconomic environment commercial and legal infrastructure.

ENTREPRENEURSHIP EDUCATION

Entrepreneurship education at primary and secondary level – There is increasing recognition that there are substantial benefits from entrepreneurship education being integrated into national curricula from primary level. Early entrepreneurship education in particular is perceived to be crucial in assisting young people to develop entrepreneurial skills, attributes and behaviours as well as to develop enterprise awareness and to realize entrepreneurship as a career option (Schoof, 2006). As for entrepreneurship education at primary and secondary level, there is increasing recognition that there are substantial benefits from entrepreneurship education being integrated into national curricula. However, whilst at primary and secondary level it is likely to primarily influence

perceptions of entrepreneurship as an attractive career choice, at post –secondary level it is geared towards actually equipping potential entrepreneurs with the necessary business and entrepreneurial skills.

The availability of specialized research and training is a key to facilitate especially opportunity driven and growth oriented entrepreneurship as it allows entrepreneurs to improve and adapt their product offering to higher levels than otherwise possible. The technological readiness can be termed as the level at which entrepreneurs are able to access advanced technologies and blueprints and able to use them is a critical determinant of entrepreneurship and largely driven by access to the internet (WEF 2011).

The dynamic approach towards education to ensure socio-economic growth and the effective roles of the government, the private sector and infrastructure in building business education hubs are crucial. Universities should promote knowledge transfer and talent exchange both by creating R & D incubator hubs as well as strengthening academic potential. The formation of University clusters could be a powerful launching pad for developing different facets of innovation strategy.

A New Approach for Entrepreneurship Education at College Level: PNP College Alibag.

A small seed is tomorrow's big tree. The uncertainty in the market does not permit or motivate the youth to go for self-employment, the natural choice remains would be a job, which put them in a comfort stereotyped approach and an easy money without taking much effort or going for hard work. The studies have shown that learned and trained businessman get 27% higher success than the one who is comparatively given less training and exposure to the practical business environment. By keeping in mind all the facts and the drivers for entrepreneurship as well as the enablers of entrepreneurship our college P.N.P Arts, Commerce and Science College, Alibag, drafted a policy in bringing a satisfactory growth in the number of entrepreneurs in an around Alibag district. Among the total number of students enrolled for B.A, B.com, B.Sc .degree in our college from June 2011 till March 2014, 153 students have opted for self-employment.

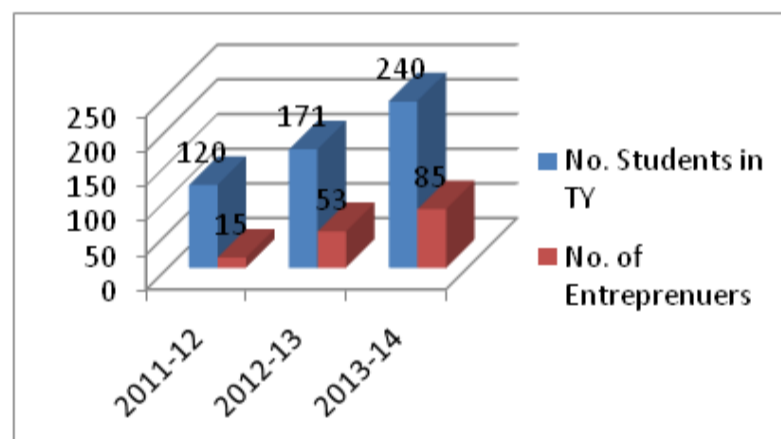


Fig 1: Bar Chart showing the number of Entrepreneurs who are alumni of our College.

The Bar Chart shown above indicates a comparative growth in the graduates passed out from our college and has chosen a self-employment. The continuous and constant activities to inculcate an entrepreneurship attitude among the UG students have turned out a substantial growth from 12.5% to 35.4% of entrepreneurs in an Alibag and around Alibag district. The following programmes organized in the college have helped the students to be an independent employer promoting entrepreneurship. These 153 successful entrepreneurs have created at least 550 new jobs or an employment opportunity for the students obtains for jobs. These data has been taken for alumni students' record maintained by the alumni association our college.

Once the student is enrolled for first year degree course, they are categorized among classes and have been given Special Module Based Programmes for all 3 years that includes following thing

1. Career Test Throng Expert Psychologist.
2. Taping The Local Resources –A Study Project
3. An Analytical Case Study
4. Various Lecture Series
5. Industrial Tours and Visits
6. A Special Techno Update Services
7. An Exhibition Of Product Catalogue In Various Categories.

- 8.Pilot Study Projects
- 9.Fund Raising Through Various Programmers In The College.
- 10.Fund Management Training.
- 11.Event Management Training By Shouldering Complete Students Activities
- 12.Global Approach Through Lecture Series
- 13.Workshops, Seminar Etc.
- 14.Teaching Business Ethics through Situation.

CONCLUSION:-

An entrepreneurship is a way of thinking, reasoning and acting. It is much more than starting a new business. It is important to recognize that not all entrepreneurs are same and hence are unlikely to respond to the interventions and training the same. An opportunity driven entrepreneurship and necessity driven must be tapped among the students. The various thoughtful module based purposeful activities organized for the students at higher education level by keeping in view an objectives of DSIR and UGC in framing 12th five year plan have been implemented on college level and have shown a substantial growth of 35% entrepreneurs' in Alibag city.

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