

PRESS CLIP

Publication:- Uniindia.com (<http://www.uniindia.com/students-should-emerge-as-entrepreneurs-to-tackle-covid-induced-job-scarcity-experts/east/news/2016563.html>)

Date: - 29th May 2020

Page :- Online

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

Posted at: May 29 2020 3:51PM



Students should emerge as entrepreneurs to tackle Covid-induced job scarcity:Experts

Kolkata, May 29 (UNI) Students should be trained to emerge as entrepreneurs to tackle the massive job scarcity post the novel Coronavirus.

The effect of Covid-19 has been intense and job scarcity is imminent. Many experts see entrepreneurship as the new mantra and future. Educational institutes have a major role to play and need to focus on imparting education that act as a catalyst to help students make a career in entrepreneurship, felt participants at The Bengal Chamber organised online panel discussion on 'Education for doing Business' yesterday.

"At a time when we are going through challenging times and job cuts are aplenty, the need of the time is all kinds of entrepreneurship among the youth of Bengal and we need to create an ecosystem of supporting such endeavors at all levels," said Session moderator Dr Suborno Bose, Chairman, Education Committee, The Bengal Chamber and Chief Mentor, IIHM.

Prof. Saikat Maitra, Vice-Chancellor, MAKAUT, West Bengal, felt technical and professional education need to be restructured and re-positioned in alignment with the changing context of business and economy impacted by COVID-19 related pandemic scenario.

Mr Anjan Chatterjee, Founder, Chairman and MD, Speciality Restaurants Ltd., said, "We were going through trying times. My understanding of entrepreneurship is all about that you need to be enterprising. The basic word entrepreneur comes in from the mother word enterprise. So when you are working on any kind of a project or when you have a trade it is not necessary that you need to have money. Enterprise is all about a big idea. In today's context it is a knowledge economy and you actually need to understand the business. Enterprise is not just about making money, it's about passion. If you want to be a restaurateur or banker for anything you need to have passion. So to be an entrepreneur you need to have passion, hard work and at the end of it discipline. You need to have that conviction that will over ride everything else."

The restaurant business is going through challenges. Contact less ordering, delivery and how to protect the environment for customers are some of these, he said. "So there has to be inculcation of thoughts of entrepreneurship in institutes. It all comes from an idea, developing it and sustaining it," he added.

Mr Chandra Sekhar Ghosh, MD and CEO, Bandhan Bank and Past President, The Bengal Chamber, began by saying that institutions, family and society should come forward and contribute to entrepreneurship that can build the next generation. India is the best country to build up entrepreneurship because India has 130 crore population.

"We have to reach domestic demand. By reaching more people one can know and understand their need. By finding the basic need one can make a product that will satisfy that need. For entrepreneurship one has to think big and not small as small is beautiful but big is necessary and creates impact," he noted.

Also in entrepreneurship one has to think with innovative mindset. You also need to understand the market which is basically the people's demand and differently design the product. Also one has to be mindful of the challenges and the spirit to accept them and think of solutions with a positive mind set, Mr Ghosh said.

"Today's education should change from certificate education to practical education and institutes should focus on linking business with training. Many have the concept of internship for a month where students collect internship certificate after one month of internship. This should be changed to three months' internship with industry and the certificate given to institute and not directly to the student," he pointed out.

Mr 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 and what better way to do this than as an entrepreneur. Growing and developing your own business is a need of the hour. Making business startup a part of the education system will take away fears and uncertainty about following this choice."

UNI PL AND