



RESTRUCTURING ENTREPRENEURSHIP EDUCATION: A VITAL STEP FOR SUCCESS OF “MAKE IN INDIA”

Dr Sunita Bharatwal*

Assistant Professor, Department of Management Studies, T.I.T. & S, Bhiwani

Prof S.K. Sharma

Professor, Department of Management Studies, T.I.T. & S, Bhiwani

Ms Sakshi

MBA (IV Sem.) Students, Department of Management Studies, T.I.T. & S, Bhiwani.

Abstract

Education is the basic ground for growth. It is mandatory system for every citizen. It is provided by both sectors of India private as well as the public. This review paper basically focuses on the suggestions to innovate the education sector accepting the challenges as the opportunities by creating employability by means of entrepreneurship development inculcated as one of its objectives. Entrepreneurship Education provides the qualitative youth for the growth of sustainable strong economy. In response to the dynamic national, regional and global development, the effective and qualitative system of education is required. A strong economy have educated citizens which having quality and better knowledge. The entrepreneurship education is something that has been associated as a driving force behind economic progress and growth since a long time. Recently, the conceptual link between entrepreneurship and economic growth has received renewed interest by the economists. The entrepreneurs are just like the catalysts for economic growth as they create a networking externality that not only promotes the creation of new ideas but also develop new market formations. The finding that increased entrepreneurial activity leads to greater economic growth has been well-established at both the national and local levels. Therefore it should be the aim of the educationists to promote entrepreneurship that can significantly give shape to the rising economy of India.

Key words: Education system, Entrepreneurship development, concept of Make in India



1.1.Introduction

According to Indian Constitution, education is a fundamental right of an Indian. Government starts various scheme to promote this because India having developing economy in world. No doubt, the education system of India is not extra-ordinary but government tries to provide qualitative material which increases their knowledge and skills. According to Directive Principle of State Policy, education is compulsory for children and free up to primary level.

In Indian education system, teachers are the backbone of system. A child can refuse their mother's view but can't ignore or refuse their teacher's view. So government putted some criteria for selection of teacher and also checked which kind of pedagogy they adopt for teaching means teaching aid. According to a survey 25% population of India is illiterate and only 7% population that who goes to school and 15% of these populations enrolls to higher education. The one of the major factor of increased competition is the lot of amendments or we can say changes have come in the higher and lower education system throughout the world. According to UNESCO, "higher education is no longer a luxury; it is essential to national, social and economic development".^[1] When the time changes gradually it came up with both threats as well as opportunity for every sector, this is same happened in the education sector in India in this world of 21st century. A lot of challenges and opportunities for the betterment have been bought in higher education. The changes are not only stop at one place they has been moving at a very fast pace. The confrontations faced further are multi formalities in nature and multidimensional as well as bulky growth has been shown in the statistical data about the students who has been admitted in colleges/universities. But the aggregate view brings into light that only a small part of population has access to higher education. The common reasons for bringing these challenges or changes are privatization and globalization. After entrance of these new challenges yet the country is involved in solving the basic hindrances for availability of higher education for every citizen.^[2] For the sake of the development of country human resource plays an important role and the humans must be educated and made aware of. Various kinds of higher education system like management, medicines, engineering plays a vital role in engulfing knowledge, values and developing skills for the increment in the productivity and growth of the nation. Government of India is involved in accommodating primary education. Not only has this government also looked out for various facilities like subsidies for higher education. Subsidies are provided



because of the cost involved in establishing institutes for such education of higher level. Not only public sector private sector also fully involved in establishment of education institutes.^[3] For obtaining world’s largest and widest higher education system the government of India has arranged full policy support as well as extraordinary public funds after the independence of India. In the earlier times the main aim of our first Prime Minister Pandit Nehru ji was to make a unit of the country for that purpose he found that only education can do this. In that time people were divided due to different castes, wealth and religion.

Table 1: Expenditure on Education

Country	Spending on Education as a % of GDP	Country	Spending on Education as a % of GDP
Switzerland	5.8	South Africa	5.3
U.S.	5.7	Thailand	5.2
France	5.6	Chile	4.2
U.K.	5.3	Brazil	4.2
Malaysia	8.1	India	4.1
Mexico	5.3	Russia	3.8

Note: Government education expenditure as a percentage of GDP (2000-2002).
Source: United Nations Human Development Programme.

