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Online panel discussion on "Education for doing Business" organized by The Bengal Chamber on 28th May.

Campus Fostering a responsible mindset

Academic experts are saying that entrepreneurship is the new mantra for the future ahead and proper education is the fundamental step towards achieving it

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The pandemic has created a situation of job crisis. Experts are saying that entrepreneurship is the new mantra for the future ahead and proper education is the fundamental step towards achieving it. However to establish this goal, students are required to have a structured approach. With this background The Bengal Chamber recently organised an online panel discussion on "Education for doing business".

The session was moderated by Subomo Bose, chairman, education committee, The Bengal Chamber and chief mentor, IIM. He began on a positive note, saying, "In these challenging times when job cuts are a plenty, the need of the hour is to embrace all kinds of entrepreneurship by the youth of Bengal. It is necessary to create an ecosystem of supporting such endeavours at all levels." He further emphasised that success and loss are both part of a businessman's journey. One must never give up.

Saikat Maitra, vice chancellor, MAKALU, West Bengal, laid the basic foundations of current scenarios and stressed on the importance of entrepreneurship through his comprehensive viewpoint. "The pandemic has caused a sharp decline in India's GDP. However, with the right approaches, it is still possible to bounce back. But if the situation persists for a longer span of time then it will be very difficult to get back on track."

Technical and professional education needs to be restructured and repositioned in alignment with the changing context of business and economy in the times of Covid-19," he said.

He further suggested that areas such as hospitality, pharmaceuticals, home exercise along with businesses which include the e-factors such as, e-

commerce, e-learning, e-entertainment etc will finally get the boost and eventually everything will be widened and escalated. He also laid special emphasis on the change of nature of subjects like medical science, IT related courses like cyber security, cloud technology, etc; also if we continue to follow social distancing then the role of robotics, 3d printing, media sciences will emerge vital. The biggest highlight of his message was that it is time for building up massive coordination skills and innovativeness is the key to establishing all this in the future.

Anjan Chatterjee, founder, chairman and MD, Speciality Restaurants Ltd, said, "Understanding entrepreneurship is all about comprehending enterprise, from which the word 'entrepreneur' has come. So while working on a project, the idea or concept behind it is more important than money. Today it is a knowledge economy and we actually need to understand the business. To be an entrepreneur, the key requirements are passion, hard work and discipline. One must never lose conviction; you may win or lose but you can never give up. Otherwise the enterprise fails."

It's a challenging time for restaurant businesses too. We have taken certain steps like contactless ordering and delivery among others." He concluded by saying that being an entrepreneur entails great responsibility which needs to be upheld at all costs.

Chandra Shekhar Ghosh, MD and CEO, Bandhan Bank and past president, The Bengal Chamber, emphasised that social systems like families, institutions etc must come forward and contribute to entrepreneurship that can build the next generation. When it comes to entrepreneurship, India with its 130 crore population is full of possibilities. "We have to reach domestic demands and through them figure out the needs of the people. For



entrepreneurship one has to think big to create an impact. It requires innovative mindset, understanding of the market and unique presentation of the product which should come from the idea how I can be different from others. An entrepreneur must also possess the ability to convince. The current academic system should change from degree oriented to practical education and institutes should be focused on linking business with training."

He also stated that one month internship courses should be extended to at least three months and suggested

delivering the certificate to the institute instead of the student. Entrepreneurship training builds motivation among students to do something on their own.

Paul Walsh, MBE, managing trustee, founder, Jungle Crows, said, "It would be great to see education go a step further than business and make entrepreneurship a mainstream career goal. Today everyone needs to take responsibility to support each other; what better way to do this than being an entrepreneur! Also the preparation for this needs to start from as early as

school, in a practical level. Growing and developing pertinent business is the need of the hour."

To sum it up, one must remember that learning and relearning is a constant need for a better tomorrow, where vocational training plays a vital role in career choice and establishing one's identity. Entrepreneurship is as much needed as any other sector that can save the country's shaken economy. After all, we must never forget that change is the only constant and it can only be brought with the help of a better mindset.