

ROLE OF DAFFODIL INTERNATIONAL UNIVERSITY TOWARDS ENTREPRENEURSHIP DEVELOPMENT IN BANGLADESH

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***Abstract:** This paper tends to investigate the role of Daffodil International University (DIU) in producing successful entrepreneurs in Bangladesh. A university can play a vital role through its continuous encouragement, specific institutional policies and guidelines for moving students towards entrepreneurship. At the same time, a future entrepreneur needs to develop his/her field related knowledge and skills, leadership traits, ability to take risks, creativity, networking and management expertise for which a university can be instrumental through implementing all its curricular, co-curricular and extra-curricular activities prioritizing students' areas of interest. The paper attempts to find out the drawbacks of the existing components promoting entrepreneurship and aims at recommending how to minimize the gap between the supports available and the supports desirable or required. For this study, the researchers have conducted interviews of DIU BoT, administration, high profile academicians as well as the students who want to become entrepreneurs, and those who have already become entrepreneurs. The paper has also emphasized the scope for improvement to lead most of the DIU students to become successful entrepreneurs.*

***Keywords:** DIU, Instrumental Role, Entrepreneurship, Scope*

Background Study

The term 'Entrepreneurship' has become a buzzword in today's world, for almost all the countries of the world are suffering from unemployment problems though the percentage of unemployment varies from country to country. Bangladesh, being one of the most densely populated countries of the Eastern world, is overburdened with huge unemployment problems, but her population can be a strength if the young generation of this country can be motivated to avail the entrepreneurial opportunities available in the socio-economic context of Bangladesh. In Bangladesh, 60% people of her total population are youths, so Bangladesh has an immense possibility to be an emerging economic zone in the Eastern region of the world if she can instrumentalise entrepreneurship and make her people the blessing asset rather than a burden with unemployment. Hence, very rationally, the present paper focuses on a university, located in the heart of the Capital of this country, of which vision is not to create such graduates who will become only job seekers, but who will become job providers. However, before going to the elaborate discussion on the present scenario of entrepreneurial environment at Daffodil International University, it is relevant to discuss briefly what makes an

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environment conducive to promote successful entrepreneurship, what we mean by the very term entrepreneurship and what mind-set is needed for a potential entrepreneur. These issues are discussed in detail in the literature review below.

Literature Review

A favorable and encouraging environment is very essential to promote entrepreneurship. A **conducive environment** refers to such an environment which has supportive infrastructure, accessibility of related course/courses, the presence of experienced entrepreneurs, provision of trainings and support services, availability of constant motivation for facilitating entrepreneurial mind-set and thereby the start-up process, because the existing environment around the entrepreneur makes an entrepreneur. Olvecka (2013) says that “A favorable entrepreneurial environment is an environment that creates the same beneficial conditions for all, regardless of anyone’s origin, legal form, [and] size.” What Olvecka emphasizes here is significant, for his definition focuses that a favorable environment for entrepreneurship indicates that environment which promotes and ensures all people, or students in the context of present paper, irrespective of caste, creed, religion, ethnicity and gender.

Entrepreneurship, in general, refers to the process of designing, initiating and running a new business. As a venture of entrepreneurship, an entrepreneur usually begins with a small business, for example, a startup company offering a product, process and service for sale or hire. In the other words, it is the “capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit” (Wiki). So, we can say entrepreneurship is simply a way of starting a new business with innovative or conventional ideas which accelerates economic growth.

