

Entrepreneurship Education: A Study on Challenges and Efforts in India

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Abstract:

Entrepreneurship has immense potential in offering employment opportunities to the unemployed people and plays an imperative role which fosters industrial growth and overall economic development of a country. The factors contributing to our Indian economic development are labour, technology, natural resources, capital and entrepreneurship. Economic liberalization and globalization has brought a dynamic change in the inception of industries and entrepreneurial development in the country. Over last few decades entrepreneurship education has grown rapidly which has reflected in bringing healthy business competition both at national and international level, developing new entrepreneurship curriculum and programme. Nevertheless, the approach for entrepreneurship education has been varied across colleges and universities in India. The present education system has designed entrepreneurship courses which are similar to traditional business courses. But these courses do not significantly influence on entrepreneurial orientation among student community. In this regard, there exists demand for entrepreneurship education programs which are specifically designed to enrich knowledge, skills and experience in entrepreneurship. The content and pedagogies have to be differentiated from traditional business courses.

Hence, the study has proposed to discuss the progress of Entrepreneurship Education and the challenges and efforts in India. The aim of the study is to identify the challenges confronting entrepreneurship education in India. Moreover, the study provides suggestions to colleges and universities for the promotion of entrepreneurship education in India.

Keywords: Entrepreneurship, Economic Development, Entrepreneurship Education

INTRODUCTION TO THE STUDY

Entrepreneurship is considered as one of the most influencing forces that determine the economies wealth position. Entrepreneurial education for younger generation towards setting up small business concerns, their self-development and the development of industrial economy assumes prime focus. Entrepreneurship through education provides knowledge, skills and achievement motivation. Hence, educating entrepreneurship is imperative to the student community for the start-ups. Both learning and training have a definite role in enhancing entrepreneurship, thereby enlarging the pool of entrepreneurs or job creators (India Today, March 26, 2018). To survive in the highly competitive global market, the Government, industry and universities have been proactive in promoting entrepreneurial culture through

education in India. The Government also promotes universities to establish educational zones, science and technology parks, business incubators and clusters (Binod Kumar Singh and NeerajAnand, 2015). Moreover, premier science, engineering and management schools have already been created 50 Entrepreneurship Development Cells in the region.

Education system needs to address the development of skills which are required to generate an entrepreneurial mindset and provide training to them to generate future leaders. Also, education needs to come back to the top of priorities of governments and private sector to attain sustainable economic development and societal progress. In this context, the study has been proposed to discuss the progress of entrepreneurship education and to identify the challenging confronting entrepreneurship education in India.

LITERATURE SURVEY

Aditya Roy and Kaushal Mukherjee (2017) have discussed the necessity of entrepreneurial education for the development of entrepreneurship in the country. The study has concluded that the most important part of the entrepreneurial environment is culture/values and education. Entrepreneurship, self-employment and enterprise creation are the solution to unemployment and poverty. The B-Schools have helped in enriching students' knowledge, by identifying their opportunities, and thereby pointing out the ways to overcome the barriers imposed by the environment. Hence, the management schools have a definite role in enlarging the pool of budding entrepreneurs in the society. Finally, the study has suggested that the Government of India should undertake measures to promote and develop entrepreneurship in the country (AnisurRehman and Yasir Arafat Elahi, 2012). Asha K. Makwana (2013) has stated that the prime means of modern entrepreneurship are globalization and information technology. The users can readily access the information in the technology based economy. Technology transmission in higher education system will have a significant impact on 21st century demands. In this regard, the higher education systems aim to acquire technological skills as the part of their core education system. In his study, the author has also pointed out that Information and Communication Technology (ICT) is becoming powerful for rapid industrialisation and development of the country. [Mukesh, Abhishek S. Rao](#) and [Rajasekharan Pillai K.](#) (2018) have analysed the student's potential on entrepreneurship and entrepreneurship education in the higher education system. The finding of the study has signified that potential of students on entrepreneurship is on the upper side, and the entrepreneurship education system in higher education is on the below average. Hence, the study has highlighted that the increasing need is to focus on entrepreneurship through education in the higher education system. Ilayaraja and Ganesh (2016) have stated that to promote self-reliance among the students educational institutions should adopt entrepreneurship educational strategies which will persuade them with new ideas, new ventures and new techniques to match the global challenges in the contest of demand. The study has concluded that at entrepreneurship needs to be taught at each and every academic institution which penetrates entrepreneurship education throughout the society. Meenakshi Gandhi (2015) has identified the lacuna and shortcomings based on extensive in depth interview of teachers in higher education engaged in teaching entrepreneurship. She also has identified a roadmap to refine teaching pedagogy to make the subject inspiring and encouraging. The Findings of the study are helpful to policy makers, academicians, industry and government for designing effective courses on entrepreneurship for economic growth and employment in the country.

METHODOLOGY

Exploratory research design has been adopted in the study. Secondary data has been used in the study. The sources are namely, books, journals, magazines; internet etc.

OBJECTIVES OF THE STUDY

The study aims to

1. Discuss the progress of higher education imparting entrepreneurship in India.
2. Identify the challenges confronting higher education system to impart entrepreneurship and the efforts taken in India.

BACKGROUND OF ENTREPRENEURSHIP EDUCATION IN INDIA

Entrepreneurship education in India has emphasized to encourage self-employment and originating of Small and Medium Enterprises (SMEs) among student community. The Industrial Policy Resolution, 1956 has laid a strong emphasis on the SME sector. As the economy has been transformed from agriculture into one that has significant contribution from other sectors, it was felt that the most imperative is education that motivates an individual to move towards job providers than job seekers.

