

The Role of Business Schools in Entrepreneurial Development of rural areas of India through Entrepreneurial Education

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Entrepreneurship is a dynamic activity which helps the entrepreneurs to bring changes in the process of production, innovation in production, new usage of materials, creation of markets etc. It is a mental attitude to foresee risk and uncertainty with a view to achieve certain strong motive. It also means doing something in a new and effective manner. The increasing economy on India can be given boosted by preparing youngsters for participating in creative activities. This is the responsibility of present educational system to prepare the students for entrepreneurial leadership and to attain success in life. Education plays the role of a key factor in entrepreneurial orientation of youth. The entrepreneurs are prepared by business school inside the four walls of educational institutions. The business schools can inculcate the entrepreneurial values in youth by nurturing their creative and leadership qualities through the educational opportunities of learning about entrepreneurship. These can inspire students to participate in creative activities, can create interest in students to participate in entrepreneurial activities and can engage them in entrepreneurial and meaningful learning. The business schools can aware the students to study the courses helpful in understanding the development of Indian rural areas and can develop confidence in youth to complete their aims of developing the economy of rural areas and also improving the living standard of these people. However, entrepreneurs in rural areas are confronted with a unique set of challenges that are not generally encountered in developed areas. These challenges are derived mainly from the varying degrees of accessibility of rural areas, the small size and low population densities of rural communities, their social and economic composition, and the nature of internal and external linkages.

Introduction: Entrepreneurial education has economic benefits like reducing public expenditure on consumption and illnesses, provides new job in rural opportunities in areas; improving the public image of farms and farming; and building networks of actors that increase the competitiveness in rural areas of nation.

The strong economy benefits the rural areas and all its members. The best way to bolster the future markets is to develop the seeds of entrepreneurship in the hearts of the youth of county and to encourage them to develop the creativity, the habit of risk taking, ability of innovation and to encourage the youth to make their dreams to come to true. The term entrepreneurship may be defined as “the entrepreneurship is meant to the function that seeks the investment and the production opportunity, to organize an enterprise to undertake a new producing process, hiring the labour and to raise the capital, to find a suitable site and to arrange for a supply of raw materials and to discover new sources of raw materials, to introduce new technologies and innovative practices and finally to select suitable top managers for performing routine. Harbinson has defined the terms ‘Entrepreneur’ in his words as, a person who is not an innovator but a person who has the ability to develop rural areas and who has the ability of harnessing the ideas of different innovators to the benefit of the rural areas. In simple words we may define the term entrepreneur as a person who establishes a business and manages it efficiently for attaining profit and growth of business and entrepreneurship is a process of deep vision, change and creation which the entrepreneur takes to establish the enterprise. Thus an entrepreneur is the person who turns the dreams into reality. The entrepreneurs help the society by supplying goods and services and in turn help in improving the standard of living of people. They are actual creators of wealth and enhance the economy of nation.

A global Perspective on Entrepreneurial Education and Training, the Global Monitor Report (GEM), 2002 define entrepreneurship education as the building of skills and knowledge for achieving the entrepreneurship purpose generally as a part of regular educational programme at primary, secondary and higher educational level in the business school. The educational programme needs to address the development of skills that are required to develop the entrepreneurial mindset and for preparing

the future leaders able to solve more complex, interlinked and fast changing problems related the rural areas.. The business schools are required to give priority for providing training and refresher courses to aware them for entrepreneurial education and in turn preparing creative leaders in educational institutions.

Considerations about related literature:

Harrison and Leitch (1990) have emphasized the need for the utilization of latest developments in the field of research for leadership in studying the entrepreneurship. In the view of these authors, the education institutions play a vital role in creating the entrepreneurial leaders by effective learning. The entrepreneurial education is closely associated with continuous learning in the classrooms. Bechard and Toulouse are of the opinion of creating a framework from the educational science for achieving the four kinds of educational orientations. These are conformist, adaptive, transformative and alternative orientations. Out of these first three are pedagogical approaches and they mainly focus on the content of course. The last one is androgical approach and emphasizes on the process. The paedagogical model is dominant in the entrepreneurship course studies. Ulrich and Cole (1987) have given emphasis on the learning experiences in developing interest for entrepreneurship in youth. According to them educational entrepreneurship can play an important role in enhancing the interest related to entrepreneurship practices. A theoretical framework that consisted of four primary areas including the content, mentality, the skills and behavior and the personality for the development of successful entrepreneurs was developed by Young (1993) et al. Welsch and Plaska discussed the development of the entrepreneurial education as a well-established academic discipline and the role of this discipline in the ever-changing business school structure. They have developed frameworks for entrepreneurship programmes. In the first framework they combined the dimensions of the number of courses related to entrepreneurship and the degree of their integration. The second framework combines the dimensions of the number of disciplines and the stages existed in a firm. Value of models rests in its usefulness, in studying and in designing the entrepreneurial programs. Ashish Gupta is of the opinion that the Indian subcontinent presents a scene of unprecedented entrepreneurial activity. Establishment of a business in India is a very difficult proposition. The absence of a proper entrepreneurial climate, the lack of suitable infrastructure and lack of industrial technology play the role of obstacles in establishment of business. The entrepreneurial initiatives of the successful entrepreneurs depend largely on their educational experiences.

