



IMPORTACE OF EXTENSION EDUCATION IN DIFFUSION OF ENTREPRENEUERSHIP SKILLS

SHRIKANT P GADGE

TEXTILE CONSULTANT ,

79, East Samarthnagar , Wardha road, Nagpur 440015

spgadge@gmail.com , M.no. 9822571290

ABSTRACT

India is now a fast emerging market inching to reach half a billion middle income population by 2030. Indian industry is here to grow provided it takes competition and innovation seriously. Experts forecast major industrial activities will be in SSI & Medium where high-skilled workers will be harder to find. The job growth will be concentrated in SSI & Medium sectors like education, health services, service sector and production sectors that require a skilled Entrepreneur force. Creating a strong, well-defined culture provides a competitive advantage by attracting the best candidates. Strong Entrepreneurship cultures have also been linked to much higher employee morale, which, in turn, reduces man power turnover (and the associated costs of recruiting and training new employees) and increases productivity.

Entrepreneurship / Employability of available human resources provided by various Institutes across Indian in all disciplines is a big problem . The National level survey shows that it is only 20 % overall and in professional courses it is just 12-14%. Analysis shows a wide gap is due to lack of Industry - Institute interaction in true sense . A paradigm shift in approach of designing Curriculum as per need of Entrepreneurs Skills, resources for industries will address the problem. Appropriate means are to develop these qualities through distant Learning system where Industries should be patronizing these changes by providing necessary input like technological advances , future trends and Aptitude & Attitude requirements for workforce. It is only possible if education system integrates and adopt the role of extended education system.

Key Words : Strategic Importance of Extension education , Emerging Economy , Entrepreneurship skills , Personality Quotients, A Paradigm Shift

Before the advent of the Industrial Revolution, most people resided in small, rural communities where their daily existences revolved around farming and related cottage industries .People produced the bulk of their own food, clothing, furniture and tools. Most manufacturing was done in homes or small, rural shops, using hand tools or simple machines. The skill required for those trades / crafts were developed by artisans themselves and pass on to next generations. Over a period of time refined & special effects were reached to new height .The production methods, machines , quality norms were confined to small group.

For example the textile industry , in particular, was the first cottage industry which was transformed in to organized Activity by industrialization. Before mechanization and factories, textiles were made mainly in people's homes (giving rise to the term cottage industry), with merchants often providing the raw materials and basic equipment, and then picking up the finished product. The Industrial Revolution also saw the rise of banks and industrial financiers, as well as a factory system dependent on owners and managers. The main changes were that worker has to go to work place rather than work coming to his place. It brought changes from Individual or

small group working at a place to large number of work force of different background working as a team for a common goal.

The **Industrial Revolution** brought about a greater volume and variety of factory-produced goods and raised the standard of living for many people, particularly for the middle and upper classes.

All the nations whether they are affluent , developed, developing or extremely poor are in search of an IDEAL and EFFECTIVE education system which provides effective man power for achieving Nationals goals. EDUCATION should elevate a person from animalism to humanity and further to divinity. The education is that which brings development in a person's personality (physically, emotionally , intellectually & spiritually) so that his behavior & attitude serve the society , nation and humanity Education is the process of manifesting the perfection in every human being. Education should increase the knowledge and provide skills useful in performing different duties and jobs for his own self & others. Education is informal (given by parents) and formal (imparted by education institutes) .There is no end to education as it is said that it continues from cradle to grave . It teaches happiness of work and endure pain for betterment of himself, his

family , society, nation as well as universe. Kothari Commission (1966) in the first line of its report says that" The destiny of India is being shaped in her classrooms".

The present system of education and its contribution towards national development is a matter of grave concern for social , political personalities . Mahatam Gandhiji has expressed his opinion on the present system as inadequate.

Field studies conducted in different parts of the country show that India has her own economic, business & management models. They are unique and largely influenced by the family , social & cultural systems of our country. The higher & technical education , though we presently have around 700 universities and 35000 thousand plus colleges with very high ratio of private institutions but the employment ratio is 19% , much below the average ratio of 26% in global scenario. Also the Entrepreneurship skills are not developed through the present educational system. Despite having some world class institutions, most of the institutions are suffering from the problem related to capacity, relevance, quality, good faculties , inadequate funding and unfocused research. Quality human capital is the most critical factor in harnessing any demographic dividend. " Education is recognized as one of the critical elements of the national development effort & higher education , in particular, is vital importance for the nation.

