



उद्धमी लभते सिद्धिम  
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# ENTREPRENEURSHIP EDUCATION-WHY



# THE ESSENCE.....

- The relationship of Entrepreneur and Enterprise is that of a soul and body. The former provides direction and the latter processes the input and output
- Entrepreneurship is the practice of an Entrepreneur



# WHY ENTREPRENEURSHIP?

- Harnessing human vigor
- Balancing the unbalanced
- Breaking the monopoly
- Maximizing the utilization of resources
- To sustain any initiative
- Using one's creativity for Excellence
- Create employment



# Why Entrepreneurship in education?

## Is the purpose of education defeated?

- Neither overall development of personality
- Nor man-making
- Nor making students productive
- and meaningfully employed



# Therefore

- Creating negative effect
  - Psychologically and
  - Rising unemployment



# Question is



How to check negative effect

&

Create positivity / functionality

Thus require

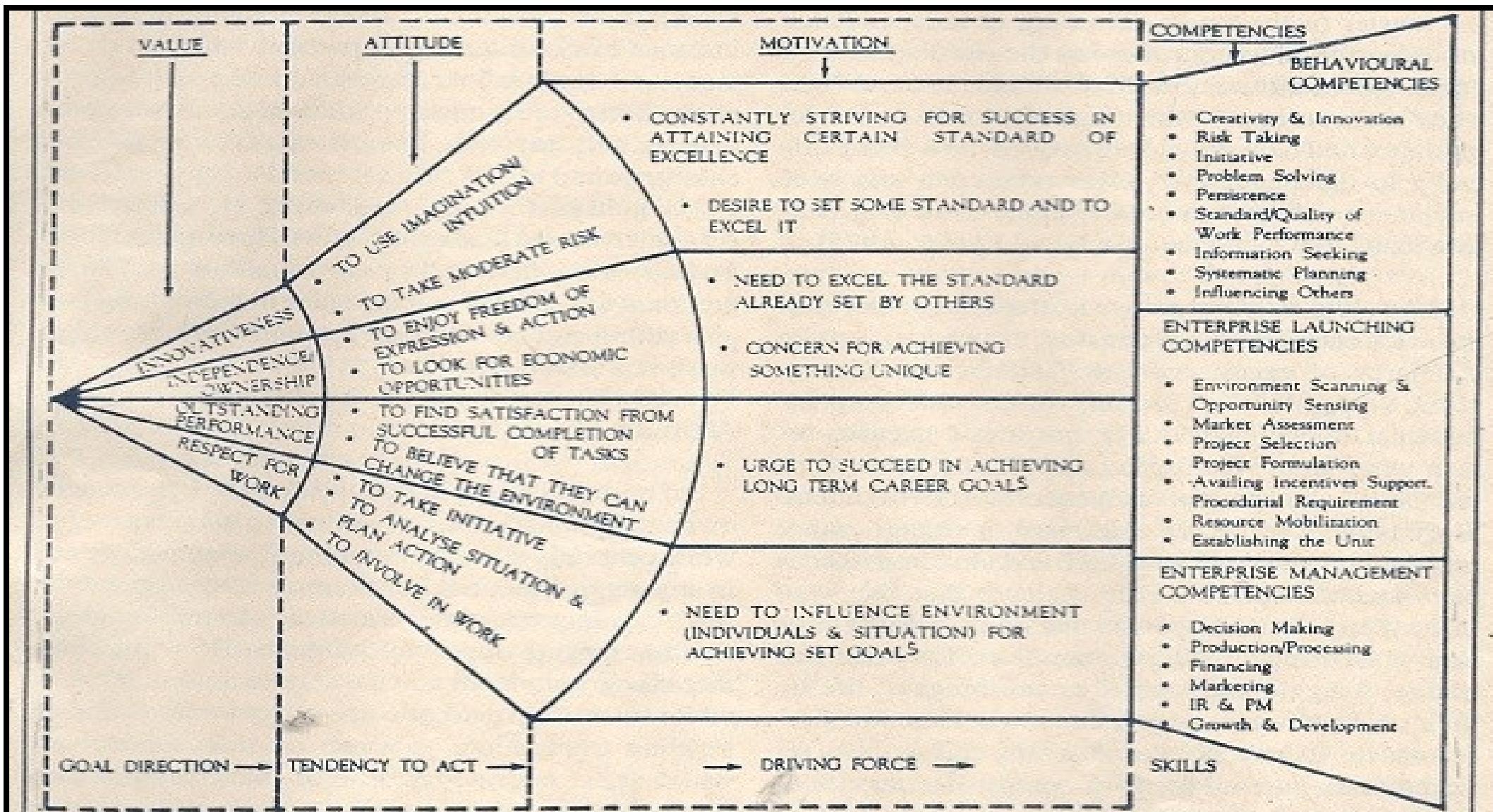
Introducing E.D. in system

# The Task Ahead

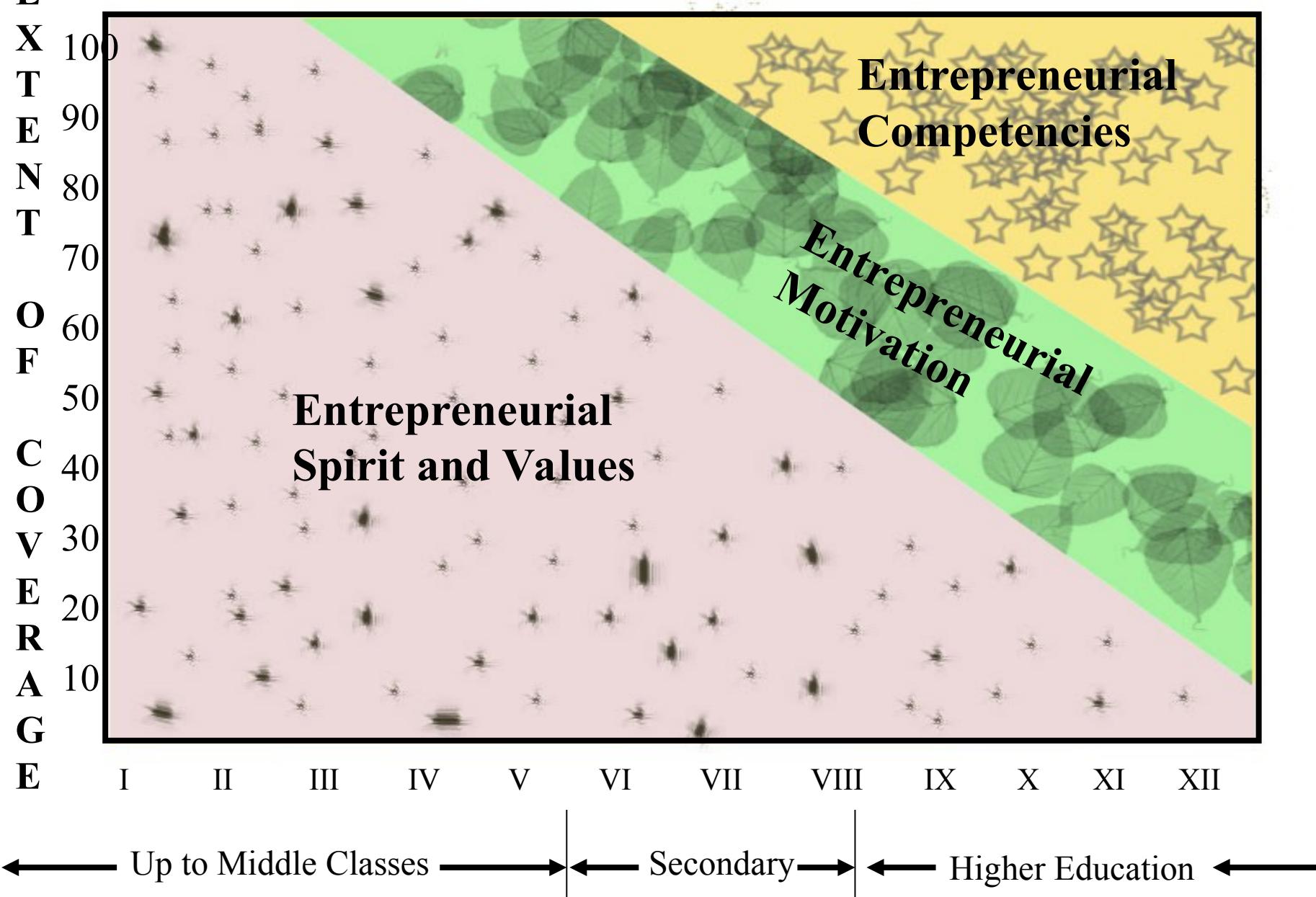
- How to introduce
- A policy frame
- Strong medium
- **readiness**
  - - The teacher
- **commitment**