1.2. Education System to Economy

The place of education not only provides simply knowledge but it’s also helps to developed physical, mental and spiritual skill in the students. The development of an economy depends upon the development of students that goes via a modified education system by grabbing the challenges as the opportunities. When economic analysis of a country takes place both education and economic are correlated with each other. At the micro level economics the relation between a person’s educational qualification and in terms of that what they earn is studied. The literature of macro-economic examines the relationship between the different



measures of educational attainment at aggregate level for a country as a whole and the economic growth's standard measure in terms of GDP. Most of studies found that the evidence of higher GDP growth in the country based on that population which has on average completed more years of schooling and for cognitive achievement attains higher scores on the tests. The technology is affecting the education world of India and vice-versa. In this era of modernization innovation plays important role in education due to latest techniques of teaching area. Students are more concern on making career in either fields like Engineers or Doctors. ^[4] But this myth of people can be changed if the heros of education sector are paid well both financially and non financially then people will feel motivated and think to move toward sharing their knowledge.

The entrance of new technology of information and communication(ICT) has changed each and every field of India whether it will be a business,or education even every point of the human endeavor. ^[5] Over the 50 years, India has made substantial practices in improving educational system.

1.3. Entrepreneurship in India

Since the recent past entrepreneurship has become quite popular and felt of great significance to the business economy, though very few people thoroughly understand the concept. Most researchers agree that the term refers to entrepreneurial activities that receive organizational sanction and resource commitments for the purpose of innovative results. According to the Global Entrepreneurship Monitor report, India's High Growth Expectation Early-Stage Entrepreneurship (HEA) rate is only one-fifth of that of China. Further, among medium and low income countries, while China's nascent and new entrepreneurs appear to be the most growth-oriented, with more than 10 per cent of them anticipating high growth. Early stage entrepreneurial activity in India is marked by low levels of growth expectation.



Main Motivation for Starting One's Own Business		
<i>Survey Response</i>	<i>Business Owners in:</i>	
	<i>India</i>	<i>China</i>
To make more money	24%	47%
To be independent or "one's own boss"	52%	37%
To pursue something new that others hadn't tried	11%	7%
To make a difference in society	9%	6%
Other	3%	1%
Don't know	1%	1%

Global Sherpa, 2011 (www.globalsherpa.org);
 Source: The Legatum Institute Survey of Entrepreneurs: China & India. October, 2010.

This is despite the extremely high levels of potential entrepreneurial activity as perceived by the non-entrepreneurially active population in the country. While data on entrepreneurship is hard to come by, the following numbers are telling. According to the NSS 62nd round, in rural India, almost 50 per cent of all workers are self employed – 57 per cent among males and nearly 62 per cent among females, while the corresponding figures in urban India are 42 for males and 44 for females. The essential feature of the self-employed is that they have autonomy (decide how, where and when to produce) and economic independence (in respect of choice of market, scale of operation and finance) for carrying out their operation. According to the 5th Economic Census conducted by the Central Statistical Organization (CSO), there are 41.83 million establishments in the country engaged in different economic activities other than crop production and plantation. Five states viz. Tamil Nadu (10.60 per cent), Maharashtra (10.10 per cent), West Bengal (10.05 per cent), Uttar Pradesh (9.61 per cent) and Andhra Pradesh. The same five states also have the combined share of about 50 per cent of total employment.

Starting Business on credit is one of the key problems faced by the early stage entrepreneurs in India. Getting financed by the Banks is still tough, after a lot of practices of the governments. An entrepreneur has to deal with regulatory & compliance issues, which includes, registering the business, obtaining government clearance and license of that particular business, high taxes, and complying the labour regulations. Difficult paper works,



and a long delay on every issue, creates unnecessary burden to the entrepreneurs, which surely affect the ability & productivity of the business.

1.4. Entrepreneurship challenges in India

(i) **Family Challenges:** The topmost challenge for a student to become an entrepreneur is to convince his family for the risk of his choice of business. Most of the family tries to choose the most easy & safest way for their child regarding earning money.