A **potential entrepreneur** has to have sound entrepreneurial knowledge, for he is the visionary of an enterprise. S/he is “a person who starts, organizes and manages any enterprise, especially a business, usually with considerable initiative and risk” (Wiki). According to Baumol (1993), there are two possible uses of the term potential entrepreneur. The first one refers to the person who creates, organizes and operates a new firm whether or not there is anything innovative. The second one refers to that an entrepreneur is an innovator “who transforms new inventions and ideas into viable business entities: goods, services, technology etc.” (1993). In other words, a potential entrepreneur is a doer who is “dependable, reliable, consistent and focused on his or her objectives” (Khan, 2016, P. 15). He is a “doer” who usually has attributes like having the ability to know his/her ‘self’, to dream, to start with confidence, to set a definite time frame for preparation, to prioritize tasks, to assess own performance, to create networking, to remove the stain of failure and to make a balance between quality and quantity (Khan, 2016, P. 15). Besides, a potential entrepreneur should have the discrete capability of taking risk. However, the experts compartmentalize two types of entrepreneurs such as innovative entrepreneurs and imitative ones. However, “the innovative type of entrepreneurship has a higher propensity to generate economic growth”(Wong et. al, 2005 and Zoltan 2006).

What is significant in the present study is that there is hardly any research on the issues of entrepreneurship development in Bangladesh. In the global perspective, there are some articles which are, of course, very far-fetched way connected to this study, which include “Entrepreneurship: Productive, Unproductive, and Destructive” by W. J. Baumol (1990) and “Development of Entrepreneurial Environment in Slovakia” by Viera Olvecka (2013). But a close study of these papers shows that there is a huge gap between the study undertaken by the researchers of those papers and that of the researchers of the present paper. The paper written by Baumol defines merely different kinds of entrepreneurs whereas the paper written by Olvecka focuses on the development of the entrepreneurial environment in Slovakia. Though the last mentioned paper helps one understand to get an idea of how to create an entrepreneurial environment in the context of Slovakia, the idea is rarely relevant in the context of creating an entrepreneurial environment in Bangladesh. As the culture, society, economy, population, men-women ratio, and even politics of Bangladesh are different from those of Slovakia, there is a big research gap between the research done in Slovakia and the present one. Hence, the present paper on the role of DIU in creating an entrepreneurial environment in Bangladesh is certainly a unique one and it can be claimed the first attempt of its kind.

Research Questions

What specific roles does DIU play in creating successful entrepreneurs?

What do we mean by entrepreneurial education?

How far entrepreneurial education promotes entrepreneurship?

Is there any further scope for DIU in promoting entrepreneurship in Bangladesh?

Research Design and Methodology

To address and explore the research questions, a mixed method has been followed. The primary data include some materials from the university website, focused group discussion with the authoritative persons of the entity and the current students/alumni/DIU student Entrepreneurs through which we have tried to find out the present scenario of DIU in the context of promoting entrepreneurship. For the secondary data, we have explored a number of books, research articles and websites. For the focused group discussion, two questionnaires were prepared; one for the authoritative persons of the entity and the other for the current students/Alumni/DIU student entrepreneurs. Each of the questionnaires consists of close ended and open ended questions related to the research queries stated in the introduction. It is worth mentioning that the questionnaires contained some similar items and some dissimilar items with a view to comparing and contrasting the opinions of the groups of respondents.

This study was conducted with ten representatives of the DIU Board of Trustees, who take initiatives for Entrepreneurs and twenty current students from Entrepreneurship Department, ten Alumni and ten DIU entrepreneurs during February, 2017 to May, 2017.

Present Scenario of DIU

Entrepreneurial education seeks to provide students with the additional knowledge, attributes, skills, and motivation to support entrepreneurial success in a variety of settings, and creates an entrepreneurial mindset among the potential entrepreneur. This kind of education is a prerequisite to the road to ensure a conducive entrepreneurial environment. With a view to creating alternative career options and increasing the level of confidence among university graduates, the necessity of entrepreneurial education is a demand of the day, which includes:

- i) Institutional resources
- ii) Academic institutions
- iii) Startup markets
- iv) Networking environment (startup festivals)
- v) Innovation and incubation centers
- vi) Career development centers
- vii) Human resource development institutes
- viii) Social business forums
- ix) Industrial innovation parks
- x) Global affiliation and entrepreneurship programs

Now, let us investigate how far DIU environment is complementary towards creating skilled and successful entrepreneurs taking the above mentioned factors as yardsticks to be successful entrepreneurs.

