

**NPTEL**  
**NPTEL ONLINE CERTIFICATION COURSE**

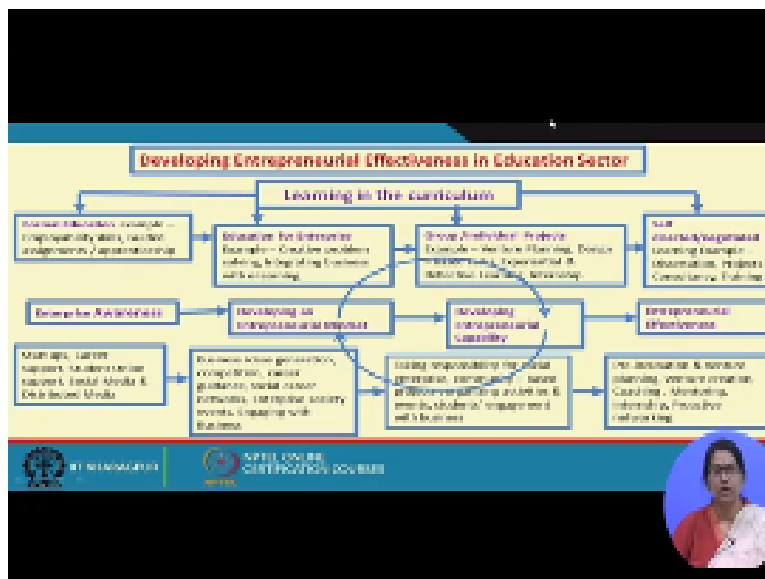
**Course  
on  
Educational Leadership**

by  
**Prof. Atasi Mohanty**  
Centre for Educational Technology  
Indian Institute of Technology Kharagpur

**Lecture 38: Turnaround Leadership and  
Educational Entrepreneurship  
(Contd.)**

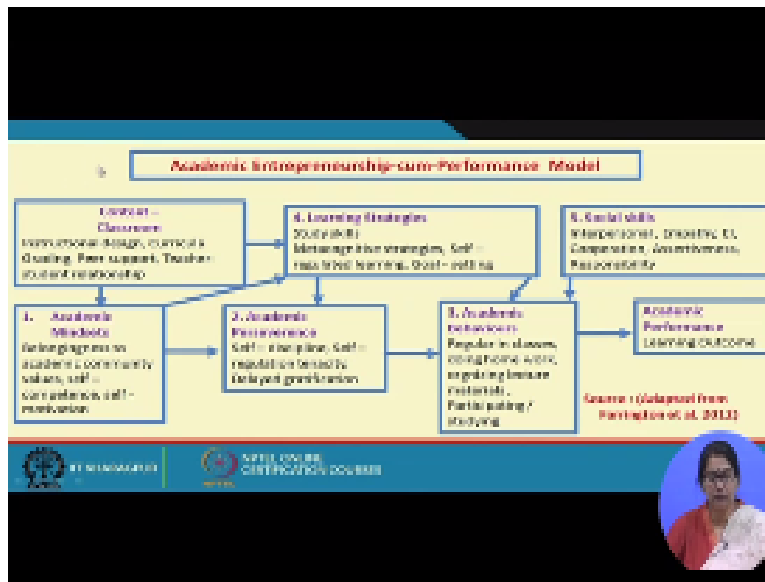
Welcome viewers once again to this course on educational leadership so we were discussing about turn around leaders, their qualities, capabilities, competencies and we have also started a little bit discussion on education entrepreneurs.

(Refer Slide Time: 00:38)



The qualities, capabilities, the cognitive and non-cognitive scales, there were already, they are required to process and occur and how at the individual level the academic entrepreneurship cum performance model can be successful.

(Refer Slide Time: 00:55)



We have already discussed about how to link off the academic mindset to the academic perseverance to academic behaviours and again with effective learning strategies and the school social scales how we can get the expected learning outcome, that is academic performance learning outcomes to be substantially effective and successful.

Now we will discuss about developing the entrepreneurial effectiveness in education sector. So now we are addressing the education sector as an industry, as a domain. So starting from the curriculum to inside the formal education system, outside the formal education system, how to develop the awareness for being an entrepreneur and what kind of mindset you should develop, the capabilities, the effectiveness, all these things we will discuss which has been given here in the diagram.