According to the National Skill Development Corporation (NSDC) 12.8 million human force will join the job market every year. However presently only 2 % of the total workforce in India have undergone skills training. Even this training is far from satisfactory. The current capacity of our skill development & vocational training facilities is not any where close to cater the needs of a huge work force of about 12.8 millions . existing capacity can only train about 3.5 millions. Knowledge & Skills are new factors of production & thereby we have to enhance our capacities, particularly in the area of quality education & skill development . We will be able to make a huge leap towards unleashing the potential of the demographic dividend engaging advantages offered by it. Human Resource management in Industry has various function to perform and each function needs to have special skills / competencies . All these competencies has to be acquired by prospective candidates in his academic years.

Open and Distance Learning (ODL) system is a system wherein teachers and learners need not necessarily be present either at same place or same time and is flexible in regard to modalities and timing of teaching and learning as also the admission criteria without compromising necessary quality considerations. ODL system of the country consists of Indira Gandhi National Open University (IGNOU), State Open Universities (SOUs), Institutions and Universities offering education and includes Correspondence Course Institutes (CCIs) in conventional dual mode universities. This is becoming more and more significant for continuing education, skill updation of in service personnel and for quality education of relevance to learners located at educationally disadvantageous locations.

Distance learning traditionally has provided access to instructional programs for students who are separated by time and/or physical location from an instructor. Distance learning has been thought of as prepackaged text, audio, and/or video courses taken by an isolated learner with limited interaction with an instructor or other students. This perspective is changing. Today information technologies and the Internet can allow rich interactive distance learning experiences that may surpass the interactivity of a traditional classroom.

Distance learning can be provided in several contexts including stand alone distance learning, blended learning where the student participates in a regular class and distance learning class concurrently, and hybrid learning where distance learning supplements classroom instruction.

Definitions

Learning is defined as "the act, process, or experience of gaining knowledge or skill." Learning is the preferred term rather than education that is generally defined as the knowledge or skill obtained or developed by the learning process. However educators often use the terms interchangeably.

Why Distance Learning?

Distance education increases access to learning opportunities. Well organized distance learning accommodates multiple learning styles. Distance learning serves learners who are not likely to attend traditional classroom instruction (effectiveness). In some cases it can serve as many or more learners per Rs. spent (efficiency). California research continues to show that it can attract and serve lower level learners (equity).

People who can't attend traditional classes because of these realities need alternatives. These employees are prime targets for distance learning. They are motivated to continue their education, but limited by circumstances as to how they participate in adult education. Flexible learning approaches that are not classroom centered appeal to these potential learners.

Defining Elements

Several key features define distance learning. The importance of the teacher — learner communications cannot be overstated.

- The separation of teacher and learner during at least a majority of each instructional process
- Separation of teacher and learner in space and/or time.
- The use of educational media to unite teacher and learner and carry course content.
- The provision of two-way communication between teacher, tutor, or educational agency and learner, and
- Control of the learning pace by the student rather than the distance instructor.
- These definitions apply equally to high tech and low tech approaches to distance learning. Having the appropriate, enthusiastic, and qualified staff is a make or break requirement.

Two Types of Distance Learning

There are two distance education delivery systems: - synchronous and asynchronous.

Synchronous instruction requires the simultaneous participation of all students and instructors. The advantage of synchronous instruction is that interaction is done in "real time" and has an immediacy. Examples include interactive tele-courses, teleconferencing and web conferencing, and Internet chats.

Asynchronous instruction does not require the simultaneous participation of all students and instructors. Students do not need to be gathered together in the same location at the same time. Rather, students may choose their own instructional time frame and interact with the learning materials and instructor according to their schedules. Asynchronous instruction is more flexible than synchronous instruction but experience shows that time limits are necessary to main focus and participation. The self-paced format accommodates multiple learning levels and schedules. Examples of asynchronous delivery include e-mail, audiocassette courses, videotaped courses, correspondence courses, and WWW-based courses.

