

# “ A case study of empowerment of young entrepreneur from tourism industry with special reference to Varanasi District ”

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## ABSTRACT :

An Entrepreneur always starts business with the thought to provide solution to problems in the society. An entrepreneur with larger vision do not stop on achieving small monetary targets however their focus is to create brand value .

### Objective of the Study –

- To understand the process of becoming an entrepreneur from a normal people.
- To study the different & important steps that a successful entrepreneur take from start-up to a brand name.
- To study the reason to choose tourism industry by a young entrepreneur in current scenario.
- To study the 360 degree analysis of entrepreneur’s performance ( STZ Co.).

## I. INTRODUCTION OF ENTREPRENEURS IN AN INDIAN CONTEXT

It is entrepreneurs who create many job opportunities which contributes to pro-poor development in the country. We can say an entrepreneur is also an social worker in many context. There are too much challenges in UP, Bihar for entrepreneur because here the parents usually believe to make their child as a doctor or engineer, initially they do not support their child if their child are planning to start a business or want

to become an entrepreneur due to its uncertain nature.

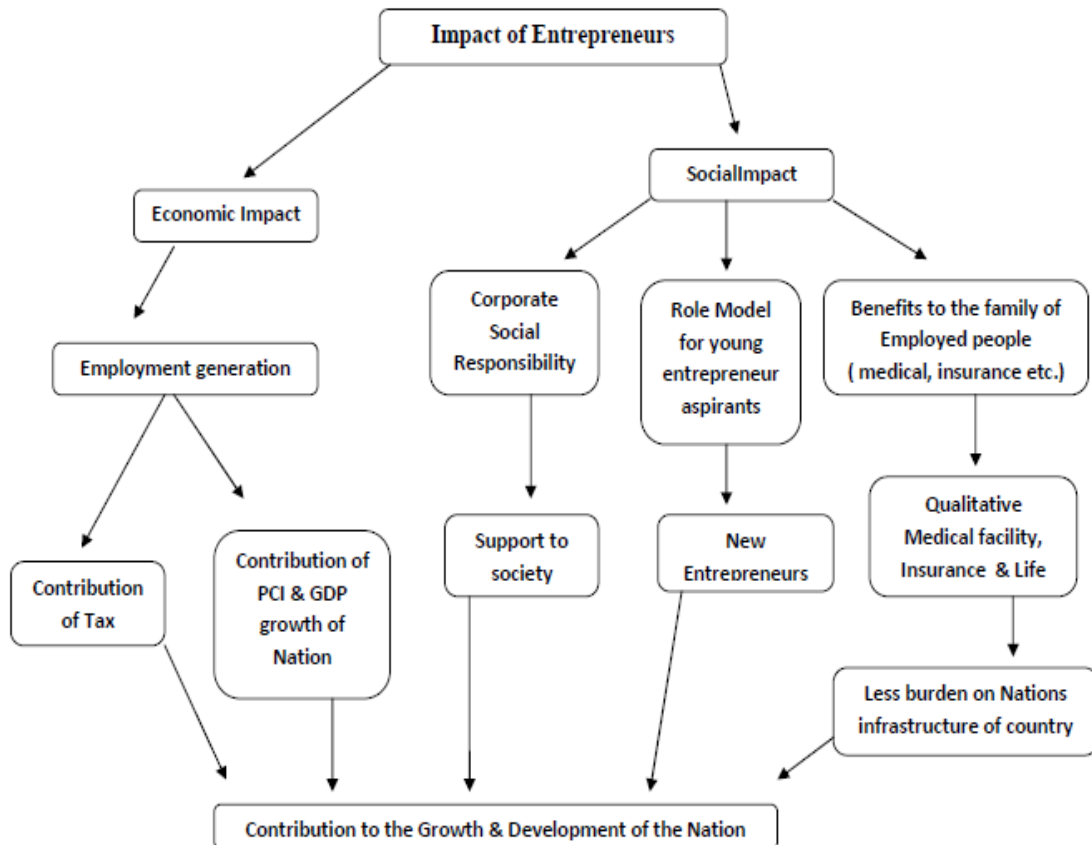
“**Failure makes successful entrepreneurs. failure are the teacher , not evils**” said by Mr. Abhishek Sankrit. He had previously entered into stock broking business with six figure capital however failed to continue for more than six months. Here he learned from difficulties and challenges which came during his period of operation & he was prepared for those challenges in advance while starting new enterprise. So , one failure taught him some lesson which helped him further and next successful enterprise ( Tour company) started with just four figure capital.