Objective of present study: The present study has been made with the following objectives-

- To study the aims of entrepreneurial education for rural areas
- To study the importance of entrepreneurial education in the development of rural areas able entrepreneurs.
- To study the role of Business school in entrepreneurial development for rural areas
- To suggest the measures for the development of entrepreneurial education in rural areas.

Aims of Entrepreneurial education: The aims of entrepreneurial education are as follows:-

- To understand the nature and origins of entrepreneurship and its impacts of the development of economy of rural areas.
- To create framework for the achievement of creative and innovative leaders in the rural areas.
- To investigate the causes of poor development of entrepreneurship and provide suggestions for the encouragement of entrepreneurs to establish new enterprises for rural development.

- To equip the rural youth with the skills of effective and efficient management and leadership styles.

The importance of entrepreneurial education in the development of rural areas:

The education plays the role of a key factor in the orientation of diligent youth towards entrepreneurship. Education either in the form of formal education or informal education plays an important role in the entrepreneurial orientation of youth. The formal education is the education provided in the schools. This education is also closely associated to the process of entrepreneurship. It is well known that the entrepreneurs related to beneficiary firms have higher educational level as compared to those associated to small and sick firms.

The education related to entrepreneurship is necessary in following respects:-

- The entrepreneurial education is necessary for an economy to achieve a firm and unshakable ground.
- The entrepreneurial education helps in the reduction of unemployment in a nation. This education creates the employment providers rather than the employment seekers.
- The entrepreneurial education always helps in boosting the economy of nation.
- The entrepreneurial education is able to introduce new and efficient methods of production. It is also helpful in the conquest of new sources of raw materials as well as in opening new markets.
- The entrepreneurial education is helpful in diminishing the crimes in society in an indirect way. The development of enterprises creates the opportunities of employment and thus engages the unemployed youth. Thus the chances of crimes are highly diminished in the region where there are well established enterprises. The educated related to entrepreneurship plays important role in all this.
- The efficient and successful entrepreneurial leaders are developed through entrepreneurial education. The decision making ability of entrepreneurs increases if they are highly educated. The risk taking ability of a person depends on the patience of that individual and the patience is always higher in highly educated individuals than less educated ones.

Role of business schools in the entrepreneurial development of rural areas:

The world in present times is the marketplace of competition. To compete in this developing world, the students today need to develop entrepreneurial skills, required to take the risks and they need to be able to tolerate a great ambiguity. They need today to have strong interpersonal and communication skills. All these are the seen as challenges to develop these skills in our students. These challenges can be tackled only with the help of our educational institutions in the hands of able business schools by developing entrepreneurial skills in our students. The students can be provided with knowledge and the skills necessary for building a very successful career only by business schools through the teaching of entrepreneurship. The business schools can train students to handle the critical situation of real life like problems faced in improving a business, the problems coming in front of leaders in facing the people of society. The business schools can aware the students to study the courses helpful in understanding the financial and other business matters and can develop confidence in youth to complete their aims of establishing their own business and in turn developing the economy of nation also and improving the living standard of people. Business School may include some or all of the following components which are helpful of developing rural areas in India:

- Business Schools gives opportunities their students to learn the many ideas for learning work. The small size of local markets and limited access to essential services, such as finance, information and advice, present further obstacles for rural entrepreneurs.
- The Business schools are mainly not for profit activities that are often managed at municipality level, whereby small allotments are given to the elderly with the aim of creating the opportunity both to have fun and to socialize with neighbors.
- Business schools create actions to improve knowledge of agricultural practices and rural culture and to develop environmental awareness among young people.
- The business schools can be a tool to improve the welfare of students. When students consider ways of creating an environment conducive to businesses innovation and job creation, the debate is usually couched in terms of advantages and disadvantages for the entrepreneur. However, rural areas face particular challenges that must also be addressed.

