Sawadee Khrup/ka
Maligayang Pagdating
Selamat Datang
Sabaidee
Huanying
Welcome
Namaste
What Education?

2.3 Million including PhD holders, applied for 368 posts of office-helpers.

"How our education increases employability has been a subject of discussion."

"... what was the real meaning of education in life was also a matter which should be thought about."

"... while employability is a corner stone, it has been equally important for me as to what type of citizens we prepare."

Mrs. Smriti Irani, HRD Minister, India
Education, Entrepreneurship, & Sustainability

Paul DSouza, K J Somaiya College of Education and Research, Mumbai, India. Presented at UNESCO-APEID Meeting on Entrepreneurship Education, 2015, Bangkok
The ‘mantra’ of 21st Century Consciousness

Why SUSTAINABILITY?

- Sustaining Towering Leadership
- Sustainable Development Knowledge Platform
- Sustaining Towering Leadership, MoE, Malaysia.

SUSTAINABILITY is the ESSENCE of LIFE

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
Sustainable Nature
Education Sustainability
Business Sustainability

Setup

Growth

Opportunity

Decline

New Opportunities
Sustainable Nature & Society!

- Water Cycle
- Education
- Learning Process
- Entrepreneurship

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
SUSTAINABILITY is the ESSENCE of LIFE

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP

21st Century Sustainability

People

Planet

Profit
2 Why ENTREPRENEURSHIP in Education?

- Core Subjects
- 4 C’s of Learning
- Digital Literacy
- Career & Life

Why ENTREPRENEURSHIP in Education?
- Flexibility & Adaptability
- Initiative & Self Direction
- Social Interaction
- Productivity & Accountability
- Leadership & Responsibility

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
<table>
<thead>
<tr>
<th>ESSENTIAL MIX OF ENTREPRENEURSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>21st Century Education Ethos</td>
</tr>
<tr>
<td>• Flexibility &amp; Adaptability</td>
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<td>• Initiative &amp; Self Direction</td>
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SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
ENTREPRENEURSHIP Defined

“Entrepreneurship is the mindset and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organization”.

ENTREPRENEURSHIP Defined

“The bold and imaginative deviator from established business patterns and practices, who constantly seeks the opportunity to introduce new products and new procedures, to invade new markets, and to create new organizational forms.”

Baumol, ‘Entrepreneurship: Productive, Unproductive and Destructive’
“Entrepreneurs are leaders willing to take risk and exercise initiative, taking advantage of market opportunities by planning, organizing, and employing resources, often by innovating new or improving existing products”. 

Wikipedia
Entrepreneur
Entreprendre
Prendre
Entrer
The Rainbow of ENTREPRENEURIAL Vocation Mix
Will

Opportunity

Resource Ready Risk Taker

Knowledge

Elastic

Street Smart

Persevere

Network
The Rainbow Of BUSINESS CYCLE
The Rainbow of Entrepreneurship Sustainability
1. Dream Big But Begin Small
2. Dollar Saved is Dollar Earned
3. Don’t Play Boss
4. Avoid Borrowing
5. Stay Grounded
6. Know When to Quit
7. Be a Better Person
Entrepreneurship & Education
SUSTAINABILITY is the ESSENCE of LIFE

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP

21st Century Education Ethos

- As a Career Option
- As a Curricular Construct
  - Concentric Curriculum
  - Topical Curriculum
  - Functional Curriculum
- As an Objective of the Educational Institution
- As a Policy Objective of a State

ENTREPRENEURSHIP & Education?

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
HAND BOOK ON SUSTAINABLE ENTREPRENEURSHIP
http://www scp-centre.org/fileadmin/content/files/6_Resources/1_Publications_pdfs/60_Creating_impact_full.pdf

UNDER GRADUATE STUDENTS’ ATTITUDE TOWARDS ENTREPRENEURSHIP
http://researchthoughts.us/UploadedArticle/137.pdf

ENTREPRENEURSHIP & EDUCATION for SUSTAINABLE DEVELOPMENT in SCHOOLS & COLLEGES

INNOVATION & ENTREPRENEURSHIP in the EDUCATION SYSTEM

THE ROLE of TEACHING INSTITUTIONS to PREPARE & PROMOTE SOCIAL ENTREPRENEURS

DEVELOPMENT of SUSTAINABLE ENTREPRENEURSHIP PROGRAMS in EDUCATIONAL SYSTEM
Sago Case Study & SWOT Analysis
**STRENGTHS**

2. Situation: Kerela visits
5. People: Technician Gounder
9. Activity: Forming Association
   - 9) Ban Overturned
   - 12) Imports Stopped
   - 16) Sago Analysis
   - 17) Processed Food Act

**WEAKNESSES**

7. Material: Tapioca weather dependent
8. Material: Tapioca edible food
11. Activity: Import Problem
15. People: Cultivators of Tapioca

**THREATS**

6. Situation: Severe Famine
10. Situation: End of World War II
13. People: Jealous Community
14. People: Government Officials

