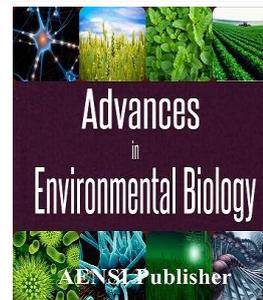




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## A Review of KAASHEF Program for Entrepreneurship in Iran

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## ABSTRACT

Today, especial attention is being paid to entrepreneurship training, culture, and development of the entrepreneurial spirit and behavior in countries' educational systems and policy making bodies. There are many experiences and practices in the world about implementing entrepreneurial policies and long term entrepreneurship programs and plans. Regardless of their degree of success, these programs are being popular and the global attention has been raised to them not only due to their potential in overcoming poverty and boosting economic development but, because of policy makers' choice as a weapon to show their attention to their people. Among these policy strategies, Iranian national program with the Persian name KAASHEF: Kashf, Arzyabi, va Amadesazi, Shayestegihay E Fardi (Discovery, Evaluation & Preparation of Personal Capabilities in Entrepreneurship) is one that has raised much attention both amongst the scholars and ordinary people in Iran. This paper aims to have an explanation about this program and its different parts, then to have a critical analysis on it to provide a better understanding of its main features.

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## INTRODUCTION

Especial attention is being paid to entrepreneurship training, culture, and development and boast of the entrepreneurial spirit and behavior in developed countries educational system. Consequently, they have been able to manage the economic crisis well and deal with unemployment among the university graduates through providing better job opportunities, while the educational programs have generally been defined and the personal differences has not been considered. Although a person might have some characteristic in common with others, she/he has a unique talent and interests and should be trained proportionate to her/his own abilities or talents. Considering this fact causes the individuals to bring up creativity, innovation, and entrepreneurial behaviors.

Regarding that the main characteristic of entrepreneurs including initiative, risk-taking, independence, creativity... is adventitious and can be learned, so nowadays the entrepreneurship training has gotten one of the basic activities in developed countries educational system. It means they proceed to develop the personal characteristics through providing appropriate environment and the necessary trainings.

Accordingly, KASHEF national plan (discovery, evaluation, and preparation of individual merit in the field of business and entrepreneurship) is aimed to bring up creative, innovative, risk-taker, and committed entrepreneurs by training and amplification their skills and entrepreneurship features in order to breed the Iranian students as the future competent entrepreneurs after evaluation the student's ability in this field to create the new ideas and step towards a blissful and transcendental by actualizing their ideas.

The project at the national level explores the entrepreneurship talents of adolescents and young people and also advances the individual by providing appropriate feedback. It also assists the educational system in the national level to design and implement the appropriate program in order to upgrade the talents.

The project began in collaboration with Entrepreneurship Faculty of Tehran University on Azar 1390. We used the collaboration of more than 120 experts and researchers under the Scientific Committee observation during this time and it was exploited on Dey 1392 after 2 years.

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*KASHEF supporters:*

KESHEF national project was designed in collaboration with the institute of social work and with Entrepreneurship Faculty of Tehran University and it is going to evaluate, lead, and provide business competences and entrepreneurship of Iranian adolescents and young people through executive assistance of Iranian Measurement Organization and Education Ministry and the other organization support.

KASHEF significant achievements are as follows:

Approving in sixty-third sessions in **High Council of Employment**

Memorandum of cooperation with the **Institute of Labor and Social Security** (under the Ministry of Cooperative, Labor, and Social Welfare)

Setting up the partnership agreement with the **Iranian Measurement Organization** for annual exam to measure the student's entrepreneurial talents

Agreement of the **Education Ministry** with implement the project and setting up the memorandum with Education Ministry for common collaboration (at the level on investigation and approving the agreements)

Memorandum of cooperation with **Tehran Municipality** to launch KASHEF schools in cultural and community houses (on the verge of setting)

Offer to **establish KASHEF especial institute** in Tehran University on behalf of Research Council of Tehran University

**UNESCO** agreement with the project moral support and assisting to expand it internationally

*KASHEF test:*

According to designer's claim the superior Iranian entrepreneur's life was investigated and analyzed and a series of 15-fold of the most important personality traits and personal competences of Iranian entrepreneurship during the childhood and teenager were identified based on professors and scholars view. The studies have revealed that the competent entrepreneur can be brought up for the future of the country by recognition and evaluation the traits in adolescents and then develop them based on scientific and educational planning. More, according the study the other research in the world, a test was designed to evaluate the student's entrepreneurship potential. The test is being held perennial by Iran Educational Measurement and accordingly the personality important features and the student's entrepreneurship traits are evaluated. Parents of students can also participate in the exam voluntarily by coordinating with Measurement Organization. The parents' participation in the exam assists to attain better recognition of personality traits and children entrepreneurship competences. Parents also can measure their skill level at breeding their children entrepreneurship spirit through participating in the exam.

For more help on this test, we should note that:

The student's test, measures the presence of entrepreneurship traits in the students.

The test has been designed for students 12-15 years (7, 8, and 9 grade equivalent to second grade at guidance school to first grade at high school) and the students of 6 and 10 grade can take part in the exam to test and voluntarily.

The test is being held for the parents of those students and also all parents (regardless of their child's degree). The parents who are interested—alone or together—without the presence of the child (with the aim of recognition their skill level in breeding their children entrepreneurship spirit) especially the parents who have the children 4-8.