i) Institutional Resources

Academic resources, which refer to published or under-processed documents/materials related to entrepreneurship, play a vital role in case of promoting entrepreneurship. It is now a relevant question whether DIU has sufficient amount of academic resources necessary for the potential entrepreneurs. It is a matter of fact that DIU ensures the public lecture program entitled “DIU Industry Academia Lecture Series on Entrepreneurship Development” which is a mammoth task of enlightening the potential entrepreneurs. From its inception till date, DIU has organized twelve lectures by twelve renowned Entrepreneurs with a target of involving three more such entrepreneurs. The lectures of these 15 successful entrepreneurs are supposed to be compiled and published as a book, which will act as a reference book for the students of Faculty of Business and Economics and all other potential entrepreneurs. This book will help the students to learn and understand their gained academic knowledge in perspective of real life experience.

Besides, the Chairman, BoT, DIU who is a visionary and “a self made serial entrepreneur” (Khan 9), has already enriched the field of entrepreneurial education by his exceptionally insightful book *A Journey towards Entrepreneurship*.

ii) Academic Institutions

Academic institutions are quite necessary for promoting successful entrepreneurs. This university (DIU) tries to address the issue by providing the potential people with guidance programs, courses and skills development centers. To operate the programs, courses and centers systematically, the university has already established different departments under the Faculty of Business and Economics. Daffodil International University is the pioneer university in Bangladesh which has established the Department of Entrepreneurship under the Faculty of Business and Economics and introduced a four year Bachelor of Entrepreneurship program. The Program aims at creating graduates equipped with entrepreneurial skills, knowledge, values and attitudes for their businesses. After successful completion of this program, graduates will be able to transform themselves not only as self-employed but also as creator of employment through becoming an entrepreneur. A group of nationally renowned entrepreneurs and leading academicians are involved in this program, and they deliver their lectures focusing both theoretical and practical perspectives.

Entrepreneur Guidance Program (EGP) is another wing of this university which facilitates the potential youths who are interested to be an entrepreneur in the future or to get engaged in the corporate world. Under this program, DIU provides guidance, motivation and knowledge of blue ocean strategy to be a successful entrepreneur. At the same time, EGP also provides a networking business platform that transforms the entrepreneur's dream into reality easily. It also is designed for students, graduates, job holders, executives and anyone who aspires to a lead an organization or who is expected to become an Entrepreneur in the near future.

DIU is the only university in our country or probably in the entire South Asia to initiate a value education course named “Art of Living”, which is particularly designed to address the needs of DIU students. After a thorough process of needs analysis, the authority has found that DIU students mostly lack the qualities like thinking skills, communication skills, sense of responsibility or ownership, self-esteem, self-worth, self-confidence and self-trust. Through the ‘Art of Living’ course, the facilitators are constantly pushing the students to develop those skills. They also try to establish the students’ self-worth and self-confidence through engaging them with social awareness-activities, letting them know their individual responsibility as global citizens and empowering them for taking responsibility in personal as well as social levels. Many components of this course such as ‘coming out of the box’, ‘learning to learn and unlearn’, ‘self-esteem and you’, ‘professionalism’, ‘transforming conceptual learning into action’, ‘mind-mapping and its impact on life’, ‘career plan’, ‘impression management’, ‘benefits of ethical living’ and ‘essential skills’ for the 21st Century specifically motivate the students not only to become successful entrepreneurs but also to become contributors to the socio-economic growth of the country.

