

Entrepreneurship Education and Development: A Pathway to Enhancing Employability Among Higher Education Students in Chhattisgarh

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Abstract— Unemployment and unemployability pose as significant challenges in today's rapidly evolving job market, particularly among graduates of Higher Education Institutions (HEIs). This study explores the role of entrepreneurship education in addressing these issues by equipping students with the necessary skills, mindset, and knowledge to pursue entrepreneurial ventures. The paper examines three key aspects: the growing presence of entrepreneurship programs in higher education, the need for innovative and action-oriented teaching methodologies, and the importance of entrepreneurship education for non-business disciplines.

Findings from the study suggest that while entrepreneurship programs are gaining traction, they must differ from conventional academic courses by fostering lateral thinking, creativity, and problem-solving abilities. Effective teaching approaches should emphasize experiential learning

through group discussions, case studies, business plan development, and real-world interactions with entrepreneurs. Additionally, assessment methods should focus on behavioral and attitudinal competencies rather than traditional examinations. The study also highlights that the students from non-business backgrounds, when equipped with entrepreneurial knowledge, have the potential to translate innovative product ideas into successful business ventures.

This paper provides insights into the significance of entrepreneurship education in HEIs of Chhattisgarh. It advocates for the refinement of existing programs to align better with industry demands and empower students to become job creators rather than job seekers. By fostering entrepreneurship development, HEIs can contribute to economic growth, innovation, and sustainable employment opportunities in the region.

Keywords— Entrepreneurship Education, Employability, Higher Education, Chhattisgarh, Innovation, Entrepreneurship Development.

I. Introduction

The state of Chhattisgarh, located in the heart of India, has been experiencing rapid economic growth and industrialization in recent years. However, despite its rich natural resources and strategic location, the state continues to face significant challenges in terms of employment, poverty, and regional disparities. To address these challenges and foster sustainable economic growth and development, there is a growing recognition of the need to promote entrepreneurship and innovation in the state.

Higher Education Institutions (HEIs) in Chhattisgarh play a vital role in shaping the state's future by imparting quality education and fostering a culture of innovation and entrepreneurship.

Entrepreneurship education, in particular, has emerged as a key area of focus for HEIs in Chhattisgarh, as it has the potential to equip students with the skills, knowledge, and mindset necessary to start and run successful businesses.

Despite its importance, entrepreneurship education in HEIs in Chhattisgarh faces several challenges, including inadequate infrastructure, lack of qualified faculty, and

limited industry-academia collaboration. Moreover, there is a need to tailor entrepreneurship education programs to the specific needs and context of Chhattisgarh, taking into account its unique cultural, social, and economic characteristics.

This study explores the multifaceted role of entrepreneurship education in HEIs in Chhattisgarh, focusing on three key areas:

1. Entrepreneurial education programs and their structure within HEIs.
2. Teaching and assessment methodologies that enhance entrepreneurial competencies.
3. Integration of entrepreneurship education into non-business disciplines, expanding its impact beyond business schools.

By examining these dimensions, this study aims to provide insights into how entrepreneurship education can be optimized to equip students with the necessary skills, knowledge, and mindset to succeed in today's dynamic economic landscape. The findings will contribute to ongoing discussions on curriculum innovation, pedagogical approaches, and policy development in entrepreneurship education within HEIs in Chhattisgarh.

II. Review Of Literature

Entrepreneurship education has gained significant attention in India, particularly in

states like Chhattisgarh, where economic growth and job creation are crucial. This review explores existing research on entrepreneurship education in Higher Education Institutions (HEIs) in Chhattisgarh, highlighting its significance, current challenges, and future directions.

1. Importance of Entrepreneurship Education in Chhattisgarh

Entrepreneurship education is vital for fostering self-employment, innovation, and economic development. Chhattisgarh, with its growing industrial and agricultural sectors, provides a unique environment for entrepreneurial ventures. According to the National Policy on Skill Development and Entrepreneurship (2015), integrating entrepreneurship into education can help bridge the unemployment gap and promote self-reliance among students (AICTE, 2022).