This is very important for local development, since a lack of services, together with limited job opportunities, is one of the most important reasons for depopulation in rural areas; So, the Business schools may help it because the business schools gives the knowledge about the services to population in rural areas.

Difficulties faced by Business schools for entrepreneurial education:

India is a country which mainly contains the rural population. A large share of population belongs to the rural areas. The educational system in India relating to entrepreneurship is concentrated mainly on the courses that are related to normal business courses. Many cultural and financial obstacles arise in the path of entrepreneurial education in India. Some of these difficulties may be described in following lines:-

1. The people of India mostly believe in restful living and they like to achieve the peace of mind. They believe that the peace of mind can be attained only with the help of spiritualism rather than the materialism. Next the Indians like to have more emotional affinity with work place rather than to work for increasing the productivity. In comparison to foreign countries, the family life is considered more important than professional life. They like to give more time for their family rather than to the organization. The parents give more importance to keep their wards near to them in place of going to distant place for performing the duties related to their job. Thus the interest in the student for entrepreneurial education is highly diminished.
2. The educational system of India is less effective in developing self-confidence and imparting knowledge of establishing a new business. The students have very less confidence in the traditional education that they have received from the University. The students are neither having confidence nor have knowledge to start their own business. Thus the entrepreneurial education in India can be considered to be incomplete.
3. The establishment of an enterprise is not an easy step. It requires a large amount of financial support. The problem of transportation, supply of raw materials and electricity, water and provision of licensing are other obstacles in this regard. The educational system does not provide the ways for facing all these obstacles tactfully. Thus the educational system on India needs to be changed according to the present requirements of the management students so that interest may be created in the minds of youth for the establishment of their own business.

4. Indian educational system lacks a broad vision and goals to be achieved and there is lack of planning in a systematic way. The entrepreneurial education has a spread area which has many diverse forms. Thus a standard framework is not present in Indian entrepreneurial education system.
5. Moreover, the higher education in India is highly dependent on the Government policies. There is lack of sustainable business models and also the participation of private sector in education is insufficient. This also acts as an obstacle in the path of entrepreneurial education in India.

Suggestion for the development of rural areas through entrepreneurial education:

The entrepreneurial education requires a number of measures so that it may play a measurable role in economic development of the nation. Following measures may be taken for the improvement of entrepreneurial education in India:-

1. The first step in the entrepreneurial education is to identify and to select the suitable and diligent students from rural areas for orientation towards entrepreneurial education. The business schools should select those students who have high entrepreneurial potentials through group discussions, individual tests and interviews.
2. There is significant difference between the entrepreneurial education and a general business education. The business schools should change the methods and techniques of teaching the entrepreneurial education for the effective implementation of this type of education. The business schools should give their best for the development of leadership skills, creative thinking and new innovative technologies for creating interest in students so that they may transform themselves into successful entrepreneurs.
3. The entrepreneurs learn from the experiences achieved by them-selves and the experiences of others. The business schools should act as a pool of entrepreneurial experiences. The business schools should share their abilities, experiences and should support others to extend their knowledge in this field.
4. The schools of entrepreneurial education must take benefit of possibilities of striking collaborations with the regional, national as well as international institutions for joint courses and should exchange their programs for widening the boundaries and scope of these courses. Thus the promotion of joint collaborations may help these institutions to take the benefit from the experiences of each other.
5. The government should take steps to encourage research in entrepreneurial education in rural areas. The financial support to the researchers should be provided to these schools through fellowships and other grants.
6. The institution providing the entrepreneurial education should select the teaching faculty carefully. The institutions should appoint the staff based on their experience in this field. Other qualities like the communication skills, leadership qualities and their decision making abilities must be given much importance during the process of selection in business schools.

Conclusion:

The education depends on the efficiency of business schools. The students seem their teacher as their role model. The student can be oriented towards more purposeful career options only through the education in such business schools. The business schools

play a significant role in the development of entrepreneurial education. The business schools are always the breeding ground of successful future entrepreneurs. The business schools have the potential to develop leadership qualities among the students as well as they provide the opportunities for the creation of employment. The crisis of unemployment as well as under employment that exists in India can be solved by entrepreneurial development. The business schools help in the development of knowledge base through the identification of opportunities and making the ways to overcome the obstacle that are imposed in the path of an entrepreneur by the circumstances. Thus it can be concluded that the business schools play a significant role in the improvement of living standard of society mostly the rural area by providing opportunities to rural youth to develop themselves in successful entrepreneurs.

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