The parents and the students can participate in the exam voluntarily and parents can take part in the exam at the same time as students and they can measure their skill level at bringing up the entrepreneur children effort into the improvement with the assistance of the educational resources and the guidance which they will be provided after the exam.

The exam will not be based on book students, thus it is not necessary to study them.

The test doesn't have the incorrect answer (false), so it doesn't have negative point. But the parents must choose the answer which is closer to their children spirit.

There is no failure and passing and all the participated students can enter the next steps.

*KASHEF products:*

The parents have always been concerned about their children future, job, and they always seek for a way to pinpoint the secure and correct direction of this important.

KASHEF has scheduled to reduce the parents concern about their children future. The products and services which has been designed and prepared up to now are as follows and are ready to present to the individuals:

Holding the measurement test of the student entrepreneurship talents by Iran measurement organization annually.

According to designers claim, a test has been designed to evaluate the student entrepreneurship potentials based on studies in the world. The test is being held by Iran Measurement Organization and it evaluates the personality important traits and the student entrepreneurship competences. The student parents can also take part in the exam voluntarily based on the cooperation with Measurement Organization. The parents participating in

the exam help to attain better recognition of their children personality characteristics and their entrepreneurship competences. The parents can also measure their skill level in breeding their children entrepreneurship spirit. According to the designers and programmers claim of the project, the studies demonstrated that the competent entrepreneurs can be brought up by recognizing and evaluating these traits in adolescents and then developing them based on scientific and educational planning.

#### *Presenting the tools of development:*

The varied references and educational activities have been designed and prepared by the researchers of project and under scientific committee observation including experts and professors in order to improve the personal traits and training skills of students, parents, coaches, and teachers. A 7-year training program (including training the personal competences and entrepreneurship skills) will be implemented all over the country using the products which have been designed by KASHEF to train the future qualified entrepreneurs.

The educational programs are as follows:

Training courses with a modern style based on the entrepreneurship fascinating stories and the biography of the Iranian successful entrepreneurs.

Individual and family counseling on employment, business, course selection, and academic course selection  
Educational flash cards  
Canvas and paints.  
Educational games  
Boot camps

#### *Training the entrepreneurship on the KASHEF educational web site ([www.Kashef.ir](http://www.Kashef.ir)):*

The content published on the site will be presented periodically in the line with educational program at schools in order to train the entrepreneurship to the students who have access to the internet or intend to learn through the internet all over the country. Now, the first KASHEF training program (internet), a hundred rubies, which has been unveiled since the fifth Bahman on Saturday, has been on the site. Each part of the program which is named ruby is part of a continuing, instructive, and interesting story of doctor KASHEF. It is worthy that it has been designed and supplied to acquaint the adolescents and parents with the entrepreneurship concept. In addition to the story, it includes questions, recommendations, and the activities for students and their parents. It will be put on the site weekly and it continues to the end of Khordad 1393. The site has been designed so that it is possible to associate with authorities plan and the other members and make your suggestion to improve the activities.

#### *Entrepreneurship education at KASHEF's schools:*

The province superintendent offices and KASHEF's schools have been established all over the country to expand the defined services at KASHEF national plan. The interested students can benefit from more advices through these schools. Accordingly, two graduates in entrepreneurship, psychology, management, and the other relevant field will be occupied to present the services in every KASHEF's school. It is expected that it will be possible to create 10000 occupations for the college graduates in 5 years. KASHEF's supervisions have been selected and established in 20 provinces (out of thirty) so far (till writing of the paper).

#### *Guidance book for the parents and the coaches:*

It has been proceeded to prepare 15 guidance books for the parents and 15 separate guidance books for the coaches/teachers to improve the adolescent's entrepreneurship traits and their parents. The parents and the coaches will be acquainted with the characteristics through these books and then they evaluate the amount of features in adolescent utilizing the introduced means. Some strategies have also been introduced to improve that features.

#### *Scientific books for the professors, experts, and students:*

KASHEF's scientific books contain four-volume set which have been provided for the scientific society to acquaint with the scientific principle of entrepreneurship traits investigated in KASHEF's project. Each trait has been investigated separately, the research process has been investigated and the results have been published to be utilized by the researches.

#### *The periodic measurement test of the student's entrepreneurship competence:*

It has been designed the other tools such as face to face interviews with students and their parents, the games to measure the entrepreneurship features, and supplemental questionnaire, alongside the national test to measure the entrepreneurship ability of students which is being held by the Measurement Organization. These types of measurement means will be performed by the experts in the KASHEF's schools to evaluate periodically and educational program appropriate to every individual.

*Experience the starting up the business and student business nationwide contests:*

KASHEF's educational activities include the varied activities in form of intellectual and educational games, different contests, the periodic festivals and conferences, running the business (businesses within the students Olympiad). Each activity is being held individually or in a group and it improves a set of student's traits and competences. The winners of these educational activities will be invited to the KASHEF student's growth centers which are going to be launched all over the country to continue and follow their entrepreneurship activities.

*The student's business growth centers:*

The students who participate in KASHEF's nationwide contests and have the business idea which have the requirement conditions can attain the license to present at the KASHEF' student business growth centers which be launched all over the country by their parents verification. These centers support the student's idea in order to be able to launch the successful business. The students group can also benefit from the supporter entrepreneur through KASHEF' school and the parents verification. The plan is aimed at coaching the student by an indigenous successful entrepreneur.

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