

Business plan studies at Kshmatha to give students entrepreneurial edge

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MANGALORE: A crash course on business plan followed by a business plan contest await student beneficiaries of Vishwa Konkani student scholarships.

The brainchild of T V Mohandas Pai, chief patron of Vishwa Konkani Student Scholarship Fund (VKSSF), students availing the scholarship will be made to study the business plan as part of the Kshmatha programme, which is a 132-hour development model, for all participants to compulsorily accomplish.

Aimed at the sole idea of firing entrepreneurial skills among students, Mohandas Pai directed Ramdas Kamath U, chairman of VKSSF, to get the first batch of students, who completed their Kshmatha training, in touch with Manohar Pai of Manipal Innovation Centre. These students had received scholarships at the fourth edition of the event organized under the aegis of Konkani Language and

Cultural Foundation of the World Konkani Centre.

Noting that knowledge of business plan is essential to succeed as entrepreneurs, Mohandas Pai, said this will enable the prospective entrepreneurs an idea of goods and services that people want and how to sell it to potential customers. "Business plans will also teach you to target students of different income levels, work as teams and come up with channels of distribution to people. This will put you a learning curve for three to five years," he explained.

Exhorting students to pursue higher education if an opportunity presented itself, Pai told an inquisitive student will prefer higher education after completing professional course rather than go for a job. "If you are planning to pursue MBA, then please work and gain experience before opting for the course," Pai said, explaining work experience will help them understand managing businesses better having seen it work first hand.

Another suggestion that Pai gave to students was the need to pursue free online courses offered by coursera.org, edX, MITx. "Such programmes will broaden your horizon and give you the edge vis-a-vis traditional courses that you study as part of your professional courses and also look good on your CV," he said. His other suggestion to students was to be the solution rather than the problem and go with multiple solutions to the problems.

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