The advantages of asynchronous delivery include student choice of location and time, and interaction opportunities among the students as well as the instructor. One disadvantage is that self paced instruction

places a substantial burden on the student to maintain interest, focus, and pace. This motivation can be difficult to sustain.

Three elements are of paramount importance to any successful distance education program:

- instructional design
- technology
- support

Support is often undervalued in design and implementation. Technology implementation studies show that teacher preparation and ongoing support are undervalued.

Core Values

The principles assume that the practice of distance learning contributes to the larger social mission of education and training in a democratic society. With that in mind, the principles reflect the following tenets and values:

- Learning is a lifelong process, important to successful participation in the social, cultural, civic, and economic life of a democratic society.
- Lifelong learning involves the development of a range of learning skills and behaviors that should be explicit outcomes of learning activities.
- The diversity of learners, learning needs, learning contexts, and modes of learning must be recognized if the learning activities are to achieve their goals.
- All members of society have the right to access learning opportunities that provide the means for effective participation in society.
- Participation in a learning society involves both rights and responsibilities for learners, providers, and those charged with the oversight of learning.
- Because learning is social and sensitive to context, learning experiences should support interaction and the development of learning communities, whether social, public, or professional.
- The development of a learning society may require significant changes in the roles, responsibilities, and activities of provider organizations and personnel as well as of the learners themselves.

The distance learning market in India had 5.42 million open and distance learning (ODL) enrollments in 2014, which is expected reach 8.79 million ODL enrollments by 2019, growing at a CAGR of 10.16 percent. Analysts have identified three key reasons why distance learning is becoming a popular choice in India:

Convenient and Quality Education

The employment sector in India is highly competitive with a low portion of fresh graduates adept with industry standard employment skills. As a result, many employees are seeking industry-specific

certification programs to enhance their professional skills.

Increased Government Initiatives

The GOI is increasingly taking measures to regulate the standard of education imparted through distance learning and to encourage the widespread introduction of distance learning programs in universities across the country. The government has introduced the following programs to improve the standard of education:

Meta-universities: the government introduced the concept of meta-universities in 2012. The concept was introduced to exploit resources more effectively. The institutions share their learning resources by using innovative technologies to enable students to study via flexible learning platforms

NPTEL: this project was introduced and funded by the MHRD in India to provide e-learning facilities for the engineering, science, management, and humanities streams. This project is carried out by seven IITs of India, the IISC Bangalore, and other premier institutions as a collaborative project. The project aims to enhance the quality of education by developing curriculum-based video and web courses.

SWAYAM: a MOOC platform launched by the GOI in 2014, is an online education initiative that provides cost-effective and quality education. The courses are available for free, especially for underprivileged students. This initiative aims to provide quality and affordable distance education to 10 million students from different locations and backgrounds. **Continuous Demand from Corporate Sector**

Advances in technologies and competitive business scenarios have led to a surge in the demand for efficient training and learning programs in the corporate sector. Employees are seeking online and distance learning programs to enhance their professional skills. Several organizations have adopted certain distance learning courses such as e-learning for employees to reduce training costs.

The Benefits of Distance Learning for Employment generation through Entrepreneurship

Investing in training encourages employee engagement and motivation, yet costs time and money. Dave Snow explores the Benefits of distance learning and how this can offer a valuable solution to both employers and employees.

Traditional training - drain on time & resources

Traditional classroom-based education can certainly be a significant draw on resources, with over a fifth (22%) of those responsible for training stating that this approach is not cost effective.

Distance learning - a solution to the problem?

Any ambitious member worth their salt will be aware that they need to invest in their own development, which may mean assigning personal time for study. With this in mind, it may be heartening to hear that it is possible to effectively engage employees with relevant, industry-recognised vocational training via distance learning, which allows people to study either from the office or the comfort of their own home.

Conclusion

The best way to develop the Micro & SSI industry base in India is the training the young generation through this Distance Learning Technique for Entrepreneurship Skills. This will help to percolate the new technologies which are cost effective & produced better quality products for growing customer base in India .

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