

A Report on
“Global Entrepreneurship, Innovation and Sustainable Solutions: Inspiring Students through Japanese–Indian Business Experiences”
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Introduction

MITS Community Radio 90.8 provides a platform for sharing professional experiences, entrepreneurial insights, educational guidance, and innovative ideas with students and the wider community. As part of its knowledge-sharing initiatives, an interview was conducted with Mr. Hiroyuki Ishida, Director of Mosaïque Pvt. Ltd., on 21 September 2026. The programme was hosted by Sri M. Narasimhacharlu, Program Manager, MITS Community Radio 90.8.

The interview focused on global entrepreneurship, technology-driven business development, innovation, overcoming professional challenges, Japanese work culture, and opportunities for Indian engineering students in an increasingly interconnected world.

Mr. Ishida shared experiences from his professional journey across Japan, Australia, Canada, Singapore, and India. His discussion illustrated how identifying customer needs, adapting to technological changes, and responding to social and environmental challenges can inform entrepreneurial thinking.

The programme also emphasized the importance of continuous improvement, goal setting, multilingual communication, and collaboration between India and Japan.

Objectives of the Programme

The main objectives of the interview were:

1. To introduce students to the experiences and challenges of international entrepreneurship.
2. To explain the importance of technology as a tool for solving business and social problems.



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3. To encourage students to view setbacks as learning opportunities.
4. To create awareness of Japanese work philosophies, particularly Kaizen.
5. To highlight the value of Japanese language skills and cross-cultural communication.
6. To inspire students to identify entrepreneurial opportunities within their communities.
7. To connect innovation, sustainable business practices, and international collaboration with relevant UN Sustainable Development Goals.

Professional Journey Across Countries

During the interview, Mr. Ishida described how his professional journey developed from employment in a Japanese company to establishing and expanding businesses in different countries. After graduating, he worked for a Japanese company for approximately three years before moving to Australia. There, he identified a business opportunity in providing Japanese-language advertising services. He observed that many businesses serving Japanese visitors lacked Japanese signs, menus, and related information. Recognizing this unmet need, he purchased a laptop and started a Japanese advertising business. This experience demonstrated how observing customer difficulties can lead to a practical business idea. He subsequently moved to Canada and continued his advertising-related activities. As he encountered limitations with conventional advertising, he recognized the potential of internet-based business models and began developing online business opportunities.

In 2010, he moved to Singapore to support Japanese companies seeking to establish operations in other Asian countries. His professional journey eventually brought him to India in 2017, following a client's interest in establishing a business in the country.

Technology as a Tool for Innovation

Mr. Ishida emphasized that technology is important, but its value depends on how it is used to address a genuine need. He discussed his experience with advertising technologies, web-based systems, digital solutions, and the development of internet-based services. He explained that adopting a new technology alone does not guarantee innovation. Entrepreneurs must consider the problem they want to solve and determine how the technology can provide a useful solution.

He also referred to the growing importance of Artificial Intelligence (AI), explaining that changing technology should be accompanied by changes in people's thinking and business approaches.

This message is relevant to engineering students because it encourages them to combine technical knowledge with creativity, customer awareness, and practical decision-making.

Lessons from Early Technology Projects

Mr. Ishida described an online English-learning initiative that he started in 2001 while living in Canada. His idea was to enable Japanese learners to study English with Canadian teachers through the internet. However, internet speeds at that time were limited, and students experienced difficulties with the service. He explained that the same general approach to online language learning became much more practical as internet technology developed. The experience taught him that the timing of an innovation is important. Entrepreneurs must consider technological readiness, infrastructure, user requirements, and the practical conditions needed to support a new service.

