

An Analytical Study of Innovative Entrepreneurs

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Abstract

The present government has continually motivated budding entrepreneurs to establish their businesses. As such, there is a need to study the success stories of entrepreneurs in India. This research aims to assist new entrepreneurs to avoid mistakes that these businesspeople have made and guide them to establish their business unit quickly. This research paper focuses on studying five entrepreneurs referring to the online portal „The Better India“.

Keywords- *budding entrepreneurs, India, business, problem, message*

1. Introduction

Innovation is the change in product, features, technologies, services, designs, and delivery to help the ultimate user. The improvement results in a perceptible benefit to the user. Entrepreneurs thrive through their ability to innovate. They can take the help of different stakeholders while introducing innovations. Those entrepreneurs, who can innovate, are also able to achieve better markets. The process of innovation depends on the process of knowledge and information and information sharing also on ability to adapt to understand consumers.

The researcher used a particular platform, ‘The Better India’, for collecting information related to case studies of innovative entrepreneurs. According to the researcher, the information which is given in this application is very informative for new entrepreneurs. Many researchers had carried research work on case studies related to entrepreneurship but no one has carried any research work with the help of information given in this platform.

2. Literature Review

(*Fang Zhao, 2005*) study takes a qualitative approach in exploring the synergies between entrepreneurship and innovation and analysing the factors that foster interaction between the two. It has observed that entrepreneurship and innovation are positively related to each other and interact to help an organization flourish. This empirical study contributes to an understanding of the existing theories and practices of entrepreneurship and innovation in organizations.

(Singh S, Pravesh R, 2017) discusses that the development of entrepreneurship is directly concerned with the economic development of the nation by contributing to national income and employment generation. It contributes about 60% of employment share in developed countries. India has major opportunities for the development of entrepreneurship. The researchers aim to present the major challenges and opportunities for entrepreneurship development in India.

(Sharma G, 2019) regards, innovation and entrepreneurship as the key drivers to steer the engine of economic development in any nation. The paper analyses the trends and progress of academic research on innovation and entrepreneurship in India by identifying key articles, journals, authors, and institutions. The paper studies the research landscape in innovation and entrepreneurship in India by doing a bibliometric analysis using data from publications indexed in the Scopus database from the year 2000 to 2018. An increase in scholarly studies in innovation and entrepreneurship in India in the last decade is observed.

3. Research Gap

Many researchers have carried out research work on case studies related to entrepreneurship but no one has yet done any research work with the help of information given in this application. In today's times, there is a dire need for studies that focus on successful enterprises will be more useful for new entrepreneurs in India and with the help of which they become more successful.

4. Research Objectives

1. To identify unique entrepreneurs in India
2. To study entrepreneurs' struggle for the establishment of their new business
3. To understand how entrepreneurs overcome the challenges and problems

5. Research Methodology

The researcher collected data from The Better India application and studied selected case studies related to entrepreneurs. The researcher also collected entrepreneurs' information regarding their business, the problems they faced and the qualities they possess. Using multiple case study research methods, the researcher studied the cases of five entrepreneurs in India. The researcher has selected these case studies by using the convenience sampling method.

6. Data Analysis and Interpretation

For the purpose of the study, the researcher has analysed five unique entrepreneurs transforming India's landscape on entrepreneurship development.

1. Bengal Saree Artisan's Case

Biren Kumar Basak from West Bengal used to earn Rs 2.5 and now has established a Rs 50-crore venture, employing 5,000 artisans. His sarees have won several awards including Padma Shri.

He has designed sarees for several well-known personalities — from Chief Minister Mamata Banerjee to the legendary director Satyajit Ray. His skills and precision have bagged him several accolades including the Certificate of Merit (Ministry of Textiles, 2009), Sant Kabir Award (2013), Guinness Book of World Records for longest saree (2018), among others.

He spent his teenage years selling sarees door-to-door and worked his way up to build his empire. Surviving commanded priority over education. At the age of 13, Basak joined his father, Banko Bihari Basak, at a local saree weaving unit earning Rs 2.5 per day in 1964. His father was a master weaver of Tangail and Jamdani saree and hailing from a generational weaver's family, it was a skill junior Basak learned swiftly.

He innovated his designs and experimented with challenging techniques. Defined by intricately hand-woven rich motifs, Jamdani is a weft technique of weaving. By its intricate design, it is considered to be an advanced and challenging hand-weaving technique. The process is time-consuming and each saree can take up to a year.

A case in point is the Ramayana saree for which he secured a place in the Limca Book of Records. It took him nearly 2.5 years to weave the first Dhakai saree with embroidery designs depicting the Ramayana epic.

