

CASE STUDIES OF INSPIRING INDIGENOUS ENTREPRENEURS

Dr. Sachin Kumar* & Dr. Nishi Bala**

Abstract

Entrepreneur is one who converts a new idea into innovation. Idea is seed for fruitful tree of entrepreneurship. This paper articulates the relationship of innovative ideas and indigenous entrepreneurship. Ideas generation process includes problem finding, ideation and evaluation. This paper studies the cases of few Inspiring indigenous Indian entrepreneurs, who set up their business empire by successful innovation of idea. Secondary data from research papers, newspaper and magazine articles are studied to conceptualize this paper. This research is limited to published work. This research will motivate the budding entrepreneurs for entrepreneurship.

Keywords: Entrepreneur; Entrepreneurship; Idea Generation; Innovation

Introduction

Our honorable Prime Minister has given boost to entrepreneurship by launching Make in India Movement followed by start-up India Movement. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with job creation. Campaign is focused on to restrict role of States in policy domain and to get rid of “license raj” and hindrances like in land permissions, foreign investment proposal, environmental clearances. It was organized by Department of Industrial Policy and Promotion. So it is important to understand entrepreneurship.

Objective of Study

1. To define the entrepreneurship

* Assistant Professor, S.D.College, Hoshairpur, Punjab, India

** Principal, Ludhiana Group of colleges, Ludhiana, Punjab, India

2. To understand relationship of entrepreneurship and idea
3. To find out process of idea generation
4. To study the cases of successful Indian entrepreneur who innovated the idea.

Research Methodology

Secondary data from research papers, newspaper and magazine articles are studied to conceptualize this paper. 4 Research paper, 1 article from book and 5 news paper articles are referred for this paper.

According to **Joseph Schumpeter** (1950) “**Entrepreneur is one who coverts a new invention or idea in to successful innovation**”. Schumpeter in his definition made the distinction between entrepreneurs and inventors clear. The inventor might create a new product but the entrepreneur gathers resources, organizes talent and provides leadership to make the venture a commercial success. Our honorable Prime Minister has given boost to entrepreneurship by launching Make in India Movement followed by start-up India Movement. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with job creation. Campaign is focused on to restrict role of States in policy domain and to get rid of “license raj” and hindrances like in land permissions, foreign investment proposal, environmental clearances. It was organized by Department of Industrial Policy and Promotion.

Novel and useful ideas are basics for entrepreneur success. To become a successful, entrepreneur must generate valuable ideas for new goods and services. Entrepreneur must figure out how to bring the project to fruition. (Gilad, 1984; Whiting, 1988). Runco and Chand (1994, 1995) described the process of idea generation as problem finding, ideation and evaluation. The idea can be generated from our daily life. Most of the successful entrepreneurs had got idea for business when they faced a problem in their real life and tried to find out solution to that problem. Solution to the problem led them to multi crore business turnover by just starting from the scratch. I am discussing below few stories of entrepreneur who started from scratch and build up the great empire of business, just from an idea:

1. **Red Bus Story:** Redbus is an Indian maker of bus tickets through web site, windows phone, ios and mobile apps. In 2013, Redbus was acquired by the IBIBO group for \$100 million (Rs 600-700 crores). There is interesting story behind setting up of Redbus. Phanindra Sama was working

as Senior Design Engineer for Texes Instrument in Banglore. During Diwali of 2005, he wanted to spend the festival with his family at Hyderabad. Since he don't know the schedule till the end, taking bus was the only option. He ran around town hunting for a ticket, but they were all sold out before he reached the travel agent. Travel agents are not having information regarding all the possible bus operators. So there was a gap and customers had to take decision based on limited information. Most of agents were not able to sell the return ticket. This had given him thought of possibility of solving these issues by putting to gather information on a platform where customer could access it easily and take better decisions. He figured there could be a web solution where all bus operators could put in their seat inventory and people could buy those seats online. He shared the idea with his friends and they started working on the idea. They went to bus operators in Madiwala and Kalasipalayam to sell the idea, but received little encouragement. "The operators listened, but they had a lot of apprehensions about the internet. This idea made him to start Redbus. Redbus sells over a million tickets per month.