DIU and Bangladesh Small and Cottage Industries Corporation (BSCIC) have recently signed an agreement to reactivate and flourish the Skill Development Centers across the country. As per agreement, DIU will provide ICT and other training support in the Skill Development Centers of BSCIC at different places of the country as an initiative of the Public-Private Partnership (PPP) in Bangladesh. Hence, we see that in the arena of skill development of the potential people of our country, DIU is trying to contribute significantly.

iii) Startup Markets

DIU has introduced a ‘Startup Market’ at its premises to promote entrepreneurial potentials of students and create more buzz in university life. It is considered to be a platform for students to run small businesses and to learn from those experiences. Viable projects are supposed to be facilitated to be established commercially and nationally by DIU.

iv) Networking Environment

For building a strong and an effective network among the entrepreneurs, a regular participant in different startup festivals and summits is a must. DIU is relentlessly trying to ensure such gatherings. For example, being a partnering university of the Kauffman Foundation, USA, Department of Entrepreneurship of Daffodil International University in association with the Career Development Center & Bangladesh Venture Capital organized the “Startup Fest 2016” in November, 2016 at DIU premises. With a participation of about 10 million people, Kauffman Foundation, USA celebrated Global Entrepreneurship Week-2016 in 160 countries this year where 20,000 partner organizations organized 35,000 events all over the world. The presence of Mr. Md. Sabur Khan, Chairman, BoT, DIU motivated the entrepreneurs of 40 startup ventures who took part at the Startup Fest-2016, and who showcased their products and services.

On the eve of the Global Entrepreneurship Week led by the Kauffman Foundation, USA, Department of Entrepreneurship of Daffodil International University has organized the Global Youth Entrepreneurship Summit 2015 in Dhaka, Bangladesh. More than 30 International Delegates from about 10 countries of Asia and Africa participated in the summit.

During the year 2015, DIU hosted the ‘Get in the Ring’ event, a part of Global Entrepreneurs Network, which is a Netherland based global network to connect the startups for the first time in Bangladesh along with 80 Countries worldwide, which created huge hype among the youth of the countries of whom most of the participants were university students.

Daffodil International University in association with Bangladesh Bank organised an important event named ‘Entrepreneurship and Innovation Expo’ which was held in Dhaka aiming at ensuring self-employment and employment opportunities in the country. At that event, the potential entrepreneurs were given training with the cooperation of IFC

and SCITI under the initiative. The initiative was lauded by Private sectors and different ministries of the Government of Bangladesh.

v) Innovation and Incubation Centers

Daffodil International University has introduced Innovation & Incubation Centre (IIC) to conduct research, to innovate new thoughts and ideas in the area of business and industries and to make a close tie and co-ordination between innovation and practice. It has been conducting programs like Management and Skill Development in collaboration with BSCIC providing pre and post investment counseling, consultancy technical assistance support to the students/ trainees/ individuals who like to develop their career as entrepreneurs. The service of IIC of DIU includes developing standard Project Profile, Credit Proposal, Market Feasibility Report etc. for consultancy services and keeping contact with different Govt. and Non-Govt. organizations and trade bodies for assistance and collaboration in different activities by sending a proposal to different donor agencies for technical and financial assistance. Business incubator of DIU which is a sister concern of IIC was established on 23 September 2012. From its inception, the centre has contributed a lot to nurturing innovative business ideas of DIU students.

vi) Career Development Centre (CDC)

DIU has a separate wing called Career Development Center (CDC) which provides students with support to gather knowledge and skills about entrepreneurship as a navigator so that they can walk through the process of launching a venture in order to become a successful entrepreneur.

vii) Human Resource Development Institute (HRDI)

HRDI of DIU is working to develop quality professionals by developing techniques collectively called PET (Participatory Engaging Techniques), as one of the purposes of Entrepreneurial education is to create executives for the corporate world.

viii) Social Business Students Forum (SBSF)

Daffodil International University started its journey with Social Business in Academia from 2012 by organizing a session comprising of the Vice Chancellors and Pro Vice Chancellors of many universities of Bangladesh on social Business Day 2012. Every year a large number of participants from different countries like Germany, Canada, USA, Japan, China, Korea, etc. are attending at different events organized by SBSF, DIU and getting vast experience of Social Business. The Social Business Team of DIU has also developed the first Social Business Game to create an alternative way of learning and practicing social business from a global platform.

