

Entrepreneurship for **inclusive** **growth** ■ ■ ■

Entrepreneurs create businesses, and businesses create jobs and income

■ The majority of people in many developing countries live in an agrarian, often subsistence economy. Many young people grow up without opportunities to learn entrepreneurial and industrial attitudes and skills. Poverty with persistent unemployment and underemployment is the result.

Entrepreneurs trigger and drive a nationwide process that enables the bottom billion to climb up the wealth ladder, transforms economies and enhances industrial development. It is the result of the entrepreneurs' assessment of business opportunities and calculated courage.

The business environment affects the calculations and decisions of entrepreneurs. An entrepreneur may select a business with quick turnover when the prospects are uncertain and short. If she is confident of the environment, she may commit more resources for a longer period.

UNIDO supports the development of entrepreneurial culture and skills, and technical and learning capability, through the Entrepreneurship Curriculum Programme (ECP) and by improving the performance of public services for businesses to create an environment where entrepreneurial actions are rewarded.

A million young people have studied entrepreneurship in UNIDO-assisted countries

■ The Entrepreneurship Curriculum Programme (ECP) is a cost-effective investment in the development of entrepreneurial capacity of young people. ECP is inclusive since it reaches out to both girls and boys in rural and urban areas. It lays the ground for private sector development.

Entrepreneurship is introduced as a subject in general secondary schools or technical and vocational schools on a nationwide basis. Universities and colleges serve as centres of excellence to support national efforts to promote entrepreneurship and technology absorbing capacities.

Young people acquire personal qualities such as the ability to take initiatives, innovation and creativity, willingness to take calculated risks, self-confidence, to collaborate, etc. They learn to save, invest and grow. They enhance their technical thinking and learning capability. These competencies help them select and shape their career path, as employees or entrepreneurs.

The curriculum is action-oriented: more than 50 per cent of the programme time consists of practical research into identifying business opportunities with growth potential in their community, assessing resources for setting up and steering a business, and learning from successful entrepreneurs in their companies and in the classroom.

UNIDO's Entrepreneurship Curriculum Programme

aims to develop entrepreneurship culture and skills among young people, building the foundation of a sustainable and dynamic private sector ■

Towards an entrepreneurial society

■ UNIDO assists authorities in developing their own curriculum with syllabus, teachers' guides, textbooks, monitoring and evaluation tools, assessment guidelines, training the trainers of ECP teachers, piloting and ultimately embarking on a nationwide roll-out of an entrepreneurship curriculum with the initiatives of the national authorities.

Eleven countries are currently implementing ECP, and more are preparing for it. With its expertise and international knowledge network, UNIDO supports the development of each country's own ECP. An important factor for success is the building of partnerships with the local private sector.

UNIDO also supports the efforts of national authorities in improving the performance of public services to encourage entrepreneurs to start and operate businesses. The goal is to create a conducive environment for an entrepreneurial society where initiatives by existing and potential entrepreneurs can unfold.

Voices of future entrepreneurs

"I never imagined that I could start and manage my own business, but now I am an entrepreneur!"

"We can create jobs for others!"

"I feel proud to operate my small business!"

"I realized that the clients pay well for good quality and reliable service."

"For our business to run well, we need to be alert and observe what is happening in our community."

"My secret is that I know how to manage my money."

"The business plan is like a compass that orientates us in implementing our project."

"I invest my profits in my studies and in developing new projects."