His collection also includes illustrious people of India and creating unique pieces of art on tant fabrics, which have become his trademark. Basak weaves sarees from various materials like cotton, silk, mulberry or non-mulberry, and khadi muslin. From a Rs 200 saree to one costing in lakhs, which is made of pure gold.

His timely delivery, exceptional craftsmanship, and artistic knowledge have garnered him clients from all over the world along with prominent Indian personalities such as singer Lata Mangeshkar, cricketer Sourav Ganguly, noted classical musician Ustad Amjad Ali Khan, among others. “Believe the money will run after you if you manage to stay true to your work and focus on achieving success through quality.”

2. Award-Winning Farmer's Case

Maqbul Shaikh from Nilanga village in Latur, Maharashtra, has built a 10 Hp bullet tractor that can be used for sowing, weeding, spraying pesticides and ploughing, reducing the dependency on labour, and costs Rs. 1.6 lakh. The vehicle is also fuel-efficient.

Villagers of Nilanga in Latur, Maharashtra, have been troubled by water scarcity and poor rain since 2015. Maqbul Shaikh, who has 3 acres of agricultural land, was in dire straits. The 43-year-old farmer gave away his bullocks, owing to a lack of fodder and drinking water.

The loss, combined with the shortage of labour, inhibited him from pursuing farming activities. But Maqbul turned this crisis into an opportunity and built an innovation that has since become popular to the extent that 140 bullet tractors have been sold in and around the village. He was also recognized and awarded by the state government for this initiative.

His inspiration for the innovation came from his brother's tractor equipment workshop, named "Agro One Trailers and Mansurbhai Tractors." He started working on a model with scrap material and engines. The vehicle had to be small, but powerful enough to carry out heavy farming activities. Having worked as a mechanic at his brother's workshop, he knew the technicalities involved and decided to make a three-wheeled vehicle with a 10 Hp engine. He used a discarded bullet motorcycle for navigation and driving. Maqbul began working on it in 2016, and it took him two years to come up with a working model. The machine broke at least a hundred times. Many parts failed to synchronize, and making the vehicle fuel-efficient was also a challenge. He made another five and sold it to farmers in the area on a trial basis. He worked upon the feedback to make continuous improvements.

A refined version of the product was ready in 2018. He started offering it to potential customers. Bullet tractors come with a range of benefits. The normal tractor costs Rs. 9 lakhs at least, and with tools and equipment, the cost can increase up to Rs 14 lakh. A mini tractor costs at least Rs 3.5 lakh. But the bullet tractor is priced at Rs 1.6 lakh or even Rs 60,000 for a smaller version. Several farmers have started ordering and using the vehicle.

Maqbul has also created a 5Hp and four-wheeled bullet tractor to sell at Rs 60,000 for those who cannot afford the 10 Hp one. His innovation has earned him the Krushi Ratna Award from the Maharashtra government, as well as the Yuva Krushi Sanshodhak Award.

3. Telangana Girls Innovation Case

Every year the students of the Zilla Parishad High School in Chintalkunta, Gadwal district, Telangana, participate in an annual sapling planting drive. Even on their birthdays, the students are encouraged to plant a tree. These seedlings are planted around the school and are usually grown in plastic bags.

Srija A, a class 9 student of the Zilla Parishad High School in Chintalkunta, Gadwal district, Telangana, has come up with a sustainable solution of biodegradable pots made from groundnut shells that decompose in 20 days or less.

In March 2020, Srija A, a class 9 student of the school was digging the soil to plant a sapling but to her shock and dismay, she found a plastic bag after having dug a few feet underground. Speaking of the non-eco-friendly nature of plastics, she laments, immediately realizing this was from one of the earlier sapling drives. She did not want this to continue every year so she started to think of a sustainable solution to raise seedlings.

After a few months of research, the 14-year-old innovated a biodegradable planter made from groundnut shell pulp. Here's how she got her entire school to stop using plastics for tree-plantation drives.

Since groundnuts grow on the upper-most layer of the soil, they can retain water and disintegrate slowly. By the end of April, Srija decided to put her theory to the test. She managed to make a prototype of the planter by procuring shells from a mill situated near her home. She ground them in a mixer at home, added water to make it into a pulp, and moulded it onto a water bottle to form the shape of a cup. But her first attempt was unsuccessful as the planter was too fragile.

Professor Augustien helped Srija make the planter into a sturdy one by adding some "extra natural ingredients", without disclosing the details. Once, the planter was sturdy enough, Srija added some soil and planted a neem sapling into it. Then they buried it underground at school and monitored it regularly to determine how long it would take to disintegrate and it took less than 20 days.

For coming up with a sustainable solution that can eliminate the use of plastic, Srija was awarded a Council of Scientific and Industrial Research (CSIR) Innovation award, under the innovation by school students" category, in September 2020. Subsequently, her idea was also validated by the T-Works, Telangana, who offered a prototype design for machinery that can help Srija increase production capacity.