## II. LITERATURE REVIEW :

**In 2008, Potter** concluded in his research paper that It is basically stated that education and training programmes doesn’t do enough things to nurture entrepreneurial attitudes and skills, but rather to prepare students for paid employment.

**In 2005, Muller** emphasized that the experience of previous self-employment and work is more important than formal education for the likelihood of being a rising entrepreneur. Particularly, “an entrepreneurial attitude is related to work in a small firm with managerial responsibilities”.

**Impact of entrepreneur on the society**



**The challenges for the young entrepreneurs**

- 1. Financial Challenges :**
  - a) Arranging the fund.
  - b) Efficient sales nos. but profitability is low.
  - c) Receiving late payment from the clients on regular basis.
- 2. Personal Challenges :**
  - a) Focus on strength will help you to grow.
  - b) Reduce fear, stress & anxiety.
  - c) Sustainability & Accountability Factor.
  - d) Keep empowering ourselves with the new things.
- 3. Human resources Challenges :**
  - a) Hiring needy people instead of professionals
  - b) Work Training & Development.
  - c) Retaining the employees.
- 4. Government Challenges :**
  - a) Complexity of Documentation work.
  - b) Political Interference.
- 5. Marketing Challenges:**
  - a) Explore the different marketing strategies as well as markets.
  - b) Face the cut-throat Competition.

- 6. Innovation Challenges :**
  - a) Keep Innovative with your services.
  - b) Upgradation with technology.
- 7. Others Challenges :** Family & social issues.

**III. RESEARCH DESIGN/METHODOLOGY–**

**Types of Research:** Descriptive Research ;  
**Type of universe:** An entrepreneur of Varanasi.  
**Sources of Data :** Data Collected from both primary and secondary sources ( questionnaire, case study, observations, direct conversation with the officers of UP Tourism Industry & research paper etc ).

**Sampling Unit&Size :** 3 officers of tourism industry, 25 employees of STZ, 3 Family member & relatives and large customer review about Mr. Sankrit and STZ on different online portals.

**Sample Location :** Varanasi office of STZ, UP tourism office of Varanasi&Lucknow branch.

**Sampling Procedures:** Simple Random Sampling.

### Short Story of Young Entrepreneur

**Mr. Abhishek Sankrit** (MD of Sankrit Tour Zone): Here we see the real story of a young entrepreneur, that means “his journey from zero to hero”. The life of an entrepreneur passes through a very difficult time. Because there is certainty of income in job but at the same time, there is uncertainty of income in business.

Question asked to Mr. Abhishek Sankrit that “ why did he decide to become an entrepreneur, when there is lots of uncertainty and difficulty to do business in our country”, he replied by saying “

**Future is always uncertain, so the business is. Why to worry about the things which are not in our control**” it is very important to be focused on vision & motive with consistent hard work and effort with a believe to achieve the decided motive.

Entrepreneurs are the biggest leader. Even there is huge demand of entrepreneurs in a country like India but still less people are considering it as their career, there are different reason behind that like:

1. **Society** : In our society, people believe that job is more respectable and easier way to live life. As this bureaucracy and Servant I Remain ( SIR) culture provided by Britisher to our society. Today, we believe people who called sir in society are more respectable instead of an entrepreneur who contributed to nation development and growth as explained above ( impact of entrepreneur in society).
2. **Challenges** : There are huge challenges in setup of business in system of government bodies in whole procedure.
3. **Entrepreneurship is long vision** and it can not be beneficial in short time. Hence, it is important to be patience considering future opportunities.

**First step towards the stairs of being entrepreneur** : To prepare your mind for the longer process and larger prospects & opportunities.

**“Business always starts for the solution of the problems”**. In 2007, while being in job he decided to start his business due to dissatisfaction from the job. But it took 2-3 year to make his mind ready to shift himself from robotic schedules to challenging life with larger future prospects. Its 2010, when an Incident gave him an Idea to start his dream work. He found a foreigner walking on the street, they were asking about the route to the people, but didn't get any response. Then he thought to help them and he did the same & freighner was very thankful to him and one thing he told him that “Indian people are very nice and welcoming, but

they usually don't offer help” that gave him a beginning Idea. As we know culture of our country, we treat guest as a god (Atithi Devo Bhava). So here the problem of Indian people is that they are unable to help due to many reasons. Now, he found problem of the society and for its solution he decided to start a Tour & Travel company to help tourist. ( said by Mr. Sankrit).

