

# Entrepreneur Innovation and Growth in Aurangabad

Dr. Sayed Sarwar, Mrs. Nishigandha Deshmukh  
Institute of Management Badnapur, Maharashtra, India<sup>1,2</sup>  
sarwarmba123@gmail.com<sup>1</sup>

## I INTRODUCTION

The story of the Indian entrepreneurship is filled with paradoxes. During the pre-colonial and colonial era, the entrepreneur was seen more as a trader-money lender merchant, bound rigidly by caste affiliations and religious, cultural and social forces ranging from the philosophy of fate to the system of joint family. Entrepreneurship as the present era understands was definitely not forthcoming from this social segment. Political & economic factors had an extensive effect on the entrepreneurial spirit. There were many issues that impact negatively on Indian entrepreneurship like Lack of political unity and stability, absence of effective communication systems, existence of custom barriers and oppressive tax policies, prevalence of innumerable currency system until around the third decade of the 19th century. Indian Entrepreneurship ruled by the community system in the Historical past. Brahmins were learned men who had assisted the kshatriyas (rulers) in the administration, vaishyas have performed trading and industrial productive activities and shudras engaged in an agricultural occupation. Also, the people were organized in a very simple type of economic and social system.

In the way to implement this concept to modern entrepreneurship, it can compare with the villages are the organization and an entrepreneur is called as a craftsman. The independent India could claim to have created a conducive climate for spread of entrepreneurship. It is in this broad backdrop that the later evolution and growth of Indian entrepreneurship has to be located.

### Definition:

Entrepreneurship is living a few years of your life like most people won't, so that you can spend the rest of your life like most people can't." - Anonymous

## II OBJECTIVES OF THE STUDY

1. To elucidate the history of entrepreneurship in Aurangabad city.
2. To study the entrepreneur in Aurangabad history and journey towards entrepreneurship.
3. To study the future of entrepreneurship in Aurangabad city.

## III METHODOLOGY OF STUDY

The data and information has been collected from secondary sources like magazines, business Newspapers, journals, periodicals, reports, text books and websites. Further, interviews, lecturers on related area were also taken into consideration for the study.

## IV HISTORY OF ENTREPRENEURSHIP

In the 20<sup>th</sup> century, entrepreneurship was studied by Joseph Schumpeter in the 1930s and other Austrian economists such as Carl Menger, Ludwig von Mises and Friedrich von Hayek. While the loan from French of the word "entrepreneur" dates to the 1850, the term "entrepreneurship" was coined around the 1920s. According to Schumpeter, an entrepreneur is willing and able to convert a new idea or invention into a successful innovation. Entrepreneurship employs what Schumpeter called "the gale of creative destruction" to replace in whole or in part inferior offerings across markets and industries, simultaneously creating new products and new business models, thus creative destruction is largely responsible for long-term economic growth. The idea that entrepreneurship leads to economic growth is an interpretation of the residual in endogenous growth theory [clarification needed] and as such continues to be debated in academic economics. An alternate description by Israel Kirzner suggests that the majority of innovations may be incremental improvements such as the replacement of paper with plastic in the construction of a drinking straw that require no special qualities.

For Schumpeter, entrepreneurship resulted in new industries and in new combinations of currently existing inputs. Schumpeter's initial example of this was the combination of a steam engine and then current wagon making technologies to produce the horseless carriage. In this case, the innovation (i.e. the car) was transformational, but did not require the development of dramatic new technology. It did not immediately replace the horse-drawn carriage, but in time incremental improvements reduced the cost and improved the technology, leading to the modern auto industry. Despite Schumpeter's early 20th-century contributions, the traditional microeconomic theory did not formally consider the entrepreneur in its theoretical frameworks (instead of assuming that resources would find each other through a price system).

**AND ENGINEERING TRENDS**

In this treatment, the entrepreneur was an implied but unspecified actor, consistent with the concept of the entrepreneur being the agent of x-efficiency.

**The Beginnings of Entrepreneurship and Trade**

Believe it or not, the first entrepreneurs can be traced back to nearly 20,000 years ago. The first known trading between humans took place in New Guinea around 17,000 BCE, where locals would exchange obsidian (a volcanic glass prized for its use in hunting tools) for other needed goods – like tools, skins, and food.

**Entrepreneurship and the Agricultural Revolution**

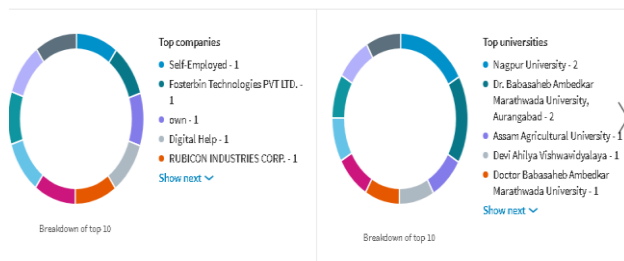
The first big shift in entrepreneurship took place during the Agricultural Revolution, which occurred about 12,000 years ago. By specializing in different professions, members of the community could trade valuable goods for food. These were the earliest entrepreneurs in human civilization. Some common areas of specialization included:

1. Hunting and gathering
2. Fishing
3. Cooking
4. Tool-making
5. Shelter-building
6. Clothes-making

**Eminent entrepreneur in Aurangabad**



Insights about Entrepreneur - Aurangabad Area members on LinkedIn



(Source: LinkedIn)

Entrepreneur Bhogale shares experiences with students AURANGABAD: Well-known entrepreneur, Ram Bhogale, who is also chairman of Nirlep and AITG Group, shared his career experiences during the 31st 'Rare Share' programme of Aurangabad Management Association (AMA) on Monday, in the Vishwakarma Hall of Deogiri Institute of Management and Engineering. 'Rare Share' is a unique initiative by AMA where senior executives, managers share their success story. Bhogale said "I joined my father's business in 1976 even before my engineering results were declared and started working for company which was into hospital equipment and accessories. Subsequently, I joined Nirlep, manufacturing non-stick

kitchen appliances. My workers taught me all the technical mechanics practically.'

