

HIGHER EDUCATIONAL INSTITUTE AS A PLATFORM FOR STARTUP

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Abstract

Indian education system has three basic disciplines Arts, Commerce and Science. Students can opt for any one of these three disciplines so colleges in India have a less opportunities to impart multi-disciplinary knowledge to its students. No doubt specialization in education provides a student an expertise in the concerned domain but the changes due to technology, privatization, liberalization and globalisation have made it essential for him to understand various knowledge sectors all at once. In this scenario, it becomes challenging to launch a suitable support system to initiate Startups from colleges. To respond 'Startup India Programme' by Narendra Modi government, the Ministry of Commerce and Industry put forth a definition of Startup for the first time on D.17th April, 2015. According to, Shri. Suresh Prabhu, the honourable Minister of Commerce and Industry of India, "Startup is the process which starts with a new thinking and commitment to do something different". In this regard, educational institute plays important role to enable students to think differently and to do different things. The Government, Industry and Educational institutes are important actors in an innovation ecosystem for Startup. At the college level teachers can play important part as advisers, mentors and facilitators to create the ecosystem required for entrepreneurship development. The young student can be an unstoppable Indian entrepreneur if he is motivated at the college level where he has full energy and capacity to accept challenges. With their Startups, ambitious students can create jobs. The present research paper will highlight how a higher educational institute can be a better platform for motivating students for Startup. It will also discuss various government policies for entrepreneurship development and the things required for establishing a Startup. It will suggest various ways for empowering girl students for opening their own Startups so that they can contribute for nation's development. As rural development marks nation's development, this paper will focus on some challenges for educational institutions of rural areas to have partnership with industries and setting up support system for entrepreneurship.

Key Words: Startup, higher educational institutes, policy, development, entrepreneurship

Introduction

India has been suffering from the problem of unemployment. Some reasons of the unemployment are large Indian population, compromise to quality education, inadequate infrastructure for education, etc. Moreover the Indian companies are floundering even after more than twenty years of reforms and liberalization. To solve

the problem of unemployment Indians should be aware of the reasons behind the issue and serious attempts are needed from both, the public and the government. In these circumstances startups are helpful for Indian youths. Entrepreneurship is not a profession or a position that is handed from one generation to the next. So higher education system can plan to provide entrepreneurship training to the students through degree courses. Such entrepreneurship degree courses shall prepare the mentality of the student that he has options like market and industry job or his own enterprise so no need to wait for government recruitment.

The role of Central and State Government for entrepreneurship development is prominent. It gives concession on excise duty and provides credit facility to Micro, Small and Medium Entrepreneur (MSME). It conducts training in addition to promotional scheme. It implements various policies and schemes for promotion of Micro, Small and Medium Entrepreneur. Actually knowing the importance of entrepreneurship government has launched various policies for entrepreneurship development. These policies have objectives like development of entrepreneurship skills, reducing administrative burden, provide access to markets, support to weaker sections and access to debts, etc. In this regard some prominent policies are- Prime-Minister's Employment Generation Programme, Entrepreneurship Development Programme and Awareness Camps for Entrepreneurship.

A higher educational institute can be a better platform for motivating students for Startup. In colleges students start learning and doing practical. Through first hand and second hand experiences they collect knowledge. Educational institute, being the centre of education all the curricular and co-curricular activities are in concern with the student. At this stage students are supposed to be more focused on their career. If research activities are imbibed in them purposefully by assigning them mini-research projects so that it can provide them opportunity to conduct the research in the area of their interest further they can have their own product out of it. The teachers' role is very significant for this practise. Teachers can play the role of facilitator, guide and motivator. In degree courses students select the specific area of interest like Humanities, Commerce, Science or any other professional course. In every institute entrepreneurship and incubation centres can be provided for students. It will motivate the students to grow in their lives by cultivating their interests, hobbies into their own employment. Exhibitions, fares and excursions can be organised for this sake.

In today's world, technology and knowledge workers are the key resource for enhancing the economic development and the future growth. This needs a vision for science and technology and a policy framework for education, research and a scientific tempo in the country. The rural development can solve many problems in the Indian society like unemployment, illiteracy, poverty, etc. Unemployment of the rural people compels the rural population to relocate in urban areas, for this the educational institutions of rural areas can establish partnership with industries for setting up support system for entrepreneurship. Indian villages are blessed with large skilled human resource which can become our core competence. These rural people have traditional knowledge to manufacture products and to provide services. Some training courses are needed to have some transformation in our traditional ways of doing business with science and technology. Higher education institutes are adopting villages in India but serious efforts are needed with the support of government.

To flourish in global economy, India needs to use the potential of women. India needs to adopt policy of China to involve all women in employment through jobs and by establishing startups. Gurcharan Das (3rd October, 1943) is a contemporary Indian author, who talks about the need of women empowerment during the telephonic interview conducted on 15th March, 2015 by Dr. Vibhati V. Kulkarni-

Only one third of the Indian women work whereas more than two third of Chinese women do work. This is more than double of Indian women. It is very sad that Indian women do not work. Communism in China says that women must work. In India even though we have more and more people who are becoming middle class, the participation of women in empowerment has not increased. It is very important for women to work because it empowers them. They become more independent. I think education will help them.



It is our general observation that before the advent of technology all manual works in the farm were done by women but with the advent of machines these jobs are transferred to men. It is a big challenge before India how to utilize half the human resource available in the form of educated Indian women. And if one makes observation of the strength of women in service they are less than 30%. Attitude change management programme can work in such conditions. Attitudes and values can be planted in girl students' minds while they take education in colleges. Through such trainings they can be taught how an entrepreneurship is an important option to make themselves self reliant in their lives.

The need of the hour is to have visualization and a strong partnership between R & D institutions, academia and industry that will give the essential scientific and technological strength to the nation to flourish various startups. For this education system needs a large scale amendment to generate creativity, value system and patriotism among the students. The active participation of academic institutions in scientific and high technology research will give momentum for higher level of knowledge and will reverse brain drain. This powerful human resource can be promoted for the participation in the industry that will lead to improved productivity and higher GDP. In the globalised world, it is essential to make high technology products that will be way to get market share. Academic institutions should become technology incubators for industries with strong synergy with R&D laboratories. The effect of this synergy among the three players with appropriate government policies will lead to excellence in science and technology and thereby in industrial development and so the economic prosperity.

Conclusion

One must identify one's strengths to exploit them, and must also identify one's weakness to improve upon them for the betterment of life. Keeping this philosophy in mind, the capacities of the young Indians need to be developed by the educational institutions to establish their own startups. The contemporary Higher Education in India must be in a competitive environment where teaching, research and industry are integrated and providing ecosystem to promote students for startups. Indian education system has a number of IITs, Universities having arts, commerce, humanities, science, engineering and medical streams. Education for the students depends upon their aptitude, and creativity of minds to invent new things. The purposeful efforts from educational institutes to promote students' innovative capacities and persuasion to transform their innovative ideas into the final product will be helpful for promoting startups in India. Teachers can function as facilitators to promote the entrepreneurship. Any university is judged by the level and extent of the research work it accomplishes but further it should be judged by the employments it could develop with help of market and industry. This sets in a regenerative cycle of excellence through quality teaching to the young minds which transform them into researchers. At this juncture reform in the educational institutes in India is necessary for high quality human resource to enable them to start their own enterprises.

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