2. **Story of Biocon:** Kiran Mazumdar Shaw founder of Biocon a biotechnology company. Mazumdar shaw was named as richest women in India with network of more than Rs. 2000 crores in 2004. Kiran Mazumdar Shaw was always inclined towards studies and education. She pursued B.Sc in Zoology from Bangalore University. With a thirst to study further, she went to Australia for post-graduation. She studied at Ballarat University in Melbourne and got the qualification of a Master Brewer. After working for a brief period of four years as trainee Manager with Biocon Biochemicals Limited, Ireland, she returned to india. She started Biocon India in 1978 in a garage of her rented house with capital of Rs.10,000. The companny's initial project was the extraction of Papain(an enzyme from papaya used to tenderize the meat). Within a year of its inception, Biocon india was able to manufacture enzymes and to export them to United States and Europe.

3. **Story of Mitticool:** Mansukhbhai Prajapati from Gujarat began as a simple potter. Mansukhbhai joined Jagdamba Potteries as a trainee in 1985. As he picked up the tricks of the trade, a business idea sparked in his mind. Mansukhbhai quit his job, borrowed Rs.30,000 from a moneylender and bought a small piece of land to set up a workshop at Wankaner. When a businessman came looking for a vendor who could supply clay water filters, Mansukhbhai impressed him with an innovative terracotta filter with a ceramic candle and bagged an order worth Rs 1 lakh. In 2001 Gujarat

was hit by a massive earthquake. This was the inspiration that finally led him to the refrigerator made out of clay. In 2005, this potter was credited for a ground-breaking green innovation-Mitticool, a refrigerator that runs without electricity. In 2010, Manshukhbhai found himself on the Forbes' list of Top 7 Rural Entrepreneurs.

4. Story of Dosa Plaza: Prem Ganapathy was only 17 when he moved from his village Tuticorin Tamilnadu to Mumbai, leaving his family behind. Now is owner of Dosa plaza with a turnover of around Rs.30 crore a year. Prem started working as dishwasher in a hotel for a monthly salary of Rs.150. In 1992, Prem had managed to save money and started selling idlies and dosas on street opposite Vashi Railway station. Prem was having some educated roommates who helped him learn how to use a computer. He was used to take a break of 2 hours in evening and used too surf on internet. He was used to read about business and learned a lot. After witnessing success of Mcdonld's restaurant besides his cart, he decided to start his own restaurant. In 1997 Prem started restaurant having name Prem Sagar Dosa point. In first year itself he introduced 26 Different varieties of Dosa, including Schezwan dosa, Paneer chilli and Spring roll dosa. By 2002 He was able to offer 105 different varieties of dosa. Today Dosa Plaza opertate 45 outlets in india and seven international in three countries UAE, Oman and NewZealand.

5. TAC Solution: TAC Solution is Founded by Trishneet Arora, born on 2nd November, 1992 hails from Ludhiana. He is first Generation Entrepreneur. At the age of 20, when most youngsters are still pursuing their studies and are undecided about their future, Ludhiana-based Trishneet Arora is an internationally recognised ethical hacker who assists industry in IT security, the police in cracking down on cyber crime, and companies in training employees. TAC solution offers training, consulting and IT security solutions, and his clients include MNCs as well as domestic organisations such as Reliance Industries, ICICI Bank, Ralson (India) Ltd, the police forces of Punjab and Gujarat, and the Central Bureau of Investigation. Besides being a successful entrepreneur, he is the world's second youngest writer of books on ethical hacking.

6. Mendha-Lekha: In Maharashtra, India, the Mendha-Lekha hamlet is renowned for its dry woods, tribal population, and wildlife. It is inhabited by the Gond tribe and is situated in the Gadchiroli district. It has about 400 residents. At first, poverty dominated the village, with most residents subsisting on farming and forest products. Mendha-Lekha became the first Indian hamlet to gain community forest rights following six years of court

battle. The average landholding in the village remained at five acres, and subsistence farming and forests were the main sources of income. Non-timber forest produce (NTFP) and daily earnings from labor activities with public and commercial organizations were the primary sources of revenue. The right to manage, conserve, protect, and regenerate forests and their resources was extended to forest occupants by the Forest Rights Act of 2006. Village residents were given ownership of minor forest products under the act, with the exception of timber. After a six-year court battle, the first hamlet to be granted community forest rights was Mendha Lekha, a tribal village in Maharashtra. The community, which is primarily inhabited by Gond tribe members, now earns millions of rupees from growing bamboo for the paper business. The earnings go toward social welfare and development initiatives. Then-Minister of Environment and Forests Jairam Ramesh and Maharashtra Chief Minister Prithviraj Chavan gave the biodiversity registry that the villagers in Gadchiroli, Maharashtra, had established to manage their forest a “transit passbook.” In addition to implementing integrated development concepts like conserving soil and water, fortifying roads, constructing barricades, and establishing five natural reservoirs for wildlife, the passbook permits the gram sabha to transport bamboo outside the community. The gram sabha also wants to train individuals to make bamboo artifacts and provide job possibilities for youth. Up until September 2011, 737 community forest rights disputes had been resolved in the district, making Gadchiroli a model in Maharashtra. From being only a benefactor to becoming an active citizen, the community of Mendha Lekha has witnessed a dramatic change in perspective. The community has successfully established basic utilities, encouraged good administration, and ensured the transparent and effective operation of its gram-sabha. Members of the Panchayati Raj Institute (PRI) are chosen by consensus; there are no election-related costs. As a result of this transformation, the village is now a model for self-help and group decision-making, advancing the general welfare of rural communities. Mendha village has not held a Panchayat election in year.