The major challenge that I faced was shift from Nirlep to auto business. Taking a very small company to a group where you are the driver is not a cake walk. The real challenge was shifting from a driver's seat to getting driven by others. Here you have to depend on the Original equipment manufacturer (OEMs) for your growth even when you disagree with many of the strategies. But that is business. Growth has a challenge of its own," he said. Bhogale is also a trustee of Jawaharlal Nehru Port Trust (JNPT) and member of Electricity Tariff requisition committee of government of Maharashtra.

**Entrepreneurship in Present Era**

Namdev Anerao has travelled more than three hours by road to reach Aurangabad from his village in Beed district of Maharashtra. It is an impromptu trip and he has had to quickly change his plans following a phone call from the Chamber of Marathwada Industries and Agriculture (CMIA), the local body of industries in the region. A farmer once, 34-year-old Anerao is on a mission to help his fraternity of small farmers who are unable to deploy large machinery and tractors on their fields due to the high cost of renting these and the relatively small size of their farms. A problem that is typical to most parts of agricultural lands across India. He has developed a low-cost tractor that costs him Rs 35,000 to make and which he sells for Rs 65,000 as and when he gets an order. It takes him all of 10 days to single-handedly work on the product from scratch. He is awaiting a patent on his machine.

**Importance of Innovation in entrepreneurship**

The economy is composed of enterprises and businesses. Our economy has survived because the industry leaders had been able to adapt to the changing times and supplied mostly the communities' needs. Any small business is integral to the economy. Without it, our economy would not survive. But a business must also sustain itself, be able to constantly evolve to fulfil the demands of the community and the people. In every business, it is imperative to be industrious, innovative and resourceful. Entrepreneurship produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs are innovators of the economy. It is not just the scientist who invents and come up with the solutions. The importance of innovation in entrepreneurship is shown by coming up with new way to produce a product or a solution. A service industry can expand with another type of service to fulfil the ever changing needs of their clients. Producers can come up with another product from the raw materials and by-products. The importance of innovation in entrepreneurship is another key value for the longevity of a business. Entrepreneurs and businesses began with a need. They saw the need within the community and among themselves that they have come up with a solution. They seize the opportunity to innovate to make the

lives more comfortable. And these solutions kept evolving to make it better, easier and more useful. Entrepreneurs must keep themselves abreast with the current trends and demands. Manufacturers are constantly innovating to produce more without sacrificing the quality.

Companies and enterprises keep innovation as part of their organization. Innovations contribute to the success of the company. Entrepreneur, as innovators, see not just one solution to a need. They keep coming up with ideas and do not settle until they come up with multiple solutions. Innovation is extremely important that companies often see their employees' creativity as a solution. They come up with seminars and trainings to keep their employees stimulated to create something useful for others and in turn, financial gain for the company. Other factors that raises the importance of innovation in entrepreneurship is competition. It stimulates any entrepreneur to come up with something much better than their competition in a lower price, and still be cost-effective and qualitative. Small businesses see the importance of innovation in entrepreneurship. They were able to compete with large industry and see their value in the economy. Small businesses are important as they are directly involved in the community and therefore, contribute to their financial and economic gain. These small businesses know exactly what community needs and fulfill them. All things start small. Innovation is important not just in entrepreneurship. As individuals, we are innovators by adapting well to our needs and create our own solutions. Entrepreneurs are the same. The innovation in entrepreneurship helped the country by changing with the times and producing new products and service from ones that already exists. And, being innovative has helped us become successful in all our endeavours.

#### V CONCLUSION

“An entrepreneur searches for change, responds to it and exploits opportunities. Innovation is a specific tool of an entrepreneur hence an effective entrepreneur converts a source into a resource.” -Peter Drucker

Entrepreneur is the backbone of the Indian economy, so in this paper we highlights the entrepreneur and their inception period which motivate the current entrepreneur as well as future entrepreneur who make our economy build with their determination and efforts.

#### REFERENCE

[1] Swami Vivekananda —Entrepreneurship on Focusl

[2] <https://bebusinessed.com/history/history-of-entrepreneurship/>

[3] <https://timesofindia.indiatimes.com/home/education/news/Entrepreneur-Bhogale-shares-experiences-with-students/articleshow/49541458.cms>

[4] [https://en.wikipedia.org/wiki/B.\\_R.\\_Barwale](https://en.wikipedia.org/wiki/B._R._Barwale)

[5] <https://yourstory.com/2017/12/local-innovators-aurangabad-giz-cmia-startup-weekend/>

[6] Ozgurzan, —Peter Drucker on Entrepreneurship