(ii) **Social Challenges:** Generally it involves a comparison between an entrepreneur and a nearby person friend or relative who is successfully doing job in an MNC or Govt. Job. For an entrepreneur it takes time to get successful and also has to compromise with the luxury because of funding and increasing his business and requires the patience as well.

(iii) **Technological Challenges:** Indian educational system is convincingly not making aware of current technological revolution & lacks technical training. An entrepreneur equipped with the latest technology can grow multiple than an ordinary entrepreneur. These technological unawareness keeping far behind Indian entrepreneurs to the other countries.

(iv). **Financial Challenges:** It is a significant issue for the entrepreneurs to finance a new business. It is because of the high poverty and middle class ratio in the country. Most of the people does not have financial support from the family.

1.5. The Concept of Make in India: Leveraging Entrepreneurship

The World economy is trying to recover from an extended slowdown with all the economies including USA, Euro zone and BRICS expected to stage higher growth over the next few years. But one country which is expected to register fastest economic growth is India. The Chinese economy of late has been giving signals of slower GDP Growth. It is expected that India with a visionary leadership and appropriate economic policies can achieve double digit GDP growth within next four years and could act as growth engine for the world economy. While all the developed countries and most of the developing countries are suffering from 3D problem ie., Deflation, High Sovereign Debt and Demographic problems (ageing population). As far India is concerned all the three 'Ds' are favorable in India. Out of the



three Ds Demography is most important as it is not easy for any country to tackle the problem of ageing population. India's biggest strength is that median age of Indian population is 29 years, which means that half of the population in India is below the age of 29 years. But it very important for us to turn this potential into our strength, otherwise it may turn out to be disaster for the country. And this responsibility could be best served by the educationists. If economy has to move forward from here and attain a double digit GDP growth, the contribution other sector of the economy has to be increased substantially. At present the share of services sector in the GDP of India is more than 55 percent, while the share of manufacturing sector is merely 15%. Agriculture though has about 18% share in the GDP but the size of population dependent on this sector is disproportionately high. So agriculture sector does not have the capacity to provide jobs to the young population. Hence it is the manufacturing where the potential for growth is very high. This sector has the capacity provide jobs to a large portion of young population and help the economy to grow at a level higher than 10%." National Manufacturing policy 2012 has set an aggressive target of enhancing the share of manufacturing to 25% of GDP creating 100 million additional jobs within a decade. With all these factors in mind our Prime Minister has launched **Make in India** an initiative of the Government of India, to encourage companies to manufacture their products in India on 25 September 2014. The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are automobiles, Chemicals, textiles, ports, IT, ports, pharmaceuticals, aviation, leather, tourism, wellness, railways auto components etc.

For turning Make in India campaign into a success story it is also important the Indian companies participate in Make in India in a big way and the education system has to be restructured in such a way as to give the employable workforce to the market. Indian companies have to create a place for themselves in the world market. Today to survive in the global market they have to constantly innovate to bring out new products but also to come out with innovative methods of doing business by the use of IT. To meet these challenges the answer lies in the massive task of promoting entrepreneurship and skill development on a massive scale.



Conclusion

Entrepreneurship has been on the rise as a global phenomenon much before India began becoming sensitive to the development of entrepreneurship. However the awareness towards the path of entrepreneurship is now picking up a quick pace in our own country, and as a matter of fact is seen as one of the countries that is par excellence with the rest of the Asian countries as far as growing entrepreneurship is concerned. There are ample opportunities in small businesses in India and such opportunities will transform India in the coming future. For such transformation to happen there need to be support both at the governmental and societal level but the most important sector that can trigger the process is the education sector. Practical and cost effective education programs need to be developed to address their needs because self-employed people will represent an important segment in economic revitalization.

References:

1. A demand of value based higher education system in India: A comparative study (Kareena Bhatia¹ and Manoj Kumar Dash^{2*})
2. Higher Education Sector in India: Issues and Imperatives (P. Arunachalam)
3. K C Chakrabarty: Indian education system – issues and challenges
4. Impact of Politics and Concerns with the Indian Education System (RashmiRekha Borah)
5. The Role of Education Quality in Economic Growth*(Eric A. Hanushek&LudgerWößmann)