

## INTRODUCING ENTREPRENEURSHIP IN ENGINEERING EDUCATION

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### ABSTRACT

*Entrepreneurship can be described as a creative and innovative response to the environment. Today's economy is demanding more entrepreneurs and in the present situation to emerge as a successful entrepreneur is a challenge, which needs careful development of the personality. Engineering students are having required knowledge and they can be developed and moulded to become an entrepreneur through implementation of systematically planned EDP in engineering colleges. This paper discusses the objectives and goals of introducing entrepreneurship in the engineering institutions. It also presents the strategies of implementation of EDP in engineering colleges.*

### PRESENT SCENARIO

Looking to the industrial scenario, one will have to accept that there is not much laudable achievement in converting non-traditional business communities to business or entrepreneurial activities. After more than 25 years of entrepreneurship development activities. We still find that even today entrepreneurship emerges mainly from certain segments of Indian Society. The concept of entrepreneurship has not yet found credence in many communities. Very often the students are told that they better concentrate on their education and secure jobs rather than risk the entrepreneurial carrier.

After 25 years of experimentation, the concept that "the Entrepreneurs are not only born but can also be developed" is now accepted. Entrepreneurship Development Programmes have developed and promoted first

generation entrepreneurs. A systematic approach to develop individual first generation entrepreneurs involves identification, selection, training and follow up of potential entrepreneurship to assist them to establish their venture and to equip them to run it profitably. The trained trainers, training modules, institutional infrastructure is quite well developed though not yet adequate. But all over India, the percentage of success from the EDP is somewhere around 20% or less. Again if you take review of those who are successful, it is observed that majority of them are from traditional business communities. This again proved that the EDP should be spread to the masses and social environment should be developed to support entrepreneurial career. Recent awareness and attempts to introduce entrepreneurship in education has opened new area.

## NEED OF INTRODUCTION OF ENTREPRENEURSHIP IN EDUCATION

As our political system promotes free market policy, there is a wide scope for entrepreneurship. The economic policies of the government and other financial institutions and the opportunities available in a society, as a result of such policies play a crucial role in exerting direct influence on entrepreneurship. Now economists, businessmen and government accept that small firms have a crucial role to play in the economy. Small scale units are essential part of our future economic prosperity and will also create badly needed new employment opportunities. Entrepreneurial generation through promotion of small business.

In our country, the government policies and economic environment greatly encourage the establishment of new and small enterprises. The introduction of Entrepreneurship to students is based on all these needs which can be summarised as follows :

(1) The increasing unemployment problems has forced Indian policy makers to explore new avenues to lead students towards self employment/ entrepreneurship in their early career.

(2) This will also carve out part of students from taking up higher education towards self dependency and self sufficiency.

## OBJECTIVES

The entrepreneur always searches for a change, responds to it and exploits it as an opportunity. He is a dynamic agent of change who transforms increasingly, natural and human resources into corresponding production

possibilities. In other words, entrepreneurship means initiation and successful operation of an economic activity. EDP aims at motivating, developing and counselling potential entrepreneurs to establish their own enterprise and develop their own entrepreneurial skills, knowledge and competencies. Entrepreneurship development thus encompass efforts to develop entrepreneur, new enterprises and human resources. Linking this to the education means reorienting present education to a specific result oriented objective. The present technical education by itself lacks this comprehensive approach. Entrepreneurship Development Training Programmes are being organized all over India, which tries to involve educational institutions. Many colleges expressed their desire about such year round activities involving students, so that the message of entrepreneurship can reach the students. Since the students are not familiar with industrial atmosphere/entrepreneurial career, the introduction of Entrepreneurship in education will facilitate them to know functions and responsibilities of an entrepreneur.

There should be Industry-Institute interaction. This linkage between institute and industry, trade, agriculture etc. will help students because they will finally be establishing and managing their own enterprise. Introduction of entrepreneurship in the field of education will be ideal solution to motivate students for self employment.

Thus the objectives of introduction of entrepreneurship in Engineering education are :-

(1) To develop entrepreneurial skills, competency, confidence and knowledge in engineering students.

(2) To make students aware of entrepreneurial activities and develop spirit of entrepreneurship amongst students.

(3) To motivate students towards self employment by becoming entrepreneur and make them aware of entrepreneurial career opportunities.

(4) To make the entrepreneurial activities in the country strong.

(5) To help in individual development of the student.

### STRATEGY OF IMPLEMENTATION

The objectives can be achieved through well planned programme, where major emphasis will be on individual development so that students are able to evaluate their competencies and capabilities in a realistic manner. The qualities hidden inside the students are carved out to become a successful entrepreneur.

(1) The curriculum should be set taking into consideration the requirements of entrepreneurship development in students. A special subject on entrepreneurship can be introduced in the existing syllabus.

(2) Separate courses on entrepreneurship can be started in engineering education.

(3) Entrepreneurship is to be more personoriented and not only information or knowledge based. It is a combination of skills, attitudes (competencies) and knowledge. Teachers should be trained to achieve such results.

(4) Teaching entrepreneurship focuses more on 'Learning and Development' rather than only teaching. This needs suitable teaching aids, material and methods which includes text books, manuals, case studies, video-films,

simulation games etc. These teaching aids should be developed properly and available in adequate quantity.

(5) Individual counselling :- Apart from formal class room teaching and group training, the individual counselling is also required to make EDP really successful in engineering education.

### DISCUSSION

Lack of technical training is major problem in failure of EDP. Engineering students are equipped with the technical knowledge. They are also studying management as a part of their studies. But they are not aware of the entrepreneurship opportunities and facilities available. Taking into consideration the future challenges, economic liberalization, unemployment problems etc., introduction of entrepreneurship is necessary in engineering colleges. These colleges are having potential to help the productive activities of the country. These young minds should be developed and moulded to enter business/entrepreneurial activities. But implementation of this programme should be carefully planned and strategies should be properly decided. The objectives and goals of this programme are to promote the environment of entrepreneurship in the engineering institutes.

### REFERENCES

(1) MCED course material for Teachers Training Programme, 21st - 30th July 1992.

(2) Dr. V. G. Patel : 'Entrepreneurship Development Programmes in India', pg. 1-40 of 'Developing New Entrepreneurs' published by E.D.I., Ahmedabad.