She has been making five to six planters every day by hand and has successfully planted 80 saplings. But, with the machinery, she can increase production capacity and make 10,000 planters by July 2021. Augustien says that even for future sapling drives that the school will conduct, they will be sourcing planters from Srija.

4. Mother-Daughter Duo Grow A 'Spicy' Hobby into Successful, Empowering Business

Masala Tokri is a labour of love started by Urmila and Aarti Samant from Mumbai in 2018. Some of their spice mixes like Malvani Chicken masala and Awadhi biryani are straight from the heartland of India.

Advocating for the right spices is a mother-daughter team Urmila (56) and Aarti (33) who launched Masala Tokri in Mumbai in 2019. With an initial investment of Rs 1 lakh, Urmila

and Aarti launched their brand in February 2019 and today they are making a revenue of about Rs 9 lakhs month-on-month and shipping more than 5500 packets each month. This is the story of how Masala Story came into being.

Urmila was always interested in cooking and in 2017 she enrolled in a course in Thane to learn how to make her spices. That was a turning point for Urmila, who post the course started making her spices.

For the entirety of 2018, Urmila continued to make and sell spices from her home to various other households in Mumbai, London, and Dubai. Finally, in February 2019, Masala Tokri came into being. The roles within the company are very well defined, while all matters of production and quality are handled by Urmila, packaging, sales, marketing is areas that Aarti handles.

Almost 80% of Urmila's recipes are from regional heartland India. For example, it's the Malwani Chicken masala, Avadhi biryani, Pindichole, and Kerala Sambar masala that they retail.

A lot of what they do is in keeping with the traditional methods of making spices. Spices are not meant to be ground and made into a powder. They should remain slightly coarse for the dish to be filled with flavours. All one needs to do is open up a packet of masala for the entire room to be filled with its aroma.

With 10 women employees at Masala Tokri, it's a very women-friendly workplace and they are proud of having that setup. All of their employees are housewives first and employees second. They come to work once they finish their chores at home and work from 12.30 p.m. until about 8.00 p.m.

Aarti's biggest ambition is to work towards making her mother the „masala queen of India.“

5. Haryana Man Builds World's 1st Fully Automated Brick-Making Vehicle, Cuts Cost by Half

Satish Kumar launched SnPc Machines, a Haryana-based start-up that has built a unique, fully-automated, brick-making machine. SnPC machines received the National Start-up Award from the Government of India.

In India, brick making is a labour-intensive activity, and while machines are used to combine the raw material and make bricks, manual labour is required to pick them up and dry them individually. Satish Kumar (45) from Sonapat, Haryana faced this issue first-hand while running his family-owned brick kiln.

They could not meet demand on time, and the cost of manual labour was too high for them. That's when he realized that this system needs to be automated — right from mixing raw

material to moulding and laying bricks. He is a class X dropout, who believes experience is the only education he needs. Satish spent four years, from 2010 to 2014, coming up with the design of the machine. To get it right, he spoke to engineers and other brick kiln makers with an automated system in place.

Manual labour was still required to move raw bricks to open spaces for drying. With help from a few welders and local manufacturers, Satish designed a prototype of the brick-making unit. The company has now upgraded its machinery and launched two more versions, which can lay 12,000 bricks in one hour. Compared to conventional bricks that cost 60 paise per block, SnPC's bricks cost only 20 paise per block. A driver has to operate the machine and move it over the field, where the bricks are to be baked.

To date, the team has distributed 250 machines across Asia and continues to receive such orders. In 2017, Satbir Chaudhary, an Uttarakhand-based brick manufacturer purchased the BMM 300 to switch from manual brick making to automatic. In October 2020, SnPC machines received the National Start-up Award from the Government of India. They won under the 'construction development monitoring services' category, received a cash prize, and got the opportunity to present their solutions to the relevant public.

7. Contribution and Conclusion

Entrepreneurs studied here have struggled hard to establish their business and have tried something new in their business. The cases signify that entrepreneurs can change their entire business by thinking innovatively. Entrepreneurs can overcome their business problem with a new strategy so that can help many people. The success of these entrepreneurs implies that to become successful there is no age restriction and can think about any business idea and start working on it.

The researcher hopes that the work will help to guide budding entrepreneurs to become successful. Following are the conclusions made from the study:

1. Believe that money will run after you if you manage to stay true to your work and focus on achieving success through quality.
2. Thankful for whatever you have and try to innovate the new things with the help of it.
3. To become a successful entrepreneur, you can overcome your business problem with a new strategy so that can help many people.
4. You never know how your one step can change your entire business so don't miss any opportunity to try something new in your business.
5. To become a successful entrepreneur there is no age restriction so you can think about any business idea and start working on it.

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