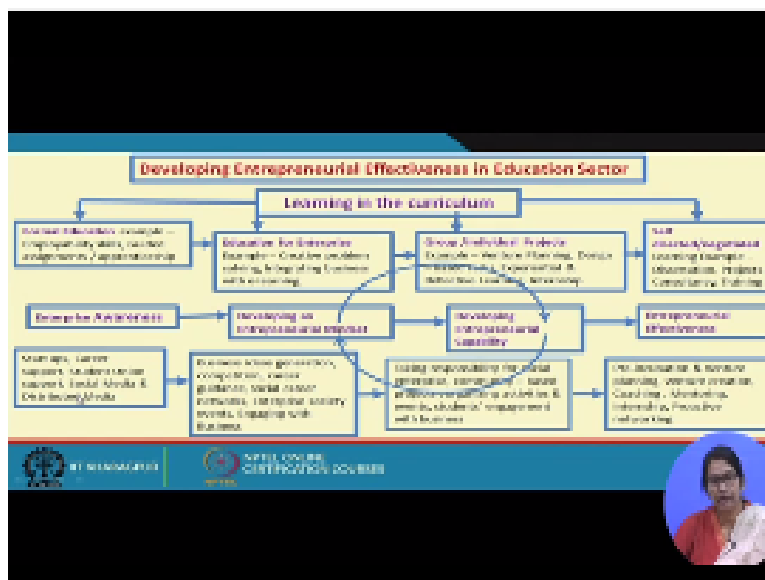
We will just go through this diagram. First is that you can see formal education, the formal education it bolsters our employability skill in the formal education, we can incorporate the guided assignments and apprenticeship for developing the employability skills. Then it can again promote the education for enterprise, for example creative problems solving approach, integrating the business with e learning, so how education, formal education can also promote the education enterprise through creative problem solving and how to integrate a business with e learning pattern.

Then again within the curriculum framework also we can say the group and individual projects which has been signed to the individual learners and the students. For example planning to design new start up business, design based task and experience and effective learning, internship programs, so any kinds of experience projects, learning projects, these can also be assigned to the students for developing education enterprise.

Then self-deductive, self-negotiated learning projects can be taken out in terms of master's level, dissertations and some projects clients for the some organizations to provide the projects and completing the projects on educational management or whatever. The consultancy doing consultancy for the development of educational practices, professional practices.

Some organizations are providing training and the education training, in-service training programs for different kinds of domain knowledge aggregation, different subjects as well as the professional development as well as the soft skill development as well as the functional skill development in different sectors of job, these things can be done and at the other end like enterprise awareness.

(Refer Slide Time: 03:58)



We have to develop the enterprise awareness among our respective job seekers, job holders, employees or you can say students, so how to develop the start of business, then career support, then how the student union support the career development program or career guidance program of students in the university campus. How social media can be facilitated, career development and networking, how distributed media can also facilitate the career awareness among the students and developing, again developing the entrepreneur mindset.

As we have already discussed the entrepreneurs, education entrepreneurs need to develop a new set of skills and the mindset so here along with the different kind of entrepreneur skills we need to develop mindset also for developing entrepreneurial mindset and developing the entrepreneur capability. With the mindset we need to groom our own capabilities, we need to develop our own abilities, competencies and developing the entrepreneurial capabilities and then moving towards the entrepreneurial effectiveness.

So within these sectors, we can say within the framework of development entrepreneur mindset so we can develop different idea, different thoughts about that, we have to conduct a business plan, so business idea generations. Maybe that it is an ongoing business or it may be something new or innovative so we can generate the business ideas and we can look for the competition what is going on in the market, in the education sector, in the IT sector, in the industrial development sector, so we can also look for the career guidance, you can take the help of some people who are doing the career guidance and social career networks also.

Then enterprise society, when events are also going on we have to keep a watch on these, what is going on in social set of engaging with the business, so far having for gaining some kind of experiences with regard to different kind of business set up and whether it is successful or not, what are the hurdles, what are the impediments in having that kind of business.

