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PERSONALITY SECTION IN BACHELOR OF ARTS COMPULSORY ENGLISH CURRICULUM (RTMNU): ENCOURAGING YOUNG MINDS THROUGH SUCCESS STORIES OF ENTREPRENEURS

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Abstract

Success stories are always inspiring. They have always been a source of motivation to achieve better desired goals. Aspiring entrepreneurs in India are always looking for role models, success stories and the torch bearers to motivate and guide them. Tons of success stories are available through books, websites, journals etc. but sometimes it's hard to make the right choice to follow. An average student is too far from all these success stories as they have no idea where to go or what to search for and what will be the benefits of reading such success stories. In Rashtrasant Tukadoji Maharaj University Compulsory English course syllabus, Personality section was introduced in 2020 in Semester- I which followed in next semesters also (Sem –II, III, IV, V, VI). This article makes an attempt to mark some benefits of teaching-learning the success stories of famous entrepreneurs and inspiring personality of India and the world.

In India, there has been no shortage of successful entrepreneurs. Despite the immense challenges to start and run a business in the country, Indian young minds have found ways to initiate, innovate and produce new products and have even made a mark to reach the list of top entrepreneurs of the world. These entrepreneurs have gained success for themselves and also they have been contributors to the growth of Indian economy by giving a source of income to the Indian population.

There are many definitions of entrepreneurship, but I would quote one in particular from 19th-century French economist Jean-Baptiste Say. Who says that *an entrepreneur is someone who takes resources from a lower level of productivity to a higher level of productivity.*

Definition:

The word 'entrepreneur' is derived from the French word 'entreprendre'. It means to 'to undertake'.

In 18th century, Richard Cantillon an Irishman, living in France firstly used the term *entrepreneur*

Webster's Dictionary defines the term entrepreneur as " a person who organizes and manages a business undertaking, assuming the risk for the sake of profit."

Peter F. Drucker states that "an entrepreneur is the one who always searches for changes, responds to it and exploits it as an opportunity. He further states that innovation is the specific tool of entrepreneur, the means by which he exploits change as an opportunity for a different business or services."

The New Encyclopedia Britannica describes "an entrepreneur as an individual who bears the risk of operating a business in the face of uncertainty about future conditions."

Joseph A. Schumpeter states that entrepreneur is a person who introduces innovative changes in an enterprise.

Regardless of what the resource is—a product, service, or experience—if it's adding value to the marketplace, being used in a new way, and a business has been built around it, it's entrepreneurship. It is innovation and creating resources that are better than what people had before. The objective of entrepreneurship is: to help people, to provide value, and to make life better for everyone around. The entrepreneurs make the world a lot better in a very practical way. Inspirational stories of such successful entrepreneurs can bring inspire a whole generation to be a change maker and contribute to the National Financial and social growth.

In 2020 a revision was made in the syllabus of Compulsory English subject (Rashtrasant Tukadoji Maharaj Nagpur University) , Bachelor of Arts, and the Personalities section was introduced into it. All the proceeding semesters were to contain the same personality section in Unit II. The section introduced, told the journey of launch, struggle and success of popular successful entrepreneurs and personalities of India and the world.

Semester I introduces the students to the inspiring and motivating stories of Ramchandrarao and Laxmanrao Kirloskar, Sudha Murty and Muhammad Yunus. Ramchandrarao and Laxmanrao Kirloskar also known as Kirloskar Brothers who started with a noble beginning in 1888 and are leading businessmen not only in India but also in the world. Sudha Murty, a very famous author, educator, social worker and the Chairperson of the Infosys Technologies Ltd. Her's is a humble journey from ordinary middle class woman to a successful National awardee who has been a source of inspiration, teaching humility , service, simplicity and respect to all. Mohhammad Yunus, a Bangladeshi banker, author and economist who is a Nobel Prize winner in 2006 for his efforts to create economic and social development from below. He was the founder of Grameen Bank which is a Nobel prize winning organization. All these three stories tell the tale of an ordinary personality growing into famous elite personality who set an example through the hard work, discipline, introspection, perseverance and visionary ideas and decisions.

Semester II adds the success stories of Ratan Tata, Sunder Pichai and Louis Braille. Ratan Tata , an icon and inspiration for the young generations since decades has played a pivotal role in giving a strong position to the Tata Group founded by Jamshedji Tata. Sunder Pichai, currently the CEO of Google Inc. and he has made the Chrome browser and who has contributed significantly to aligning Chrome with Android. He has lead to the major advancement to making technology a common man's tool and binging the Android revolution. Louis Braille, a Frenchman who suffered from blindness but is credited for the creation of Braille system, universally used by the blind or visually impaired. He himself was blind but developed the system to bridge the gap between the sighted and the sightless. These are the inspiring stories which can inspire the young entrepreneurs to face any kind of challenges to achieve the goal and contribute to the society.

Semester III gave a life sketch of Mallika Srinivasan, G. D. Naidu, Akio Morita. Mallika Srinivasan, Indian industrialist, CEO of TAFE , G. D. Naidu the Indian Engineer and inventor commonly referred as the 'Edison of India' who is known for the significant contribution in the fields of technology, industry and development. Akio

Morita a Japanese businessman and entrepreneur who cofounded the international conglomerate Sony who is also known as 'Gadget Guru' .

Semester IV personality section has the stories of struggles of Vijay Bhatkar, Priya Paul and Steve Jobs. Vijay Bhatkar, the initiator of the electronics revolution in India and an acclaimed global leader in computing. He is best known for his path breaking initiatives like Param supercomputers and GIST multilingual technology. Priya Paul, the second generation industrialist under whose guidance APJ group became the major player in the shipping, tea and hotel industry. And Steve Jobs, an American entrepreneur and inventor, the co-founder, chairman and CEO of Apple Inc. he is the charismatic pioneer of the personal computer revolution. These personalities tell the tales of people who started to end in being the global pace makers and bringing in not only a change but a revolution which could not limit itself to any boundary.