# CONCEPTUAL MODEL



# Entrepreneurship for School Education System



# VALUE INDICATOR

- GOAL
- PURPOSES
- ASPIRATION
- ATTITUDES
- INTEREST



## ENTREPRENEURIAL VALUES

- INNOVATIVENESS
- INDEPENDENCE
- OUTSTANDING PERFORMANCE
- RESPECT FOR WORK



# VALUE DEVELOPMENT

- **MUST BE CHOOSEN FREELY**
- **MUST BE CHOOSEN FROM AMONG ALTERNATIVES**
- **IT MUST BE CHOOSEN AFTER THOUGHTFUL CONSIDERATION OF THE CONSEQUENCE OF EACH ALTERNATIVES**
- **IT MUST BE CHERISED**
- **IT MUST BE SOMETHING THAT ONE IS WILLING TO AFFIRM PUBLICLY**
- **IT MUST BE ACTED UPON**
- **IT MUST BE DONE REPEATEDLY**

# Entrepreneurial Attitude

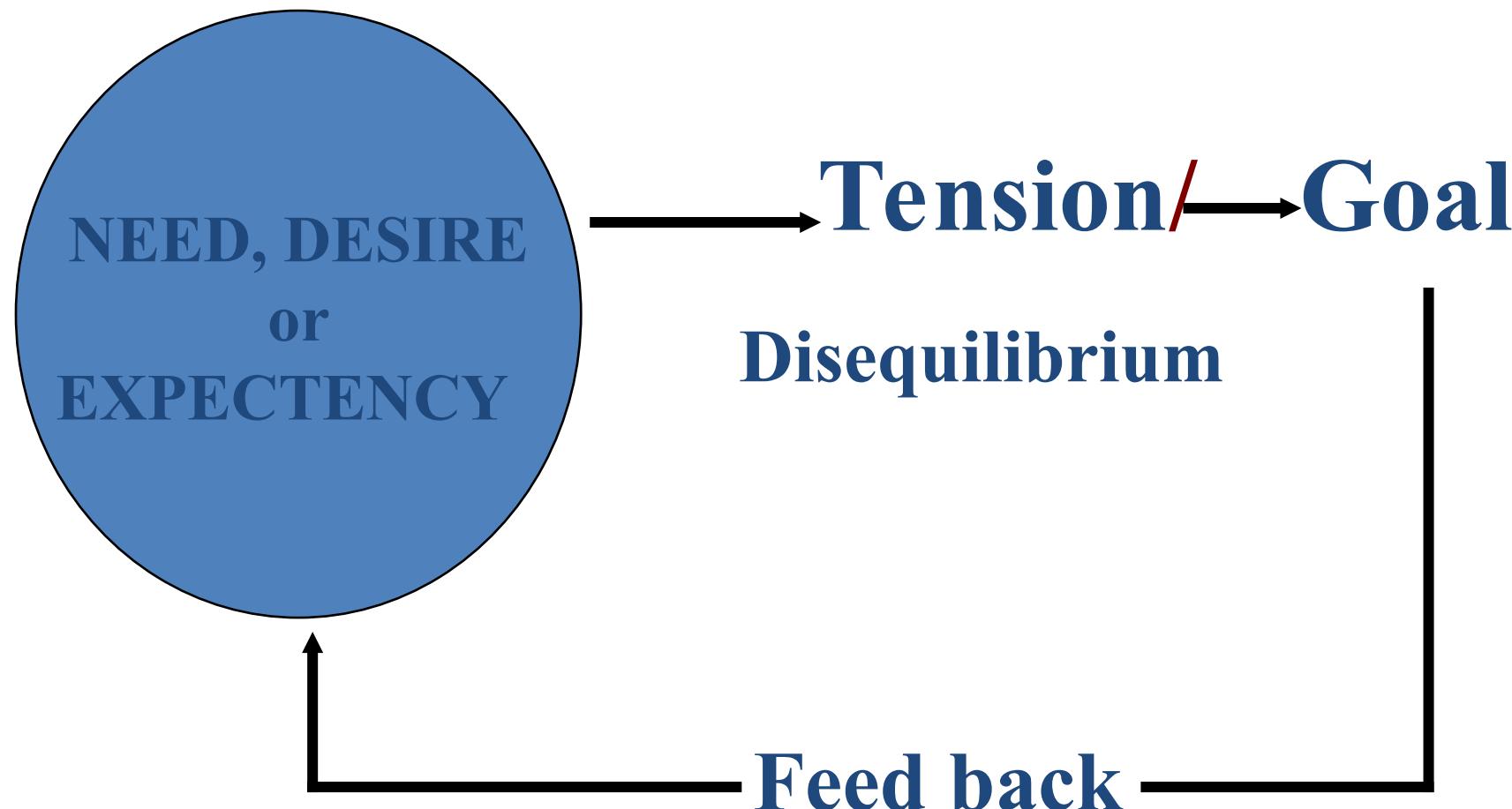
Attitude in General -  
Positive or Negative  
Affect Associated with  
some psychological  
objects or Institutions