So we can experiment on with by doing some kind of internship or you can say for doing some kind of part time jobs in different organizations for gaining the knowledge about the different kinds of business, because the manufacturing business to education business to service orientated business, all these types of business are will be different.

And in social sector, in social entrepreneurship set up and especially in the education sector we need to develop different kinds of skills to even, to do a kind of preliminary survey and pilot

study some kind of research in that sector and to know the needs of the students, needs of the parents and the gaps in the institutional systems, gaps in the policy, policy implementation and policies of the government as well as actual practice in the educational institutions, you need to find out these gaps.

So first you have to decide whether we want to do business in education sector or in any other social sector and if education then what would be the ideal sector, ideal domain, ideal segment you can say in which I am going to be successful in the sense that it will be an innovative practice and it will cater to the societal needs, the individual needs, to the stakeholder needs and it will be an interesting one to pursue.

So then taking the responsibility for the social enterprise, community based projects, when we participate in different kind of social enterprise activities, community projects for gaining experience so we need to introspect, we need to reflect upon the, our experience organizing the activities and the event sometimes purposefully want to organize some kind of events taking the students, taking the stakeholders or parents support and cooperation.

Then in order to understand the student's engagement in some entrepreneurial activity we can also engage them for you know publicity or for a tie up of any kind of, any activity orientated projects so then it can lead to some pre-incubation venture planning, so this can also motivate or it can also give us the direction to clearly look into the business planning in terms of the venture planning, in terms of education, how to create it.

So it is a kind of you know creative thought in the incubation stage, so this kind of pre-incubation and venture planning and creation, we can also seek some kind of coaching from the experts, some kind of you know some kind of help from the mentors, some kind of consultation with the industry experts, with the educational experts, some mentoring internship, proactive networking is likely, purposefully would like to develop the network in with people of, people from these sector in which we want to venture into like the education needs.

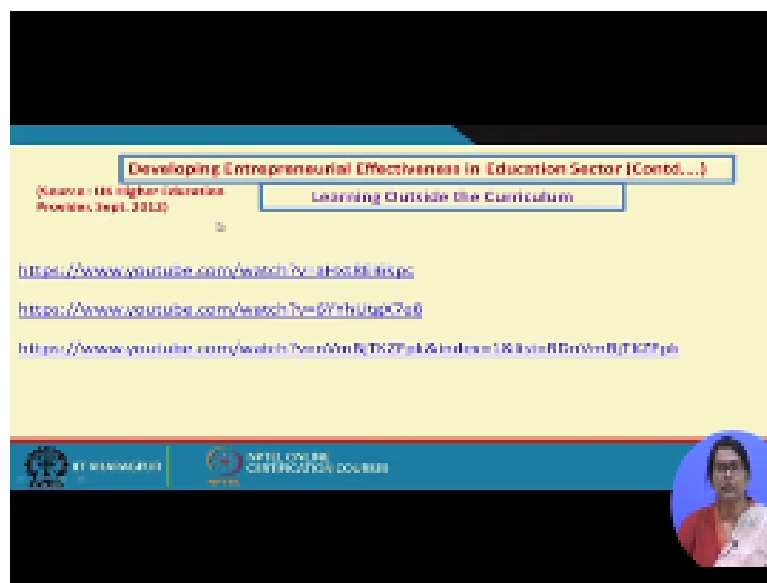
And if education is there with the professional or education needs, or the school level education needs or the administrator, so we purposefully develop our networking for gaining knowledge from getting some tips, some feedback, some you know we can say guidelines, principles from these experts. So this is kind of you know, this is a, within the curriculum framework, what can

we gain and outside the curriculum framework, that means informally beyond the formal education what can we gain?

So this is, it consists a circular, it is like you can say it is well integrated, that is, this one sector the knowledge we gain from one sector formal sector it also boosts our informal sector knowledge and experience, so it is an ongoing, it is a circular, it is a ongoing continuous process like our mindset boost, our strengths to develop, boost us to develop certain kind of capabilities, but again our capabilities enable us, empower us to develop, to increase our outlook, to nurture more creative thoughts.

