

PROMOTION OF TECHNICAL ENTREPRENEURSHIP : ROLE OF HUMANITIES AND SOCIAL SCIENCES

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1. INTRODUCTION :

Technical Manpower is the greatest and valuable asset to India. We are the second largest scientific and technical force in the comity of nations with proven capabilities and performance in the progress of the world. Still we are confronted with problems like massive unemployment, increasing poverty, low productivity, low work efficiency, lack of values, and attitudes that are coming in our way for becoming a developed country from the state of developing country. With liberalization, globalisation, recognized as key factors in the developmental programmes of our country, technical persons possessing the requisite skills and capabilities will have to rise to the occasion by providing competitive advantage to take the country to respectable position in the global market. Technical entrepreneurship will thus come handy in tackling the problems of poverty alleviation and massive unemployment for which we give top priority.

Viewing technical entrepreneurship and its promotion as a powerful tool to face the challenges forced by socio-economic changes in the world, it is time that we evolve a new Society, an entrepreneurial society, which can translate the challenges into opportunities by applying the technology for self employment. This objective can very well be achieved by accelerating the pace of development of technical entrepreneurship based on the attempts made in the past and the present experiences, It has been recognized and established that the faculty of Humanities and Social Sciences have a great role to play in the onerous task of promotion of technical entrepreneurship. Some aspects relating to this are placed in this paper.

2. NEED AND SCOPE OF TECHNICAL ENTREPRENEURSHIP :

With depleted job market, technical personnel in our country will have to go for entrepreneurship as a "third option" as an alternative to the traditional choice of employment or unemployment. It is

the option for a technician / technologist to be self employed and / or be the employer of others. It is a real choice in our rapidly changing society, where the chances of wage employment are shrinking.

The task of promotion of entrepreneurship among our technical persons starts with bringing up the awareness and attitudinal change in them to take up entrepreneurship as a career option. By this, they will not only be self employed but will be generating employment for others.

Technologists / technicians who learn sufficient "SCIENCE" and "ENGINEERING" acquire capabilities to know "WHY" and "HOW" of various theories and can design products and services based on their knowledge and skill competencies.

Favourable factors, that can contribute to entrepreneurship among technically qualified persons are :

1. Ability to grasp opportunities, which offer economic advantages.
2. Ability to analyse and diagnose the problems of production / service of an enterprise and devise remedial measures in right time.
3. With the acquired knowledge through education of experience or both, a technical person can work out economics of production / service outputs and can evolve strategies that are competitive and cost effective with an edge over others.
4. With their continuous contacts with professional bodies, they have an access to newer technologies and techniques that can be gainfully applied in their ventures.
5. They can give fillip to ancillarization; thus help in building better linkage between large and small enterprises.
6. Technological and analytical capabilities will help in preventing problems; thus reducing expenditure on trouble shooting.
7. They can forecast the changes and modern trends in technology and can adapt to the changing environments easily.
8. They can transfer technology from laboratory to industry, based on the research and development.
9. They can contribute to the "self propelled performance" rather than "push-propelled" developments.

With the above attributes, technical persons, through technical entrepreneurship, can bring a technical revolution that can meet the challenges of emerging scenario of globalisation, liberalization with key element of competition and not protection.

3. ROLE OF HUMANITIES AND SOCIAL SCIENCES :

In order to meet the requirements of an enterprise, one has to understand the problems of society, identify suitable strategies and methods, implement them to improve the quality of life through increased productivity, efficiency and quality of service. The role of social sciences thus gains prominence in the study of socio-economic needs, changing cultural values and attitudes, environmental scanning, which will help an entrepreneur at every stage of his/her

enterprise building.

Of all the characteristics required of an entrepreneur, his/her urge to serve the society, concern for others, is most important. This can be nurtured and cultured through positive social interventions. In understanding the people and to relate them with the work of an enterprise, healthy personal relations both internal and external are required to be built up. This necessitates the understandable communication, which again requires the proficiency of language, its functional purpose. The faculty of humanities will have a major role to play in increasing the capabilities and competencies of an entrepreneur in the area of communications, building up healthy interpersonal relations required an enterprise.

4. APPROACH AND ENTREPRENEURSHIP DEVELOPMENT MODEL :

Out of the several, there are two prominent approaches followed by many entrepreneurship promotion agencies. They are American and Japanese approaches. In the case of former (American), entrepreneur is the key element and "HERO" and the success of the venture is based on his individual drive and initiative.

The Japanese model which is perhaps suitable to India, includes social content, and in which the success of entrepreneur is judged not by what one has done by himself but based on how well he has been able to motivate others to work with him i.e., an approach that promotes. "TEAM WORK" so that

group or society works for building up an enterprise.

The entrepreneurship development model involves four aspects :

1. Personality Development.
2. Development of Technological Capabilities.
3. Development of Managerial Capabilities and
4. Development of Enterprise Building Capabilities.

Of the above, the technological and managerial capabilities and their development are fairly being met through the existing curricular inputs in the technical institutions. The personality and enterprise building capabilities in technicians and technologists require to be improved and much needs to be done in these two areas.

Social scientists, through the behavioural inputs, can inculcate social awareness, concern for values, can thus develop positive work attitudes, promoting co-operation and team work.

The faculty of humanities can develop better communication skills which help in bettering the interpersonal relationship and public relations, besides helping an entrepreneur in his / her day-to-day communication.

5. SUGGESTED METHODOLOGY :

Keeping consideration of various studies and experiences, the following activities are suggested for faculty of humanities and social sciences to impart the requisite skills for promotion to technical entrepreneurship.

SR. NO.	FACULTY	OBJECTIVES/ SKILLS TO BE DEVELOPED	COURSE CONTENT	METHODOLOGY
1.	Humanities (language teaching)	To help an entrepreneur in developing skills in communication and personal relations.	Developing skills in reading, listening, writing, understanding communication, business correspondence preparation of reports, project plans, conduct of meetings skills of communication with employees, customers, suppliers, Government and Non-Government agencies, information generation etc.	Class room lectures, case discussions, the organization of debates, group discussions, films and other media, simulation exercises, individual counselling.
2.	Social Sciences	To create awareness about entrepreneurship and its value. Arouse or generate and orientate develop enterprise building skills.	Entrepreneurial Orientation and Motivation, Socio-economic survey, need identification, choice generation and product selection, development of positive attitudes and work culture. Building up co-operation team work, developing flexible thinking etc.	Class Room Lectures, Achievement Motivation, Training Case Studies, Stories, Interviews, Discussions with Entrepreneurs, Officials, Exercises in Interpersonal Relations and Group Dynamics Educational Technology.

The programme content should be an integrated one with the involvement of faculty of technology, humanities and social sciences with an appreciation of the interdependency with contents of each faculty supplementing others.

6. CONCLUSIONS :

The promotion of entrepreneurship among technical persons will have to be with a positive thinking that entrepre-

neurship can be generated with co-ordination and co-operation of faculties of technology, humanities and social sciences. The strategies and programmes will have to be covering development of personality, technical managerial and enterprise building capabilities. The faculty of humanities and social sciences can help technicians / technologists in imparting communication and enterprise building skills that will provide the

confidence and motivation to turn them as successful entrepreneurs. An integrated approach with each faculty appreciating the importance of the other and supplementing the activities of the others by working in close liaison with one another will accelerate the technical entrepreneurship in the country.

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