ix) Daffodil Industrial Innovation Park (DIIP)

DIU strives to facilitate the youths to become doers through DIIP entrepreneurial facilities to resolve the paradox of education and graduate unemployment with the vision

of recognition as successful role models in Entrepreneurship and Skilled Human Resource Development both at home and abroad. It endeavours to shape the entrepreneurship development initiative in the country in a positive way. DIIP provides industrial technology, training, technical and financial assistance, marketing facilities, quality development of the products and other relevant assistance to be an entrepreneur. It also provides Incubation facility to facilitate young entrepreneurs to survive and sustain in business competition.

x) Global Affiliation and Entrepreneurship Program

Department of Entrepreneurship of DIU is working with Kauffman Fast Track of USA to provide training that equips aspiring and established entrepreneurs with the business skills and insights, tools, resources, and peer networks necessary to start and grow successful venture. DIU along with the Kauffman Fast Track provides educational resources for global entrepreneurs, works to accelerate entrepreneurship hubs, and helps supporting organizations that assist entrepreneurs. It also works to advance entrepreneurship by providing research based knowledge to entrepreneurs, policymakers, and others.

Seven members from Department of Entrepreneurship, DIU participated in the Global Entrepreneurship Summer Programme (GESP), an international gathering of 122 participants from several Asian universities like that of Bangladesh, Thailand and Malaysia held in Guangzhou, China on 5-8 November 2015.

Data Collection

To know the responses of the respondents, the researchers personally contacted each of them and requested them in response to the items in the questionnaire. And to collect the responses of the alumni and DIU entrepreneurs the researchers contacted them through phone and emails. The researchers got very good cooperation from almost all the respondents after an explanation of the purposes of the study and some preliminary instructions. The data collected from all sides were then scored by hand and analyzed critically.

We have taken interviews of the Chairman, (BoT of DIU), Vice-Chancellor, Pro-Vice-Chancellor, Registrar, Director Admin, Director of Student Affairs, Director of HRD, Director of CDC, Director of Business Incubator. We have also collected information from the office of the Chairman of BoT and the office of SBSF. The information is assembled in the below:

	Initiatives taken by DIU to encourage entrepreneurship?	Frequency of initiatives	Number of participants	Limitations	Outcomes (Students got....)
1	DIU Industry Academia Lecture Series on Entrepreneurship Development:	12	6000-7000	All students cannot participate live but can watch through Campus TV	Encouragement, guidelines
2	Establishment of Department of Entrepreneurship		48	Very new department. Needs to flourish.	Practical knowledge and Proper guideline
3	Startup Market	8/month	500+	Could not reach to all students	Motivation, practical experience
4	STARTUP FEST	1	40	Needs continuation	Experience
5	Entrepreneur Guidance Program (EGP):		1000	Could not reach to all students	Guidance
6	Daffodil Business Incubator (DBI):		500+	Needs more promotional activities	Ideas and guidance
7	Bangladesh Venture Capital Limited (BVCL):		200+	Need more expansion	Help, investors
8	Career Development Centre (CDC):		3000-4000	Could not reach all students	Motivation, opportunities
9	Daffodil Industrial Innovation Park (DIIP):		future		
10	Innovation & Incubation Centre (IIC):		500+	Could not reach all students	Innovative ideas
11	Global Entrepreneurship Summer Program (GESG)		7	Not for all students	International collaboration
12	Global Youth Entrepreneurship Summit		30	Not for all students	International collaboration
13	Affiliation with Kauffman FastTrack				
14	Get in the Ring (GIR)		1000+	Need continuation	Inspiration
15	Global Youth Entrepreneurship Summit (GYES)		30	Not for all students	International collaboration
16	Entrepreneurship and Innovation Expo		2000+	Need continuation	Guidelines

Role of Daffodil International University towards Entrepreneurship Development in Bangladesh

