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**Ti the question of special training for the entrepreneurs in modern Russia**

The contemporary world is concerned about the heavy impact that the current economical system has on the environment. We speak about technological innovations opportunities, about the necessity of a reduction in the consumption of natural resources. But at the very beginning of all these processes we should place the educational aspect. Much is spoken and done for the global ecological education for the youth, but it is crucial to pay more intent attention to the small business people.

Since the end of the 20<sup>th</sup> century more and more people are being involved into the entrepreneurial activity all over Europe and Asia in the former social region and there naturally appeared a great variety of problems and hence the urgent request for special education as the entrepreneurial so the ecological one for the future and present entrepreneurs and small business owners. No improved political and economical tools could be so effective in the perspective as the proper ethical and ecological education developing ecological mentality of the entrepreneurs themselves.

The level of ecological mentality is not as high in modern Russia. The complication of small and average businesses set up and development also lies in the mentality of the Russians. Reasons for that are enough. Among them are such as the 20<sup>th</sup> century tendency of the Soviet power to eradicate the entrepreneurial spirit in the Russians; the idea cultivated in the USSR that everything in the country belonged to everybody (so nobody was to be responsible for the consequences of any production activity), and the wild outburst of all-permissiveness ruled in Russia after that period during the 90s. The period of "wild capitalism" or the so-called period of primary capital accumulation works here as well. The priority for a "wild" entrepreneur during that period is the maximization of profit at any price. So the ecological, biocentric delicate relationship between the business and the environment is somewhere at the back mind or just simply ignored. At the same time we see that the large companies, with the better-educated and knowledgeable staff, have the tendency to bring the whole production activity in accord with the international ecological standards (ISO 14000). They understand the importance of installing the principles for sustainable development into all spheres of their production activity. More over, they are certain that nature-protective measures help to obtain higher competitive edge.

The study of western experience shows that the convincing condition for success in small business development is the all-round and consistent State and governmental support. It is given in different forms but alongside with a complex program on small and average business owners' support much serious attention is paid to their training and education in western countries. Special researches are conducted to study the phenomenon of entrepreneurship. Different workshops are developed to help people run their businesses. Much is done by the governmental institutions. In Russia we are just at the beginning of the road leading to the same relationship and understanding between the State and the entrepreneurs. Some people because of their age, lack of skills, inability to orient in the business world are subjected to depression, aggression, fear of "I can't do, I don't know how to do". But that state of mind can be potentially dangerous for the whole society. Much significance in the current changing world has the ability of an individual to gain skills and knowledge. People do with great pleasure things that they can, they become the same what they study and comprehend because the power of one's mind is so great that the people could not but implement their skills, know-how and knowledge. They become their hostages. So the people need to acquire not only the skills that will prove useful to survive but also the skills that will fit for booming and flourishing. Special training necessary to understand and know the basics of proper entrepreneurial activity is in great demand now, more particularly for the new small businesses. Some small businesses nowadays survive economically by abusing the environment, destroying natural resources, jeopardizing the human health just because they lack the necessary knowledge and information. They think more about the

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financial quality of their lives, not understanding sometimes that real quality of life comprises first of all safe environmental standards for them and their families. But here we must not also forget that quality of life, customs and habits are dictated by climatic and historical preferences as well. And they may dramatically differ from one country to another. With the internationalization and globalisation of the business we should take into account the above said and add these aspects to the educational programs. Political, economical, cultural relations are impossible if not to keep to definite ethical principles as no one can exist successfully without respecting other people and imposing definite restrictions on oneself. The education directed straight to entrepreneurs is called to inculcate habits of social and environmental responsibility into the minds and souls of business-people as well. They should adopt the biocentric philosophy and make profits without damage to the environmental.

Terrible by the scale and after effect natural cataclysms all around Europe in June-August of 2002 carried away human lives and inflicted huge economic casualties to the countries-victims. The August flood together with the waterspouts at one and the same time caused great damage to Novorossiisk and the resort area Shirokaya Balka (Wide Gorge). But the worst of all was of course the death of many people. It was the wrong exploitation of plots located on or near springs, small rivers and lakes that brought to those incredible consequences. The people built their houses, rest homes, hotels, and other enterprises on the ways where water was naturally used to flow down to the bigger rivers and the sea from the mountains. That was the result of mere lack of ecological information and knowledge.

All those events show where the "cowboy" unconcern attitude towards the environmental could lead the people. We are at the threshold of the door that is very dangerous to open without profound knowledge, informativeness and means of protecting the diversity of wild life and landscape. Especially important it is for the people being most close to nature – the entrepreneurs and the ordinary people. Some entrepreneurs believe that nobody but themselves know how to run the business on their own grounds and think that special training, the ecological as well, is necessary to enhance the educational or professional characteristics of the backward people only. But the whole situation is now to make them aware of its significance for everybody who wishes to improve business position, to raise quality of goods and widen technical skills to enhance labor productivity of the employees keeping in mind the concept of eco-efficiency that is "to do more with the less". The proper employee training can at least reduce the time for new employees adaptation and lead to more qualified performance of their work by increasing their skills and sense of confidence. The benefits and advantages with the special and ecological education will economize the time, means and diminish losses caused by the break for personnel training. Necessary training courses can also be conducted at the enterprise itself as a means of saving more time. One of good practices, to our mind, is incubator condition. It is a good opportunity for a business owner to start business with less expenditures, having all necessary office equipment, secretarial assistance and consultations at hand. Business Technical Assistance Center (BTAC) of Novorossiysk Polytechnic Institute, Kuban State Technological University has assisted several new businesses to stand on their own feet by providing all the needed help on its grounds. This is also a good opportunity to improve the ecologically oriented business mentality and policy.

We believe that alongside with the universities or private educational establishments the proper entrepreneurial education could be implemented in the following institutions: city or regional chambers of commerce that can provide obligatory courses with the emphasis on the proper entrepreneurial activity and natural resource consumption when they register new entrepreneurs at the very start of their business. As a teaching side could serve continual training for the entrepreneurs. It could be presented in the form of seminars or municipal conferences on sustainable development of the city at least once a year. City authority should proclaim it obligatory to analyze together with the small business owners the heavy impact that current city economic system has on the environmental. Municipal or regional architectural divisions should organize committees to control improvements and ennoblement in neighborhood and the environmental situation around business enterprises. Municipal grants given to small new businesses with the environmental defense programs should be widely announced in the local mass media. Small businesses as the most flexible could react quicker and should be used for water resource clean-up, reforestation, soil erosion recovery, etc.

It is impossible to make the balance and harmony between the economical development and the environmental without special information, training and education for the entrepreneurs.

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It is a difficult task having in mind the current economical situation in Russia, huge losses of 2002, the lack of money to settle the newly arisen urgent problems. But the earlier the educational system for the entrepreneurs will be set going, the sooner the ecological situation will be improving in the country. By teaching the entrepreneurs to orient the biocentric criteria we shall win in the plan of our own self-arrangement and considerable improvement of sanitary conditions in the villages, cities, woods, fields and rivers – all that composes our motherland and the whole world. Russia has now a unique opportunity for re-orientation of the whole society towards sustainable development as small business starts to play important and increasing societal role. Just start with the small... business education. It is our responsibility to meet the current challenge and do not allow the environmental crisis to pass over to our heirs.