In 1960s and 70s, entrepreneurship education has been exclusively delivered in the form of training programs offered by institutions under the guidance of State and Central Governments, and also the financial institutions rendering Government support. Some of the institutions delivering such programs are namely, Small Industries Development Bank of India (SIDBI), National Small Industries Corporation (NSIC), and Small Industries Service Institute. Over a period of time, entrepreneurship education has gone through a significant change from entrepreneurship training programme to enterprising approach. Ministry of small scale industries, India has encouraged national entrepreneurship training institutions, namely, NIESBUD Noida, NISIET Hyderabad, IIE Guwahati and EDII Ahmadabad to establish Entrepreneurship and Business Development Centres (EBDCs) in select universities, colleges, regional engineering colleges, institutions and organizations under the plan scheme of National Entrepreneurship Development Board (NEDB).

The objectives of setting up these EBDCs are:

- To promote entrepreneurial climate and inculcate entrepreneurial values among the students, with a thrust on innovations. Motivate students to take up entrepreneurship as career. Create an entrepreneurship in the Host Institution and thereby promote auxiliary activities in the region where it is located.
- To provide handholding and umbrella support to students by networking with support agencies like Bank, Technology providers, Infrastructure providers etc. to help them in setting up their new enterprise.
- To facilitate better linkages among academia, industries, Government and other Non-Government organisations engaged in the promotion of entrepreneurship in the region.
- To generate and disseminate knowledge in the field of entrepreneurship through research, seminars and workshops at various levels.
- To contribute to policy-making process for entrepreneurship development by interacting with the concerned Government agencies.

PRESENT SCENARIO OF ENTREPRENEURSHIP TEACHING AND LEARNING SYSTEM:

Entrepreneurship has been a key driver fostering industrial growth and overall economic development of the country as it offers immense potential in creating employment opportunities to the unemployed. Moreover, the UGC has taken a major initiative to launch the curriculum of entrepreneurship in each and every college and universities. The different departments of various colleges and universities in India have offered courses on entrepreneurship. By integrating the entrepreneurship curriculum into mainstream education, entrepreneurial development can be achieved in the economy.

The primary objective of the country is to achieve the sustainability rate of economic growth. Nevertheless, liberalisation, globalisation and economic reforms in 1991 have made India as one of the leading economies in the world. Entrepreneurship acts as a catalyst towards economic growth and development. Therefore, developing the entrepreneurial culture in the country is a prime focus of Government, policy makers and the society. Government promotes culture through the creation of new enterprise for the economic growth. New enterprise creation is the result of excellent human skill with developed technology and availability of resources. Education system has also been focused in this direction and hence, entrepreneurial development has been listed as one of the major course in the curriculum of colleges and universities in India.

CHALLENGES CONFRONTED:

According to Harishkeswani(2015), Entrepreneurship can be developed only in a society in which cultural norms permit variability in the choice of paths of life. Indian People are more sensitive to emotional affinity in their workplace. Moreover, the caste system has impeded class mobility in centuries. The caste system has reinforced the practice of following a family occupation rather than launching a new venture (Ishwara, 2011).

The following are the challenges confronted by entrepreneurship education in India:

- Venturing a business in India is time consumed and cost. This is due to bureaucratic procedures followed in the country.
- The absence of entrepreneurial climate, lack of required infrastructure facilities, and lack of access to modern technology has hindered rapid industrialisation and development in the country. The Indian entrepreneurs have been facing the problems, such as, electricity, transportation, water, and licensing for start-ups ([Ashok Panigrahi](#) and [Vijay Joshi](#) , 2016).
- In a survey, it has stated that younger generations are scared to venture a business due to lack of confidence, incapability, and lack of knowledge (Entrepreneurship Development Institute India, 2003).
- The absence of conducive environment is the challenge confronting for the development of entrepreneurship education in India. The result is line with ([Ashok Panigrahi](#) and [Vijay Joshi](#) , 2016)
- Higher degree of dependence on Government, insufficient private-sector participation and lack of sustainable business models in the entrepreneurship education act as barriers for the development.
- Another issue is that entrepreneurship education is often conflicted with management education. In most of the colleges and universities in India have courses on entrepreneurship similar to the general business courses.

SUGGESTIONS:

- In the current banking paradigm, it is easy for an established business person to advance loans to start new ventures or to expand current businesses. However, new entrepreneurs find it very difficult to procure funds to venture and to run their business. Hence, the Reserve Bank of India (RBI) has urged banks to lend loans to budding entrepreneurs who in turn persevere for the promotion and development of nation.
- India is inundated with successful entrepreneurs. Now, these successful entrepreneurs should turn into angel investors to provide seed funding to new entrepreneurs for their innovative ideas.
- The education institutions and support system should be conducive to stimulate younger minds to adapt entrepreneurship as their career option.
- Entrepreneurship education should acquire an important place in primary and secondary academic curriculum for developing an entrepreneurial culture. The promotion of entrepreneurial culture is possible by the use of social media platforms.
- Entrepreneurship is not just teaching someone how to run a business. It is about encouraging, thinking creatively and promoting strong sense of self worth.

CONCLUSION

- Based on the above discussions, the study has concluded that there should be an appropriate link between education system and industry requirement which is very important to improve the quality and the relevance of entrepreneurship education. Colleges and universities have a significant role to play towards economic growth of the country since they are the breeding grounds for future entrepreneurs. These academic institutions have a definite role to influence their students who has potential to create employment opportunity for self and for others. Moreover, entrepreneurship, self-employment and enterprise creation are solutions to unemployment and poverty in the country. Therefore, the Indian government should take proactive measures to promote and develop entrepreneurial education in India (AnisurRehman and Yasir Arafat Elahi, 2012).

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