1 7	Publication of Handbook of Entrepreneurship Development in two Languages		500+		Complete guidelines
1 8	Human Resource Development Institute (HRDI):		3000-4000	Do not directly works for entrepreneurs	Skill development
1 9	"Entrepreneurs MeetUp"		100+	Need continuation	Skill development
2 0	Social Business Students Forum (SBSF)		500+	No business is fully successful	Practical knowledge
2 1	Enterprise Competitiveness Institute (ECI)				Serving hundreds of educational institutions, thousands of students studying entrepreneurship , and potentially impacting millions around the world
2 2	BSCIC-DIU joint initiative on Skill Development Centers across the country				
2 3	Are You the Next Startup?		500+		

(Source: <http://de.daffodilvarsity.edu.bd/about-us/entrepreneurial-initiatives/>; and face to face interviews from DIU BoT, Administration, High-Profile Academicians, Student-Entrepreneurs and Potential Student-Entrepreneurs.)

Data Analysis

From the above table, we have found that DIU has taken multifarious initiatives to empower and motivate the students to become future successful entrepreneurs. The DIU authority is trying to develop the skills of the potential students to lead them towards entrepreneurship. Again, students are getting encouragement from the renowned successful entrepreneurs of our country through 'DIU Industry Academia Lecture Series on Entrepreneurship Development'. Through the other initiatives students are not only getting encouragements rather they are getting practical and first hand experiences. 'Start Up' market and 'Are you the next Start Up' are good initiatives of DIU, which give real life experience of entrepreneurship to the students. Business Incubator centre and

Innovation Hub create new ideas for students to become entrepreneurs. There are some other centers like DSA, CDC and HRD which are empowering the students with the necessary skills to be future entrepreneurs.

Through all these initiatives, DIU has motivated at least 10,000 students virtually for being entrepreneurs. The other ventures, like 'Bangladesh Venture Capital Limited (BVCL)', 'Social Business Students Forum (SBSF)', are also helping students to get investors to start up their own businesses. However, with more than 18,000 students, it is not feasible for DIU to reach them all with services available.

Students /Alumni Questionnaire

The researchers only could reach 20 current students, 10 alumni and 10 DIU entrepreneurs to collect the information. The summary is given below:

In reply to the question of 'Do/Did you want to become an Entrepreneur?', 34 out of 40 said 'yes'. One of the reasons that they mention is: They think the job market has become very narrow, so they will not get a suitable job that they desire. Hence, it is better to become an entrepreneur and give others job. Secondly, they want to be the boss of their own not servant to others.

In answer to the question of 'What skills/quality do you need to become an Entrepreneur?', they mentioned the following skills: leadership quality, hardworking mentality, convincing power, taking risk, creativity and so on.

In reply to the question of 'Does DIU give the environment to nourish those skills?', they said they have participated some of the workshops and trainings of DIU,(mentioned in the background study areas) and they were benefited. Still they demanded more and frequent workshops and trainings on the related areas.

The researchers wanted to know the limitations of the initiatives from the students. And they mentioned that all students are not motivated to become entrepreneurs. They rather want to do a simple job instead. They don't want to take the hustles of a businessman. So, DIU can take more initiatives or motivational sessions to encourage all the students to become entrepreneurs. They also mentioned about the lack of practical knowledge and the problem of getting investors as their main obstacle. They suggested that DIU can take sufficient initiatives to help students finding appropriate investors and can give more firsthand experiences to the students.

The students have also pointed out that though DIU takes a lot of initiatives, most of the students are not aware of them.

Findings

The presentations and interpretations of the findings of the study above lead to the inferences that DIU is taking a lot of positive initiatives to promote successful entrepreneurs from the students. However, these initiatives lack expansion, continuation

and promotions. The initiatives are mostly limited and confined to the university campus only. As a beginner, DIU can be appreciated for these multifarious initiatives, activities and ventures. The international collaboration of DIU is very much positive. In general, the potential entrepreneurs are getting benefits from all the initiatives. Some students have already become successful entrepreneurs. Various skill development workshops, trainings and motivational seminars arranged by DIU have had positive impact on them and thus assisted them to be successful entrepreneurs. But, the lack of continuation of some of the initiatives has hampered the growth of students' motivation and skill development. The promotions of those initiatives were not adequate. A big number of students are still out of the reach of the activities, initiatives, workshops and training programs. A good cooperation and coordination are missing among all the concerned departments to make all the initiative central, successful and effective.