Key Lessons for Students

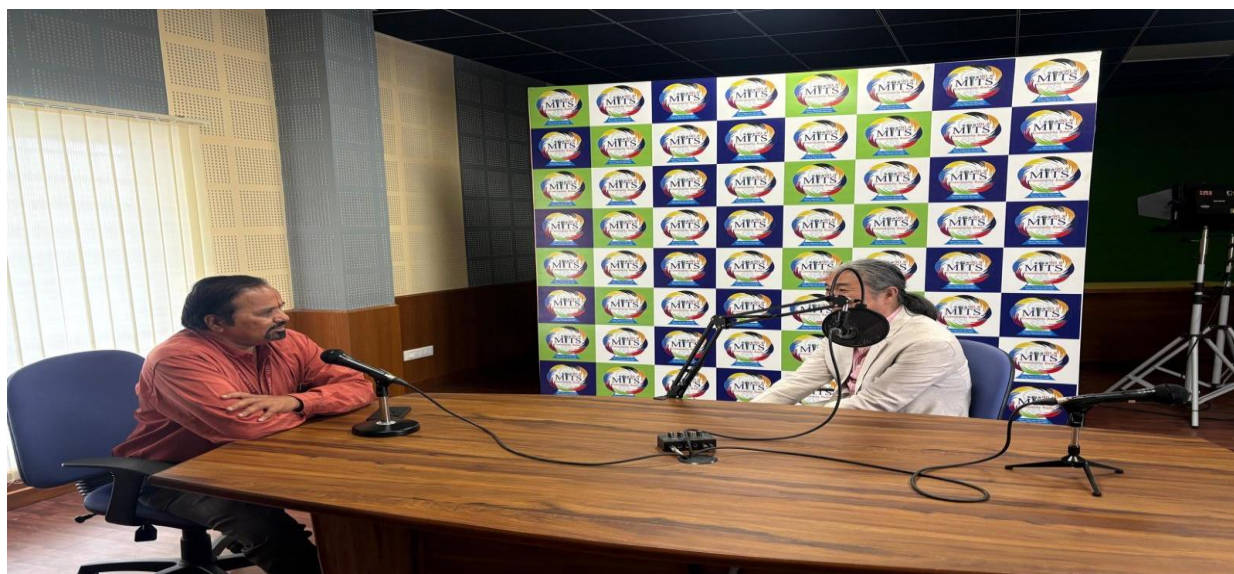
The entrepreneurial journey shared in the interview highlights several lessons:

- Observe people's needs before developing a business idea.
- Use technology to solve real problems rather than adopting it simply because it is new.
- Consider infrastructure and market readiness when introducing innovations.

- Adapt business models when existing approaches become less effective.
- Recognize international markets and cultural differences as important business considerations.

Learning from Failure and Setbacks

A major theme of the interview was the importance of perseverance. Mr. Ishida explained that his professional journey included unsuccessful experiences and significant business challenges. He advised students not to become afraid of challenges. According to his message, entrepreneurship involves uncertainty, and success requires a willingness to attempt new ideas, learn from setbacks, and continue improving. His discussion encouraged students to view difficult experiences as opportunities to develop judgment and resilience rather than reasons to abandon their goals. The programme also emphasized that motivation should not be based solely on financial gain. Mr. Ishida explained that solving social and environmental problems can provide a meaningful reason to pursue business activities.



Japanese Work Culture and Continuous Improvement

The interview introduced students to several Japanese work and life philosophies, including Kaizen, 5S, 3M, and Ikigai. Mr. Ishida particularly emphasized Kaizen, which he described as a commitment to continuous improvement. He explained that even after a product has been developed, professionals should continue looking for ways to make it better. This approach encourages individuals and organizations to review their work, identify areas for improvement, and consistently seek better results. The discussion also highlighted the importance of understanding Indian culture while learning from Japanese professional practices. Mr. Ishida observed similarities between the cultures and appreciated India's diversity of languages and traditions.

Practical Lessons from Japanese Professional Practices

The interview offered several lessons that engineering and management students can apply to their academic and professional development:

Continuous improvement: Students should regularly evaluate their performance and look for ways to improve their technical knowledge and work quality.

Discipline and persistence: Challenges should be approached with patience and a willingness to keep learning.



Cultural understanding: Working across countries requires respect for different languages, customs, and professional expectations.

Purpose-driven work: Professional success can be connected to contributing useful solutions to society.

Long-term thinking: Students should identify meaningful career goals and take consistent steps towards achieving them.

Relevance to Student Development

The discussion on resilience and continuous improvement is relevant to students preparing for careers in engineering, IT, manufacturing, entrepreneurship, and international business. By sharing experiences of both unsuccessful initiatives and continuing professional development, the interview encouraged students to adopt a learning-oriented attitude. The programme's educational value lies in communicating practical lessons that complement classroom learning and help students reflect on their own career ambitions.

