

Chapter 9

Integrating Sustainability Through Entrepreneurship and Exhibition Experiences: Enhancing Lifelong Learning Pathways

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ABSTRACT

Sustainability is key for the future survival. It the responsibility of every human being to make world sustainable. The big responsibility is on the young and upcoming generations. To inculcate this value among the younger minds higher education is the effective platform. The chapter emphasises the importance of three concepts here i.e. sustainability through entrepreneurship, exhibition as a way of experimental studies and lifelong learning. It highlights how exhibition can contribute to sustainability via entrepreneurship. The learning experiences adds the value to the lifetime. The various entrepreneurial qualities can be developed through exhibition like critical thinking, collaboration, strategic planning etc. The chapter also encounters the challenges and opportunities faces and available in this context Ultimately, chapter advocates for exhibition as a valuable method for promoting economic sustainability and as a powerful medium for fostering lifelong learning

DOI: 10.4018/979-8-3373-1280-4.ch009

1. INTRODUCTION

The book chapter aims to focus the attention on exhibition as an effective way for lifelong learning and a source for entrepreneurial sustainability. It explores how the integration of lifelong learning and entrepreneurial sustainability can be fostered through exhibitions, offering students opportunities to engage in practical learning experiences that support both entrepreneurship and sustainability.

The major concern of every nation is to become sustainable in all aspects, be it social, environmental or economic. These are the three pillars of sustainability, popularly known as ESG (Environmental, Social and Governance). (GROUP, 2024) The environmental aspect of sustainability considers the making our natural environment sustainable for the future generation. It can be CO₂ emission, conserving natural environment, or reducing the burden on natural resources. The social sustainability focused on the reduction of the social issues and creating the fair and equal social environment for all. The governance criteria considers the fair business practices and generating the entrepreneurs and entrepreneurship spirit.

The chapter concentrates on the economic sustainability as a source for the Entrepreneurship. The question here is how we can inculcate the values of sustainability. It can be done through various ways like strong governmental rules, through education, collaboration at enforcing it every sector of the economy.

Higher education is one of the key ways to inculcate the sustainable values. To pass the sustainable values amongst the citizen young minds with structures higher education policies and activities will help in the utmost way. Higher education organization is the major role to play in the sustainability. It helps to create the mindset of the generation to take stronger and sustainable decisions. (P., June 2021)

To inculcate the values of sustainability education system helps a lot. The Higher education system includes diverse stakeholders. As it can address the challenges to these stakeholders. This can be done through the systematic and structured learning process, which will help the students to implement the learning at a personal and social level. (Baumber, 2022)

In higher education, sustainability can be introduced through the curriculum. If the conventional/ transitional method is used to deliver these values, then it might fail to introduce and implant the values of sustainability. (Wang & Li, 2023).

So, modern methods other than board and chalk are more appreciable. Such modern methods includes experiential styles of learning like field work, co-programing, project-based learning and exhibitions.

The exhibitions (as a way of experiential learning) play the crucial role in learning complex terms in fun way and students can learn it and can implement it for lifetime.

This chapter aims to integrate the sustaibility thought exhibition as a source of experiential learning, which creates and enhances the pathways for lifelong learning.

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