Recommendations

The findings of the data analysis and the information given by all respondents suggest that the overall environment of DIU is helpful to lead a student to become future entrepreneur, but there are scopes to explore more with continuous development, expansion and incorporation. To make the environment of DIU more conducive to promote potential entrepreneurs, the following issues need to be addressed:

- 1] An introductory course, for example, "An Introduction to Entrepreneurship" should be included to each and every department, so that all students can know of it and explore more if he/she wants.
- 2] All the students of DIU have to be brought under all the initiatives to maximize the scopes of the students to be motivated and to become entrepreneurs.
- 3] DIU should try to reach all the students not only by emails or virtual medium but also with physical structures and strategies.
- 4] To create a platform of entrepreneurial promotion, each and every department of the university should engage its students individually rather than arranging a central program.
- 5] The eager entrepreneurs should be given more firsthand experience and practical knowledge for better understanding of business or entrepreneurship.
- 6] DIU should work more to find investors for the students who want to be entrepreneurs.
- 7] There can be a one stop service centre for the 'would be entrepreneurs' to facilitate them with all kind of facilities to start, run and establish a business. This is because if in the middle of an enterprise, a student needs any kind of support such as economic, logistic and/or collaborative, the one stop service centre can play a significant role as a safety net.

Implications

It is certain that Daffodil International University is doing a great job in terms of creating entrepreneurs. However, this research implies that there are some aspects related to creating entrepreneurs that the university should take extra-care of, as such; the university needs to address individual student irrespective of departments, for there can be a high possibility of potential entrepreneurs even among the students who are not from commerce background. To ensure this service, the university can introduce entrepreneurship courses and trainings for the prospective entrepreneurs across the country. To motivate the target group, extensive awareness building programmes should be undertaken to reach the target group virtually as well as physically. As part of the programme, the university can arrange seminars, workshops, symposiums and motivational talks across the country with a goal of making awareness among the youths. The purposes of these programmes include showing the gap between the available job opportunities and the existing job seekers, the benefits of being an entrepreneur and thereby a job giver, the power of empowerment and the pleasure of contributing to the socio-economic development of the country. Moreover, the university can play a vital role in creating more opportunities of hands-on experience for the existing as well as would be entrepreneurs. The university can work as a catalyst by encouraging and welcoming the probable investors around the country through highlighting its outstanding activities in terms of creating entrepreneurs and thereby reducing unemployment problems, and can make a bridge between the potential investors and the potential entrepreneurs what will ultimately help both the investors and the entrepreneurs to work hand-in-hand for the development of the individual as well as the country.

Conclusion

To sum up, it can be claimed that to turn potential entrepreneurs into successful entrepreneurs, it is important to ensure a number of factors, namely academic environment, academic publication, sufficient networking, innovation centers, different service centers and the like. From the above analysis of the study, it is evident that the authority of Daffodil International University is very willing to ensure all of these vital factors. To create an entrepreneurial educational environment, the university authority has taken a number of policies like establishment of a full-fledged department on entrepreneurial education, publication of handbook on entrepreneurship, synchronisation of academic knowledge and real life experience, conduction of skill developing seminars, workshops, and trainings, arrangement of motivational sessions, formation of innovative entrepreneurial hubs, promotion of startup markets, exhibition and observation of different startup festivals and facilitation of one stop service. By creating an overall ambience of entrepreneurship, DIU certainly stands out among all the private universities of Bangladesh. We can, therefore, say that after addressing the existing loopholes, DIU can gradually emerge as a successful promoter of entrepreneurship in Bangladesh and beyond.

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