7. With the help of the German business Leaf Democracy, more than 3,500 women from 127 tribal hamlets in Kandhamal, Sambalpur, Angul, and Deogarh provide 100,000 siali leaf plates, or pattals, each month. Popular in European markets, these environmentally friendly plates provide a sustainable substitute for plastic and Styrofoam. The women, who formerly marketed small-scale forest products, have established a self-help organization that sustains their livelihoods and acts as an example of

sustainability and empowerment. Biodegradable plates produced from siali leaves from tribal areas of Odisha that are free of holes and black markings are also being used by upscale hotels in Europe. Biodegradable plates, usually made from leaves, have become popular in these countries' hotel industries since they break down naturally over time and don't harm the environment. According to the German company's specifications, the leaves used for the plates must be green, dry, and free of holes or dark markings. Before being exported to Germany, the leaf plates are presently being hauled to the port of Vishakhapatnam. A German company and a women's organization in Odisha, India, have formally agreed to use siali leaves, a staple diet for the state's impoverished tribal people who live in its jungles, to make leaf plates. Bamboo shavings are used to stitch the plates formed from the plentiful siali creeper leaf, together to create round plates. These environmental friendly plates formerly bought by middlemen for a nominal price and supplied to supermarkets and small hotels, are now made by more than 70% of indigenous women in these districts. The intermediaries, who used to buy the leaves in bulk for Rs 10 a kilogram, are now fiercely competing with the Leaf Democracy, which pays Re 1 every leaf, or Rs 150 per kilogram. The impoverished tribal people, who were previously taken advantage of by traders, are anticipated to get a sizable income from the enterprise.

Conclusion

The idea is the key for successful entrepreneur. The above cases show how important is role of innovation in developing entrepreneurship. The need is that one should analysis the problem faced in our daily life and try to work out solution for the problem that will not only help him but can also help society and Skillful innovating of that idea can lead to a successful business venture.

References

- Gilad, B., 1984. Entrepreneurship: the issue of creativity in the market place. *J. Creat. Behav.* 18, 151–161.
- Runco, M.A., Chand, I., 1994. Conclusions concerning problem finding, problem solving, and creativity in :Runco, M.A. (Ed.), *Problem Finding, Problem Solving, and Creativity*. Ablex Publishing Company, Norwood, NJ, pp. 217–290.
- Runco, M.A., Chand, I., 1995. Cognition and creativity. *Educ. Psychol. Rev.* 7, 243–267.

- Schumpeter, Joseph A. (1942). *Capitalism, Socialism and Democracy*. New York: Harper and Row. (Reprint, 1950).
- Whiting, B.G., 1988. Creativity and entrepreneurship: how do they relate? J. Creat. Behav. 22, 178–183
- Redbus: One Idea and a Journey to Success. Retrieved from <http://timesofindia.indiatimes.com/tech/it-services/redBus-One-idea-and-a-journey-to-success/articleshow/20963894.cms>
- Success Story Kiran Mazumdar Shaw. Retrieved from <https://ypowers.wordpress.com/success-story-kiran-mazumdar-shaw/>
- Mansukh Bhai Prajapati Mitti Cool Clay Creations Brings Clay Back in Fashion. Retrieved from http://articles.economictimes.indiatimes.com/2012-12-03/news/35568762_1_wankaner-fridge-filter
- Dosa plaza: How Prem Ganapathy Made Rs. 30 crore Empire with Seed Money of Rs. 1000. Retrieved from http://articles.economictimes.indiatimes.com/2012-02-20/news/31079648_1_roadside-eateries-odd-jobs-vashi A 20- Year-Old Entrepreneur's Success Story. Retrieved from <http://www.rediff.com/business/report/pix-special-20-year-old-entrepreneurs-success-story/20140909.htm>