

Induction of Startup Culture on School Level

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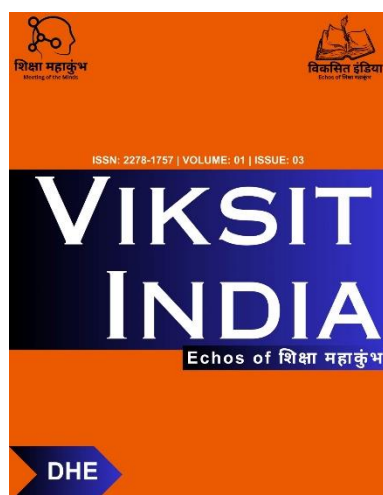
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Abstract

Purpose: Startup culture has gained immense popularity in recent years, with numerous successful startups emerging worldwide. However, there is no change in school curriculum and conventional education system to introduce startups for school students. The importance of startup culture for students and how can there be change in their skills by inducing startup culture on school level is proposed.

Design/Methodology/Approach: The methodology proposed in this work involves the study of students' problems in traditional classroom model and different aspects of Indian education that made students job oriented but not business oriented. The approach also explains briefly that how inducing startup culture on school level will make a completely change in students' skills required in 21st century.

Findings: In this work, we came to know that how the school curriculum, mentors and startup society can make a huge change in students' skills. The economy of country can reach its heights by changing the education system. By bringing entrepreneurial spirit in students show growth in their skills and that will help them in their different career paths and these skills can help both in personal and professional life of an individual. The startup culture taught students to think out of box and come up with innovative ideas and to don't be afraid of failures.

Research limitations/Implications: The proposed approach does not done research based on real time experiments on students and schools. The difficulties faced by government and schools in inducing this culture are also not being proposed.

Originality/Value: The proposed work is highly original in its methodology by addressing the challenges of students in traditional classroom model. How the introduction of startup culture on school level can bring a instant growth in economy and make improvement in students' cognitive, analytical, collaboration, communication, negotiation, risk taking and creative skills and the concept of inducing this culture by changing school curriculum, providing resources, project based learning, embracing technology, creating clubs to organizing camps and competitions is being suggested which shows the work's originality in a better way.

Keywords: Startup Culture, Traditional Classroom Model, Cognitive Skills, Economy of Country, Entrepreneurial Spirit

Introduction

India aspires to become a 5 trillion-dollar economy in near future. To reach this mark, it needs to evolve the system and mechanisms to convert the demographic dividend into high quality technical human resource, capable of doing cutting edge research and innovation and deep tech entrepreneurship. In order to foster an entrepreneurial spirit, it is essential to introduce the start-up culture on the school level. The start-up culture has been on the rise for the past few years and it has been a significant contributor to the growth of economies globally. This culture has led to the creation of many successful start-ups, some of which are million-dollar companies.

A start-up culture can be defined as a group of people who come together with the singular focus of starting and running their own business. The start-up culture is not limited to the business world but has also entered into the education sector where it is being promoted on the school level. There is a lack of creativity and innovation present in the current school culture. The prevalence of the 10,000-hour rule which states that to become great at something you need to practice for 10,000 hours has caused many students to lose interest in creative pursuits. The current school's culture is one focused on academics and traditional academia has become quite stale. To fill this void left by traditional education there has been a recent resurgence in the culture of entrepreneurship.

Due to this education system, there is always a vacancy of skilled teachers/mentors which is a huge constraint for students as they need experts at such a young age for knowing about start-ups and constructing them.

In recent times, the need to introduce start-up culture into the school system has been on the rise. The aim is to groom young people into becoming entrepreneurs and innovative thinkers who can harness opportunities and create value for society. The induction of start-up culture requires a change in the traditional classroom which focused on rote memorization and examinations. This paper highlights the importance of introducing the start-up culture in schools and discusses some ways in which it can be induced.

Importance of inducing the Startup culture at school level:

The concept of start-ups has gained tremendous importance and value in the contemporary world and it is an emerging trend that is becoming crucial for economic growth. It is not limited to developed countries or specific sets of people. It has penetrated deep into the roots of societies and now everyone is aware of the potential of start-ups. The governments are now encouraging and promoting start-ups providing support and funding to budding entrepreneurs by projects like 'Startup India' and private Funding organizations has started their shows like 'Shark Tank' and NGOs like Sarvhitkari Educational Society have started annual awards for students named 'Shanti Jai Awards'.

The traditional education system has mainly focused on the development of skills for employees, where students are prepared to join the job market as obedient workers. However, there is an increasing realization that these skills alone are not enough to tackle the challenges posed by the 21st century job market. The world is evolving rapidly and entrepreneurship and Startup culture provide an effective way to tackle this challenge. Entrepreneurship provides opportunities for self-employment, growth and the creation of opportunities that empower individuals and enhance socio-economic development.