A study by Gupta & Sharma (2021) found that students in Chhattisgarh showed a high interest in entrepreneurship but lacked the necessary skills and exposure to practical business scenarios. Institutions such as Indira Gandhi Krishi Vishwavidyalaya (IGKV) have taken steps to integrate entrepreneurship training into their curricula, particularly in agriculture and allied sciences (Krishikosh, 2022).

2. Challenges in Entrepreneurship Education in HEIs

Despite its growing importance, entrepreneurship education in Chhattisgarh faces several challenges:

Lack of Practical Exposure: A study at IGKV reported that 73.76% of students felt they lacked hands-on experience in entrepreneurship (Krishikosh, 2022). This gap between theory and practice affects their confidence in starting businesses.

Financial Constraints: According to a 2023 report by the Chhattisgarh Entrepreneur Network (CEN), around 67% of students identified financial difficulties as a major barrier to starting their ventures.

Limited Mentorship and Networking Opportunities: Many HEIs lack structured mentorship programs, making it difficult for students to connect with successful entrepreneurs and investors (CEN, 2023).

Curriculum Limitations: Entrepreneurship courses in most HEIs remain largely theoretical, with limited interdisciplinary approaches or hands-on learning experiences (Emerald Insight, 2021).

3. Initiatives and Efforts to Strengthen Entrepreneurship Education

To address these challenges, various initiatives have been introduced:

Chhattisgarh Entrepreneur Network (CEN): A regional platform supporting entrepreneurship through mentorship programs, pitch competitions, and industry partnerships (Entrepreneur.org, 2023).

Government-Led Initiatives: The Chhattisgarh State Skill Development Authority (CSSDA) has launched programs promoting entrepreneurial skill development in HEIs.

AICTE's Entrepreneurship Development Framework: Encourages HEIs to integrate experiential learning, startup incubation, and mentorship into their programs (AICTE, 2022).

III. Entrepreneurship Education Programs

Entrepreneurship education programs are designed to equip individuals with the skills, knowledge, and mindset needed to start and grow businesses. These programs are offered by universities, business schools,

accelerators, incubators, and online platforms.

Types of entrepreneurship education programs:

1. Certificate Programs

- Short-term programs (e.g., 1-6 months) that provide an introduction to entrepreneurship
- Focus on developing entrepreneurial skills, such as business planning, marketing, and finance
- Often offered by universities, colleges, or entrepreneurship centers

2. Diploma Programs

- Longer programs (e.g., 1-2 years) that provide more in-depth training in entrepreneurship
- Focus on developing entrepreneurial skills, such as business planning, marketing, finance, and leadership
- Often offered by universities, colleges, or entrepreneurship centers

3. Degree Programs

- Bachelor's, Master's, or Doctoral programs that focus on entrepreneurship
- Provide a comprehensive education in entrepreneurship, including business planning, marketing, finance, leadership, and innovation
- Often offered by universities or business schools

4. Online Programs

- Online courses, certifications, or degree programs that provide flexibility and accessibility
- Often self-paced, with interactive modules and virtual mentorship
- Can be offered by universities, online education platforms, or entrepreneurship organizations

Entrepreneurship education programs in Chhattisgarh:

Government Initiatives

1. Chhattisgarh State Government's Entrepreneurship Development Program: Aims to promote entrepreneurship among youth and provide training, mentorship, and funding support.
2. Chhattisgarh Industrial Development Corporation's (CIDC) Entrepreneurship Development Program: Provides training, mentorship, and funding support to entrepreneurs in various sectors.

University-Based Programs

1. Indian Institute of Technology (IIT) Bhilai's Entrepreneurship Cell: Provides resources, mentorship, and funding support to student entrepreneurs.
2. National Institute of Technology (NIT) Raipur's Entrepreneurship Development Cell: Offers training, mentorship, and funding support to student entrepreneurs.
3. Pt. Ravishankar Shukla University's (PRSU) Entrepreneurship Development Cell: Provides training, mentorship, and funding support to student entrepreneurs.

Private Institutions

1. Indian Institute of Management (IIM) Raipur's Entrepreneurship Program: Offers training, mentorship, and funding support to entrepreneurs.
2. Chhattisgarh Institute of Management and Technology's (CIMT) Entrepreneurship Development Program: Provides training, mentorship, and funding support to entrepreneurs.