Entrepreneurial Attitude -

TENDANCY TO ACT  
DIFFERENTLY



# MOTIVATION



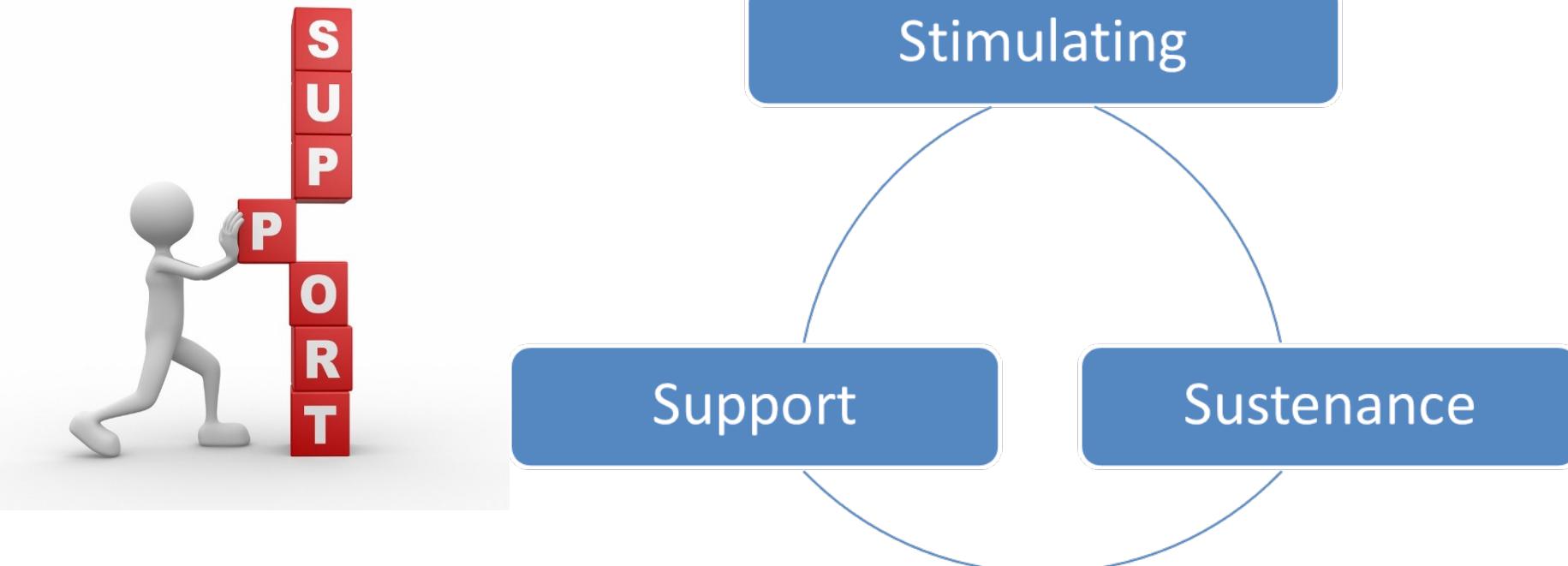
# Entrepreneurial Motivation

Driving Force ----- Towards Goal  
Achievement

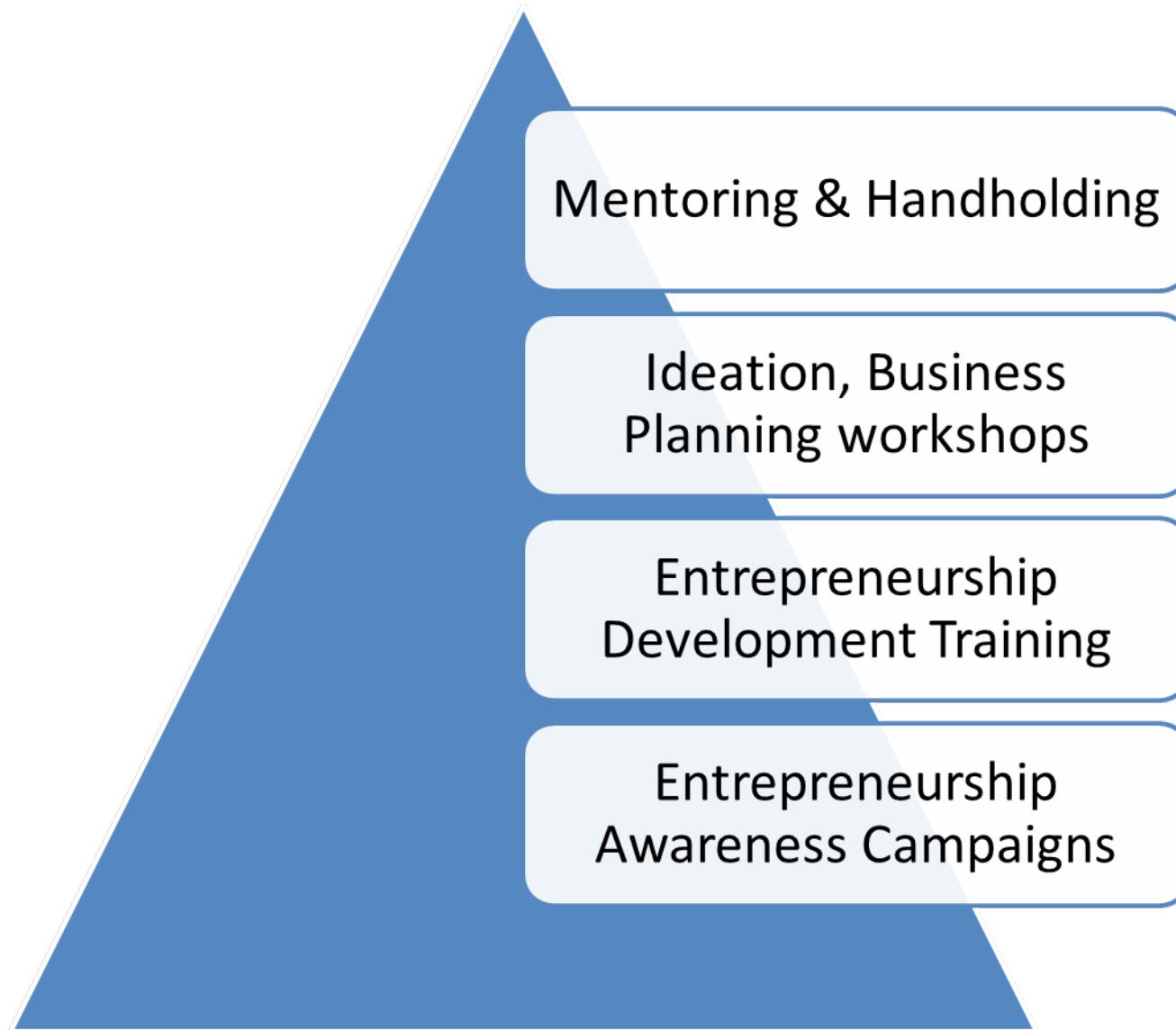
Competency Development  
Entrepreneurial Performance



# ENTREPRENEURSHIP DEVELOPMENT MODEL



# ENTREPRENEURSHIP DEVELOPMENT MODEL



# ACTIVITIES

## Training

- Entrepreneurship Development Programs (EDPs, WEDPs)
- Management Development Programs (MDPs)
- Skill Development Programs (Eg - ESDPs, TEDPs, Other Skill Development Trainings)
- Others (Seminars, Workshops, Awareness Programmes, etc)

## Projects

- SFURTI Clusters
- Pottery Cluster
- Sustainable Livelihood Promotion Project
- Entrepreneurship cum Skill Development projects
- CSR Projects

## Research & Consultancy

- PMEGP Evaluation studies
- Diagnostic and Pre-diagnostic studies
- Project Reports and DPRs
- Success Stories
- Text book on entrepreneurship from class IX to XII

## Others

- Loan Clinic
- Promotional Activities (*Buyer Seller Meet, Conclaves, exhibition, etc*)
- Handholding
- Mentoring

# EMERGING AREAS OF INTERVENTION



- Entrepreneurship in Skilling Eco-System
- Training for bottom of Pyramid
- Religious Tourism
- Heritage Tourism
- Forest based Products
- Special training programmes for specific target groups
- Incubation Centre
- Marketing Tie -ups
- Mentoring and handholding



Thank  
you