**OPPORTUNITIES**

1. Situation: World War II
3. Material: Tapioca flour/corn flour
4. Situation: Meeting Popatlal
18. Material: Tapioca Waste
Mr. Chettiar became instrumental for the development of an entire industry:

- Provided an alternative to corn starch
- Became a pioneer of Sago manufacture

1943 -- 1 Unit: Began with 2 bags/200Kgs and managed 25 bags/2.5 Tons

1949 -- 45 Units: 7000 tons

1957 -- 125 Units: 23000 tons

1993 -- 852 Units

You can also be that instrument that develops an entire industry

You can also be that drive that sustains your country’s economy

Sustainable Entrepreneurship is the only way forward

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
Reality Check
SUSTAINABILITY is the ESSENCE of LIFE

ESSENTIAL MIX OF ENTREPRENEURSHIP

Entrepreneurial Mix
- Will
- Opportunity
- Resource-Ready Risk-Taker
- Knowledge
- Elastic
- Street Smart
- Network

Career & Life
- Flexibility & Adaptability
- Initiative & Self Direction
- Social Interaction
- Productivity & Accountability
- Leadership & Responsibility

Sustainable E’ship
- Closely Associated
- Money Minded
- Tolerate Uncertainty
- Well Organized
- Patient
- Power
- Leader

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
SUSTAINABILITY is the ESSENCE of LIFE

**SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP**

**ESSENTIAL MIX OF ENTREPRENEURSHIP**

**Very Important**
- Perseverance
- Take Initiative
- Competiveness
- Self-Reliance
- Achiever
- Self-Confidence
- Physical Health

**Important**
- Risk-Taker
- High Energy
- People Person
- Versatility
- Desire to Create
- Innovative

**Career & Life**
- Flexibility & Adaptability
- Initiative & Self Direction
- Social Interaction
- Productivity & Accountability
- Leadership & Responsibility

**Less Important**
- Closely Associated
- Money Minded
- Tolerate Uncertainty
- Well Organized
- Patient
- Power
- Leader

**Entrepreneurial Mix**
- Will
- Opportunity
- Resource-Ready Risk-Taker
- Knowledge
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**Sustainable E’ship**
- Dream Big, Begin Small
- Dollar Saved/ Dollar earned
- Don’t Play Boss
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- Be a Better Person

**SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP**
Unusual Entrepreneurs
Mother, we can help more such less fortunate women when our business grows.
Cheryl Huffton: Rs. 500
I strongly believe that women should not be dependent on men and remain mere doormats.

Sarala Bastian: Rs. 15000
Sarala Bastian: Rs. 15000
“On the first day, I sold only one cup of coffee and that was for fifty paise”!
Patricia Narayan: 50 paise
“We used to do hand printing, embroideries by machine and hand.”
“We have tied up with a local seller, who deals in second hand books”.
<table>
<thead>
<tr>
<th>No.</th>
<th>Organization</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Federation of Indian Women Entrepreneurs (FIWE)</td>
<td><a href="http://www.fiwe.org/">http://www.fiwe.org/</a></td>
</tr>
<tr>
<td>2.</td>
<td>Consortium of Women Entrepreneurs (CWEI)</td>
<td><a href="http://www.cwei.org/">http://www.cwei.org/</a></td>
</tr>
<tr>
<td>3.</td>
<td>Women Empowerment Corporation</td>
<td><a href="http://www.wecindia.org">http://www.wecindia.org</a></td>
</tr>
<tr>
<td>5.</td>
<td>Self-Employed Women’s Association (SEWA)</td>
<td><a href="http://www.sewa.org/">http://www.sewa.org/</a></td>
</tr>
<tr>
<td>7.</td>
<td>TiE Stree Shakti (TSS)</td>
<td><a href="http://www.tiestreeshakti.org/">http://www.tiestreeshakti.org/</a></td>
</tr>
<tr>
<td>8.</td>
<td>Association of Women Entrepreneurs of Karnataka (AWAKE)</td>
<td><a href="http://awakeindia.org.in/">http://awakeindia.org.in/</a></td>
</tr>
<tr>
<td>9.</td>
<td>The Marketing Organisation of Women Enterprises (MOOWES)</td>
<td>Note 1(^4)</td>
</tr>
<tr>
<td>10.</td>
<td>Women Entrepreneurs Promotion Association (WEPA)</td>
<td>Note 2(^5)</td>
</tr>
</tbody>
</table>

\(^1\) Note 1: Additional resources available on the website.
\(^2\) Note 2: Contact details provided upon request.
Success is a matter of Chance.

It is all about being at the right place, at the right time, with the right resources and being able to grab the opportunity with both hands, putting in your best and then hoping for the best.

SUSTAINABILITY is the ESSENCE of LIFE

SUSTAINABILITY is the ESSENCE of EDUCATION & ENTREPRENEURSHIP
Acknowledging Dr. Arpita Bhatia’s (Thakur College of Education) help in making this presentation more dynamic and eye-appealing.