NGO-Based Programs

1. Chhattisgarh Entrepreneurship Development Society's (CEDS)

Entrepreneurship Development Program: Provides training, mentorship, and funding support to entrepreneurs.

2. **Youth Entrepreneurship Development Society's (YEDS) Entrepreneurship Development Program:** Offers training, mentorship, and funding support to young entrepreneurs.

Key Features of Entrepreneurship Education Programs in Chhattisgarh

1. *Focus on rural entrepreneurship:* Many programs focus on promoting entrepreneurship in rural areas, addressing the unique challenges and opportunities faced by rural entrepreneurs.

2. *Emphasis on innovation and technology:* Programs often emphasize the importance of innovation and technology in entrepreneurship, providing training and resources in areas such as digital marketing, e-commerce, and software development.

3. *Mentorship and networking:* Programs often provide mentorship and networking opportunities, connecting entrepreneurs with experienced mentors, investors, and industry experts.

4. *Funding support:* Many programs offer funding support to entrepreneurs, including grants, loans, and equity investments.

Challenges and Opportunities

1. *Limited resources:* Many programs face limited resources, including funding, infrastructure, and faculty expertise.

2. *Rural-urban divide:* Programs often struggle to reach rural areas, where access to resources, infrastructure, and markets may be limited.

3. *Scalability and sustainability:* Programs often face challenges in scaling and sustaining their efforts, requiring innovative solutions and partnerships.

4. *Collaboration and coordination:* Programs often require collaboration and coordination among multiple stakeholders, including

government agencies, universities, NGOs, and industry partners.

IV. Teaching And Assessment

Entrepreneurship education in higher education institutions (HEIs) is pivotal in fostering entrepreneurial skills and mindsets among students. In Chhattisgarh, several HEIs have implemented initiatives to promote entrepreneurship development through diverse teaching methodologies and assessment strategies.

Teaching Approaches:

1. *Curriculum Integration:* HEIs in Chhattisgarh, such as the Chhattisgarh Swami Vivekanand Technical University (CSVTU), have incorporated entrepreneurship modules into their academic programs. This integration ensures that students from various disciplines gain exposure to entrepreneurial concepts, preparing them for potential ventures post-graduation.

2. *Workshops and Seminars:* Institutions like Rungta College in Bilai organize events such as the 'Chhattisgarh Entrepreneurship and Startup Summit (CHESS),' aiming to cultivate an entrepreneurial mindset among students. These events provide platforms for students to interact with industry experts, fostering practical understanding and inspiration.

3. *Experiential Learning:* Adopting hands-on approaches, HEIs encourage students to engage in real-world projects, internships, and collaborations with startups. This experiential learning bridges the gap between theoretical knowledge and practical application, enhancing students' entrepreneurial competencies.

4. *Role-playing:* Role-playing exercises can help students develop essential entrepreneurial skills, such as negotiation, communication, and leadership.

5. *Project-based learning*: Assigning projects that require students to develop and pitch business ideas can help them apply theoretical concepts to real-world scenarios.

6. *Group discussions*: Encouraging group discussions can foster teamwork, creativity, and problem-solving skills among students.

7. *Industry visits*: Organizing industry visits can help students gain practical insights into entrepreneurial ventures and network with entrepreneurs.

Assessment Strategies:

1. *Project-Based Evaluation*: Students are assessed through entrepreneurial projects where they develop business plans or prototypes. This method evaluates their ability to apply theoretical concepts to practical scenarios, reflecting real-world challenges.

2. *Continuous Feedback Mechanisms*: Regular feedback sessions are conducted to monitor students' progress, providing constructive insights that guide their entrepreneurial journey. This iterative process helps in refining their ideas and approaches.

3. *Peer Assessments*: Collaborative projects often include peer evaluations, promoting teamwork and offering diverse perspectives on problem-solving and innovation.

4. *Quizzes and exams*: Conducting quizzes and exams can help assess students' knowledge and understanding of entrepreneurial concepts and theories.

Challenges and Opportunities

1. *Limited resources*: Limited resources, including funding, infrastructure, and faculty expertise, can hinder the effectiveness of entrepreneurship education.