This culture enables students to develop important skills such as critical thinking, creativity, innovation, leadership, communication and teamwork which are essential in entrepreneurship. One of the most important things is that it encourages creativity and innovation. They will be able to create their own model which will create new markets in the world. These qualities are essential for success in any field and they are particularly important in the current economy. The Startup culture also teaches students how to solve problems. This is a critical skill that is often in short supply in the workforce.

Through exposure to entrepreneurship, students can also discover their talents and interests enabling them to align their education and career aspirations. Additionally, the induction of start-up culture in school fosters the sense of communication and collaboration amongst students which enhances student engagement and academic achievement. It helps students to develop resilience. After all, start-up

- opportunities are abundant and individuals have the power to create their destiny.

businesses are subject to volatility and uncertainty which makes them well equipped to face such challenges and emerge stronger. By impressing Startup culture students will gain valuable experiences, develop practical skills and foster spirit of innovation which will prepare them for their future.

Overall, the start-up culture on school level is a positive force that benefits students in a number of ways.

How to induct startup culture in schools?

- **Change in school curriculum:** Incorporating entrepreneurship related content in school and curriculum will help students learn and practice entrepreneurship skills. Schools should establish programmes that introduce students to entrepreneurship. Programs that focus on startups -from ideation to funding- can be organized to encourage creativity and risk taking. Therefore, it is essential for schools to include entrepreneurship education in their curriculum and encourage students to think beyond traditional career paths.
- **Develop problem/project-based learning programmes:** Schools can create a learning environment that fosters creativity and innovation by incorporating project-based learning.
- **Providing resources and infrastructure in school:** Schools can provide resources such as startup kits, mentorship programs and business incubators to support students in developing their startup ideas.

Investments in entrepreneurial activities should be part of institutional financial strategy. Innovation funds should be set up to provide capital for minor products carried out by students.

Infrastructure development in school like lounge seating for reading and thinking and creating ideas, active spaces to ignite ideas. Solving problems and innovating them and collaborative spaces for group work which improve students' communication.

- **Embracing technology:** Schools can leverage technology to teach entrepreneurship with online courses, virtual networking and virtual reality entrepreneurship simulations.
- **Creating entrepreneurship clubs and networks:** Schools can establish entrepreneurship clubs that bring together students with an interest in entrepreneurship to share ideas. These clubs should organize regular workshops, seminars and training sessions to equip students with knowledge about business models, finance management, marketing and other essential aspects of entrepreneurship. These clubs and organizations can act as connectors between students and the start-up community and they can help students learn about the industry and how to participate in it.
- **Collaborate with start-ups and government:** Schools can collaborate with start-ups, entrepreneurship organizations and local businesses to provide mentorship programs and internships etc. The government, educational institutions, and private sector can collaborate to create an ecosystem that fosters entrepreneurship and supports the growth of start-ups. This can lead to a better future for our society where job
- **Organize competitions:** Startup competitions can provide students with practical experience in the development of

business plan pitching ideas and creating products. These competitions profile students to think critically and creatively.

- **Offering practical experiences:** Schools can offer students opportunities to interact with entrepreneurs and Startup founders allowing them to engage hands on in entrepreneurship and immerse themselves in the Startup world.
- **Ted and TEDx talks in schools:** Schools can invite successful entrepreneurs as guest speakers to share their experiences and motivate students to pursue their entrepreneurial dreams. This will enable students to learn experiences of entrepreneurs and to not repeat the mistakes that were made by them in their businesses.
- **Organizing camps:** The institution Shell explorer provides accommodation to the entrepreneurs within the campus for some period of time. This will give students different experiences and increase their collaboration and teamwork skills.

Conclusion

Induction of Startup culture on school level is an essential expect of preparing students for the future of work as it empower students with essential skills and equipment them for a rapidly changing job market .It exposes them to the concept of entrepreneurship which lets them towards becoming job creator instead of job seekers .This is not only benefits the students but also the economy as a whole students should

incorporate entrepreneurship courses practical experiences and create clubs and networks to encourage students to embrace the Startup culture. Induction of this culture at the school level can help students develop an entrepreneurial mind set which can be applied to any field they choose to pursue. It teaches them to think creatively, take calculated risks and solve problems effectively. Moreover, it prepares them for the future of work where innovation and adaptability have become essential skills

By promoting this culture in schools, we can foster a culture of innovation and change that can lead to economic growth and job creation. Furthermore, the induction of Startup culture in schools can also help in reducing the unemployment rate. With The increasing number of start-ups there will be a need for skilled individuals who can contribute to the growth of these start-ups by encouraging students to pursue entrepreneurship. Schools can help in getting job opportunities for themselves and others. It will also prepare them for challenges of the future and help in creating a more innovative and successful economy.

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