Opportunities for Indian Engineers

Mr. Ishida discussed professional opportunities connected with Japanese companies operating internationally, including companies establishing or expanding operations in India. He highlighted the potential value of multilingual engineers who possess technical qualifications as well as communication skills. He particularly encouraged students interested in international opportunities to consider learning Japanese. The interview mentioned engineering, information technology, and semiconductor-related sectors as areas relevant to international professional opportunities. Mr. Ishida also advised students to establish long-term goals rather than treating travel to Japan or employment in a particular country as the ultimate objective.

Skills for a Global Working Environment

The interview highlighted the importance of combining technical expertise with communication and cultural understanding.

The following skills are relevant to the guidance shared during the programme:

1. Technical competence: Develop a strong foundation in the chosen engineering or technology discipline.
2. Language proficiency: Consider learning Japanese in addition to strengthening English communication.
3. Cross-cultural communication: Understand the expectations and working practices of different cultures.

Encouraging Entrepreneurship Among Students

When asked what students should do while still in college, Mr. Ishida advised them to observe the problems people experience in everyday life. He explained that business opportunities can emerge when a person identifies a problem and develops an effective solution. Engineering students can use their technical knowledge to create or improve products, services, and systems. He referred to his own experience of developing an online English-learning system as an example of using engineering and programming skills to address a learning-related need. The interview also discussed waste management in India. Mr. Ishida explained that difficulties associated with garbage disposal motivated his interest in waste-management systems.

His advice was that students from different engineering disciplines can contribute to solving social and environmental problems through innovation.

Suggested Student Action Areas

Based on the guidance shared during the interview, students may consider the following activities:

- Identify a local problem and study its causes.
- Discuss possible solutions with users or community members.
- Apply engineering and digital skills to develop a prototype or project.
- Explore business feasibility and the practical needs of potential users.
- Learn about relevant professional practices and international markets.
- Consider the social and environmental consequences of proposed solutions.

Align with UN Sustainability Development Goals

SDG 4 – Quality Education

Area of alignment: Skills development and lifelong learning.

The programme shared practical knowledge about entrepreneurship, technology, international business, communication skills, and Japanese work culture. It encouraged students to continue developing their technical and professional competencies.

The interview supports the educational purpose of SDG 4 by providing students with career guidance and perspectives beyond their formal curriculum.

SDG 8 – Decent Work and Economic Growth

Area of alignment: Entrepreneurship and productive employment.

Mr. Ishida's experiences illustrated how business opportunities can emerge from identifying unmet needs and adapting services to customer requirements.

His advice encouraged students to consider entrepreneurship, set long-term goals, and develop skills relevant to professional opportunities.

The programme is aligned with the aims of SDG 8, particularly entrepreneurship and productive economic activity. However, the transcript does not establish that the broadcast directly created jobs or measurable economic benefits.





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Key Takeaways from the Interview

The main messages communicated by Mr. Ishida were:

- Business opportunities can emerge from observing everyday problems and unmet customer needs.
- Technology becomes valuable when it is used to address practical challenges.
- The timing of an innovation and the availability of appropriate infrastructure can influence its success.
- Setbacks are part of entrepreneurial experience and can provide opportunities for learning.

Recommendations for Future Student Engagement

To extend the educational value of the programme, the following activities are recommended:

1. Organize student discussions on identifying local business and social problems.
2. Encourage project work focused on technology-based solutions to community needs.
3. Conduct awareness sessions on Kaizen and continuous improvement.
4. Promote interest in Japanese language learning and cross-cultural communication.
5. Encourage entrepreneurship projects that consider social and environmental benefits.
6. Document student participation, project outputs, and feedback from related activities.
7. Explore opportunities for future academic or professional interaction with international experts, subject to institutional approval and availability.

These recommendations are proposed actions for future consideration and should not be interpreted as completed institutional activities.

Conclusion

The interview with Mr. Hiroyuki Ishida, Director of Mosaique Pvt. Ltd., provided MITS students and listeners with insights into international entrepreneurship, technological change, professional resilience, and sustainable innovation. His experiences across multiple countries illustrated how business ideas can develop from identifying customer needs, adapting to changing technology, and responding to practical challenges. His advice on continuous improvement, goal setting, language skills, and perseverance offered relevant guidance to students preparing for careers in engineering, technology, and entrepreneurship.