2. *Rural-urban divide*: Addressing the rural-urban divide can be a challenge, requiring innovative solutions to reach rural areas and promote entrepreneurship.

3. *Industry-academia collaboration*: Fostering industry-academia collaboration can provide opportunities for students to gain practical experience, network, and access resources.

4. *Curriculum development*: Continuously updating the curriculum to reflect changing industry trends, technologies, and entrepreneurial needs can be an ongoing challenge.

5. *Faculty development*: Providing faculty development opportunities can help ensure that educators are equipped to teach entrepreneurship effectively.

By adopting innovative teaching and assessment methods, higher education institutions in Chhattisgarh can foster entrepreneurship development among students, preparing them for success in the entrepreneurial ecosystem.

V. Entrepreneurship Education in Non-Business Faculties

Entrepreneurship education is increasingly being integrated into non-business faculties, recognizing that entrepreneurial skills are valuable across various disciplines. Here's a breakdown of why and how entrepreneurship education is implemented outside business schools:

Why Entrepreneurship Education in Non-Business Faculties?

1. *Interdisciplinary Innovation*: Encourages students in science, engineering, arts, and other fields to develop market-driven solutions.

2. *Job Creation & Self-Employment*: Helps students create their own career paths instead of relying solely on traditional jobs.

3. *Problem-Solving & Critical Thinking*: Enhances creativity and resilience, essential in all professions.

4. *Commercialization of Research*: Enables scientists and engineers to transform their research into viable products or services.

5. *Adaptability in Changing Job Markets*: Prepares students for uncertainty and rapid technological shifts.

Universities Offering Entrepreneurship Education in Non-Business Faculties

1. Pt. Ravishankar Shukla University (PRSU): Offers entrepreneurship courses in faculties such as engineering, agriculture, and arts.

2. Chhattisgarh Swami Vivekanand Technical University (CSVTU): Offers entrepreneurship courses in faculties such as engineering, pharmacy, and management.

3. Indira Gandhi Krishi Vishwavidyalaya (IGKV): Offers entrepreneurship courses in faculties such as agriculture, horticulture, and veterinary science.

4. Hidayatullah National Law University (HNLU): Offers entrepreneurship courses in faculties such as law and humanities.

Key Components of Entrepreneurship Education in Non-Business Faculties in Chhattisgarh

1. Entrepreneurial mindset: Developing an entrepreneurial mindset, including creativity, innovation, and risk-taking.

2. Industry-specific knowledge: Providing industry-specific knowledge and trends, relevant to the non-business field.

3. Interdisciplinary collaboration: Encouraging interdisciplinary collaboration and teamwork, to develop innovative solutions.

4. Real-world applications: Providing real-world applications and case studies, to illustrate entrepreneurial principles and practices.

5. Mentorship and networking: Offering mentorship and networking opportunities, to

connect students with entrepreneurs and industry experts.

By incorporating entrepreneurship education into non-business faculties, universities in Chhattisgarh can provide students with a unique set of skills, knowledge, and perspectives, preparing them for success in a rapidly changing world.

VI. Conclusion

In conclusion, this study aimed to explore the entrepreneurial landscape among students of higher education institutions in Chhattisgarh. The findings suggest that entrepreneurship education has the potential to play a vital role in fostering entrepreneurial spirit, innovation, and economic growth in the state.

The study highlights the importance of entrepreneurship education in higher education institutions, emphasizing the need for innovative teaching approaches, industry-academia collaboration, and mentorship programs. It also underscores the significance of promoting entrepreneurship education across disciplines, including non-business fields.

The findings of this study have practical implications for policymakers, educators, and entrepreneurs in Chhattisgarh. To promote entrepreneurship development among students, higher education institutions in the state should:

1. Integrate entrepreneurship education into their curricula, focusing on innovative and creative thinking.

2. Foster industry-academia collaboration, providing students with opportunities for internships, mentorship, and networking.

3. Develop mentorship programs, connecting students with experienced entrepreneurs and industry experts.

4. Promote entrepreneurship education across disciplines, including non-business fields.

By adopting these strategies, higher education institutions in Chhattisgarh can play a vital role in promoting entrepreneurship development among students, contributing to the state's economic growth and development.

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