



RELEVANCE OF ENTREPRENEURSHIP PROGRAMME IN ARTS AND SCIENCE COLLEGES IN KERALA

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ABSTRACT

This paper investigates the importance of entrepreneurship development programmes in the Arts and Science colleges in Kerala, India. This study is conducted on the basis of secondary data. In the present scenario the relevance of entrepreneurship education is one of the important aspects of our economy. The absence of good entrepreneurs is one of the major problems of our nation. This study is focused to identify the relevance of entrepreneurship education in Kerala.

KEYWORDS: Entrepreneurship development, entrepreneurship, EDP, entrepreneurship development process, Kerala.

INTRODUCTION

Entrepreneurship and innovation are two main factors for the welfare of a country. In a country the society is characterized by social, cultural and economic diversity. The ability of the citizen to adapt and be innovative is important for a society. The purpose of the programme subject Entrepreneurship and business development is to develop personal qualities and attitudes, and to impart knowledge and insight into how an individual can see opportunities and develop these in sustainable business enterprises. The subject shall contribute to an understanding of entrepreneurship and its role in business development in Kerala.

Entrepreneurship and business development shall raise competence for how a business is established, how it is run and developed. Training in this subject shall give the students an understanding of the different subject areas of Management, Economics, Marketing and Sales. This subject shall also give the student insight into innovation and what this means for business development and value creation. This subject shall also help the student gain competence and find opportunities within international markets, and identify the role of the country within an international economy. Training in this subject shall promote an understanding of interdisciplinary



activity, interpersonal skills and network building. Furthermore, this subject shall stimulate curiosity, creativity, initiative, reflection and analytical and holistic thinking.

Training in this subject shall prepare the student for using different learning arenas and stimulate cooperation within working and business life. The learning process should prepare the student for using methods that strengthen entrepreneurial competence, and let the student experience relevance and mastery. This can be working with realistic, practical problems within a social context, with the student as an active participant in his or her own learning process. It can also be a method for the development of ideas and creativity, establishing a youth business and other methods that create interaction between theory and practice in learning. This subject shall also stimulate the desire to learn and motivate for further studies, work and life-long learning.

India's Entrepreneurship Development Programmes (EDPs) started only in the year 1971. Now more than 700 state levels financial institutions, public sector banks and other agencies across India, have been conducting thousand of EDPs every year.

Kerala is acknowledged globally for its unique heritage and cultural diversity, Kerala, though a small state occupying just 1.18% of total area of India, leads the country in many development parameters like highest literacy rate, highest life expectancy etc. The new generation of Kerala youth is having a global outlook due to access to computers, internet and smart phones from about very early age unlike their previous generations. This early exposure to technology has created a mindset shift in the younger generation who are more confident in staying back in Kerala and venturing to a path of entrepreneurship to create employment, knowledge and wealth in the society.

Kerala government has been a facilitator in an enabling environment that supports economic growth based on innovations and entrepreneurship supports policies are being put in place for encouraging entrepreneurship and forcing global partnerships to facilitate mobility of innovations from the state to a global market place.

The Government of Kerala has been taking steps to provide necessary back-up support including infrastructure and finances to young entrepreneurs in the state by setting up Technology Business Incubators (TBIs). The success of the TBI in Techno park, Trivandrum is about proud story of Kerala. Having started with only one company in 2006, the Techno park TBI has now grown to over 180 young startup companies which generate over \$30 million in revenues and over 4500 employment opportunities.

OBJECTIVES

- ✧ To find out the relevance of entrepreneurship oriented education in campuses.
- ✧ To find out the problems related to the entrepreneurship programmes.
- ✧ To give suggestions for future improvement.

METHODOLOGY

This study is conducted on the basis of secondary data. It was collected from books, journals, articles, magazines, newspapers, internet etc.

RESULTS

Developing entrepreneurship has become a movement in India in the recent years. EDPs have been considered as an effective instrument for entrepreneurship in the countryside. Hundreds of EDPs are conducted by more than 700 organizations to impart entrepreneurial training to participants in thousands. The main objective of these EDPs is to train enterprise creators. Having spent lot of public money and effort for organizing EDPs it was also necessary to evaluate whether the objectives of EDPs are fulfilled or not. In simple words, there is a need to have a data as to how many participants of these EDPs have actually started their own enterprises after completing the training. With this feedback evaluation of EDPs was imminent. So far some 16 evaluation studies have been conducted by various organizations and individual researchers.

Campus entrepreneurship explores the enterprise opportunities and activities that exist in an around colleges and universities. The main importance of entrepreneurship education is to enhance the multidisciplinary problem solving skills of students, fulfill the financial requirements of the students. It also makes the student to development his work related and social related behavior. It makes the student to create new ideas and make new opportunity assessments. The product development ideas can be improved by the entrepreneurship programs. It also helps for business planning and the new venture creation. It also reduces the unemployment and poverty. In general these kinds of programmes helps the economic growth of the country. It also motivates students to start small businesses.

The Government of Kerala is not forcing the universities to implement the entrepreneurship oriented education in the Arts and Science in Kerala. The absence of entrepreneurship oriented syllabus by university is one of the main problems. The non-availability of funds from the government, local bodies, and management is the second problem facing by the campuses.

In September 2013, Kerala become the only state in India to mark 1% of its budget to encourage innovation and entrepreneurship in the state. Majority of the engineering colleges in Kerala except arts and science colleges would now have home entrepreneurship development clubs. These will be set up as not for profit societies and would be run entirely by students who will hold position such as CEO, CTO, CFO. This would give them a taste of startup life. The government has earmarked Rs. 3.95 crores for this project.

Hundred startup teams would be selected from colleges across Kerala. They would be given about start-up kit, which would contain a laptop, iphone, company registration, documents, bank account details etc. Besides this the state is planning to set-up leadership summer camps in association with leading universities such as Harvard and Stanford. The govt is keen to promote entrepreneurship among women in Kerala Rs. 10 crore has been marked for that.

SUGGESTIONS

The national and state governments should give financial support to the student entrepreneurs in the campus by national and state level. The entrepreneurship oriented programs should be planned and organized inside the campus. Small business development offices should be started in the campus to assist the students. The participation of the business leaders should be ensured in the programs conducted in the campus. Preoccupation with redistribution, aversion for taking risks and preferences for secure employment, lack of confidence to innovate, poor self esteem of entrepreneurs, lack of business culture built on mutual trust, unsympathetic and unsupportive bureaucracy and the labour laws and institutions that are heavily biased against the entrepreneurs, governmentt policies etc.

CONCLUSION

Entrepreneurship is one of the career options for youths and graduates. The objective of the study was to investigate the relevance of entrepreneurship oriented education in arts and science colleges. The results indicated that the major reason why students start small business on the campus is to solve some financial challenges. In the context of the push-pull motivating factors, the primary motivations for entrepreneurship by students are push factors. This suggests that there is a high level of entrepreneurial intention by student entrepreneurs

AREA OF FURTHER RESEARCH

This study focused only on student entrepreneurs that are in the small retail business and can be extended to other business sectors that students participate in on the campus.

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