To visualize the future of those ventures and thoroughly design some plan how to execute it and how to overcome the hurdles, all kinds of things that we specifically, minutely we can observe and we can solve it. So this is the kind of framework that for we would like to advocate, we would like to suggest to our young educational entrepreneurs for announcing the effectiveness in education sector.

(Refer Slide Time: 11:03)



So the source of these things are, like from UK higher education provided they have actually given this model, suggested this model and it is well integrated with the learning outside the curriculum. So within the framework of learning, within the curriculum framework and learning outside the curriculum framework that means both from the formal sectors and from the informal

sector how can we acquire knowledge, gain experience and use it to developing networking collaboration and, so multiple capabilities and competencies.

How we can nurture it, develop it, groom it and we can land up in education sector being an educational entrepreneur and to keep an eye on our effectiveness and our outcome, that means it's the impact on the stakeholders then we can take the help of this kind of framework to evaluate our learning outcome or the business outcome or considered educational enterpruner outcomes.

Then we can map this outcome with the social benefits, with the stakeholders benefits and satisfaction and usefulness etcetera and further we can grow our business, further we can grow our education entrepreneurship activities on the basis of that platform. So here I have given links of some of the You Tube videos which appear on this academic entrepreneurship, educational entrepreneurship.

It is very insightful; they are very impressive and thought provoking ideas. How this young entrepreneurs, they have taken up the social cause of financing education and providing service to our youngsters, to our children, to our future citizens and the future of our country by providing services through technology, and how they have tried to fill up the gaps between the present curriculum and formal education system, and the job requirements after the century globalized world, so how.

And how they have tried their level best to identify some of the functional skills, some of the soft skills, some of the domain related subject content related skills, how they try to fill up those gaps and to groom and nurture the youngsters of our future leaders, so in this way I have tried to give an overview of the HR in education, that means how the human resource and education sector can be mobilized and optimized, can be utilized maximally to give the maximum benefit.

Because education is I can say, education is the larger sector of you know engaging the human resource so we need to, and they all, most them they are very talented, they are very you know very scaled, very competent but somewhere we are lacking, somewhere we are lagging behind, somewhere we are missing the links, somewhere we are facing some kind of gaps which, that means we may not be able to identify all the time, as because we are so diverse in terms of label, in terms of some subjects.

In terms of you know types of institution, in terms of categories of professionals, all kinds of, as, because we are so diverse, so large, science is very difficult to you know to make it a very comprehensive kind of system, comprehensive model to enrich our educational system, but it is my little effort to communicate, to convey the message to all the educators, to all the teachers, to all the students, those that means who are part of this profession, who are part of this industry, all the stakeholders as well, so to kindly look into this topic, this topics and whatever I wanted to communicate and convey to you.

So if all the professionals, teachers, and teacher educators will become very active and very innovative and just, it is a common goal that how to update our education system, how to improve our education system so that we will be global number one system like you know the countries like, you know South Korea, Hong Kong, Singapore or you know Japan or Finland's educational system.

These are the top ten countries having the high education system, highly clean educational system, so I also, I would like to see my education system, my country's educational system to be like that in the top ten worlds education system, so its my request to all the viewers, to all the teachers, all the educators to make a joint effort, to make a collaborative effort to uplift our education system, the quality of education, you know the quality of professionalism, the professional ethics and values and to dedicate ourselves, our effort and motivation and energy everything to our profession and to the welfare of our students.

Our future learners, our teachers, educators or the, for our citizens, then for our country to be the globalized, a global player of you know, see global player of our education and you know like in the profession given sector, in science technology where we will head off our computers and I would like that my country people, my teachers, my educators to be the number one and our systems would be at par with all the global.

Globally acclaimed education system, so thank you very much. Recently going through this classes, this sessions and kindly go through these videos as well and I have also added, included one or two videos in every topic, every lecture, every session, that means to make it more you know lively as well as to, that means to you know to send the message more clearly that yes people are doing and the things are going on and we need to capture it, we need to focus on it to improve our system and dedicate ourselves for the benefit of our society. So to make it a



sustainable education system, so this is my vision and mission and goal of making this course, thank you very much, all the best, thank you.