Semester V Personality section introduces the students of Arts faculty to the famous Dhirubhai Ambani, Kalpana Chawla and Lalit Mohan Thapar . Dhirubhai Ambani, the business tycoon founded the transnational conglomerate-Reliance Industries. He was responsible for building India's largest private sector company and for rewriting Indian corporate history. His is a rags-to riches tale. Kalpana Chawla's story traces the course of her life from rural Punjab to the position of a space scientist at NASA, California. She is the first woman astronaut to go into space. Lalit Mohan Thapar is the head of the Thapar Group of companies. These are the stories of indomitable courage, risk taking, consistency of purpose and determination. They started from the very modest circumstances and made a way to carve their names in gold in the Indian History.

Semester VI narrates the success stories of Rahul Bajaj, G. R. Gopinath and Sabeer Bhatia. Rahul Bajaj, the Indian Businessman and philanthropist and chairman of Bjj Group and Member of Parliament (Rajya Sabha). G. R. Gopinath, an entrepreneur and founder of the Indian Airline Air Deccan. His journey is an example of journey from seed to tree. Sabeer Bhatia's is the journey of making of Hotmail. His words, 'it is not your Knowledge which gets you further; it's the use of knowledge and your understanding of it is a strong message to the society that it is not only imparting knowledge but providing the opportunity to apply the gained knowledge which will help the young aspiring entrepreneurs that will bring success.

The objectives of the personality section are stated as:

- Sem I - To motivate the students through the Life Sketches of successful entrepreneurs.
- Sem II - To attract the students to attend classes, interesting and inspiring life sketches of people who brought revolutionary changes have been included.
- Sem III – To encourage the learners to nurture aspirations to be successful in their lives after reading about the lives of people who made an everlasting impact.
- Sem IV- To develop an urge to succeed just as the great personalities whose life stories have been prescribed.
- Sem V - To encourage the student to have a vision just as the prescribed personalities had.
- Sem VI- To encourage the learners struggle to be successful just as the great personalities on whom less has been prescribed.

It is very clear from the above objectives of the prescribed syllabus that the personality section has been introduced in each semester of each year of Bachelor of Arts, Compulsory English Course and that it aims to attract, compel, encourage, motivate students to get inspired by the famous personalities and successful entrepreneurs and create an urge and vision in life to be successful and be a change and everlasting impact.

How Can A Success Story Of Entrepreneurs Motivate Young Minds:

Population of India is increasing day by day and there is no doubt that we may be the first in next few years. Never the less the increasing population brings with it a scariest face of unemployment. The best part of it all is that a study of the matter is going on and we are in search of new opportunities to face this challenge. It can also be called an asset for our country as for next four decades we will be a young country with young minds and youth power. It is why India is becoming a best country to invest in. Today it is high time for us India and to realize our worth and utilize these prospects. It has become very essential today to educate the youth to be the job givers and develop new sources of income for themselves.

India is facing a job crisis. In November 2022, the unemployment rate in the country rose to 8 % the highest in three months. According to a statistical profile on unemployment in India from May–August 2022, unemployment among 20–24-year-olds is at a staggering 43.36 percent—the highest ever in 45 years. It is resulting in a saturation of traditional job markets and the focus of policy-makers has shifted from skilling to building entrepreneurs. A series of government schemes such as the *Pradhan Mantri MUDRA Yojana* (PMMY), the *Credit Guarantee Fund Trust for Micro and Small Enterprises* (CGTMSE), and the *credit support scheme by the National Small Industries Corporation* (NSIC) to provide access to capital and encourage entrepreneurship. Not only this but Corporates, on their part, have been providing seed money, skills, market linkages, and incubation ecosystems through their CSR arms. We find that on the surface, the conditions for entrepreneurship are ripe. Yet, there are very few entrepreneurs in India.

The lack of agency and a fear of failure are preventing Indian youth from pursuing entrepreneurship. The youth lacks a risk-taking attitude which is a critical aspect of entrepreneurship. The familial concerns about the financial uncertainties around starting one's business and societal expectations contribute to greater uncertainty among the youth and pushes them to opt for jobs. Today, the shifts in access to information have caused a significant change in their outlook. They are more knowledgeable, aware, and engaged. However, what hasn't changed as much are the kinds of exposure and real-life situations they have access to. To add to it, young people's ability to take risks has come down over the years due to the fear created by the news around violence and the lack of physical and digital safety. As a result, their families hesitate to send them out to gain on-ground experience.

If we expect young people to avail of the many government schemes on entrepreneurship, we must start by recognising that in our hierarchical and patriarchal societal structures, they are denied many foundational rights. These rights allow for access to intergenerational spaces in which the young can have agency, take important decisions, and attain their own potential even as they revolutionize the world. Not having these rights leads to low capacities and low appetite for entrepreneurship and risk-taking.

Experiences that build young people's agency and leadership capacities have to become a part of mainstream policies for the youth. It is also very essential that adults need to amend their roles vis-a-vis young people and become facilitators of these experiences. Because entrepreneurs are not born—they are made. The initiative taken by Board of studies, Compulsory English course of Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur has made such a small initiative to make the youth familiar with the personalities and entrepreneurs who have made an impact in the world. Reading of such personalities will surely lead the young minds to dream to be future successful entrepreneurs and contribute in the Nation building.

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