### Reason to join Tourism Industry as an Entrepreneur (replied by Mr.Sankrit)

The growth opportunity is available in each and every industry, it is just a matter of ratio that the percentage of growth in some industry are less and other industry are high, and there are different other factors. Tourism industry provide maximum job in minimum investment that's one thing , so this itself proves that by less investment the companies are starting , giving more job and doing good business. So tourism industry is a place where a normal citizen, a people with less fund can enter into business only requirement is knowledge , skill and specialty. If specialize people with good skills and knowledge comes to tourism industry , this industry welcome them always because its very broad industry which have a multiple option and different segment are connected like hospitality, river cruising , adventure, tour operation, event (MICE) & ticketing are the part of tourism industry. Here required starting investment is less that's how four digit capital grown to eight digit balance sheet (high ration of growth). So, entrepreneur can look for multifold growth here in short span.

Tourism industry is pro-poor industry which empowers poor people. For example, tourist visiting to Varanasi or other tourist cities then they take boat ride, rickshaw facility, enjoy street foods and buy local products. So, economically poor people are benefited by involvement of tourist which helps society and contribute to growth of nation.

Another most important thing is we get opportunity represent our country. It is tour operator & travel companies who welcomes foreign guest when they arrive in our country & they act as the brand ambassador of our country. These companies shows them our country and their services will the give perception to new person about people and culture. Based on tourism industry stakeholders performance foreign nation get positive or negative memory. This industry is very attractive to young generation/ entrepreneurs.

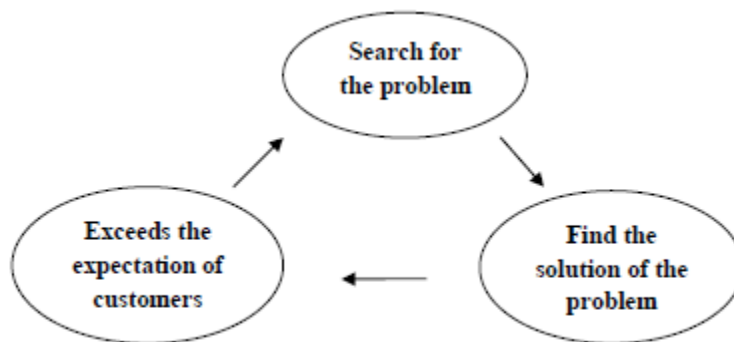
### Research & Development work for grasping the opportunities of society (replied by Mr.Sankrit)

- a) **Teachers of Entrepreneurs** : 1. Problem is itself a Teacher.  
2. Atmosphere of Society.  
3. Societal experience & self-realisation.  
4. Internet played a vital role to learn things.
- b) **Process of gathering Knowledge** : With the help of Google, he learned how to make website, so that he can make his services available online to help his prospective customers, likely many more things he did to gather the knowledge & information.

**Foundation Qualities of an Entrepreneur as per recent scenario(replied by Mr.Sankrit)**

- a) **Rigidity to stay focused continuously towards the goal** : Many problem came at the initial level like financial issues, societal issues etc. In the first few months, there were very few calls of customer but rigidity and continuous focus helped to convert those few calls to many calls/inquiries.
- b) **There is no alternatives to hard work as instrument of success** : In initial days he used to work hard, sometimes he worked the whole night because he believed to learn from each steps.
- c) **Patience & Versatility should also be the quality of an entrepreneur**: Patience require to overcome from the hard time and Versatility makes you to open the new horizon.
- d) **Entrepreneur should always have a big goal, don't limit to few digits of profits** :the

i) **Mantra of Success** :

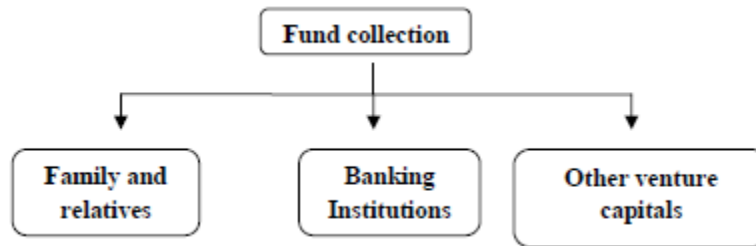


- **To search for the problem** : 1. While talking to people / customer.  
2. Visionary insights.  
3. Looks at everything as an opportunity.
- **To find the solution** : 1. Detailed understanding of the problem.

- goal of an entrepreneur should be vast which shouldn't be limited to few figures of profits but primary interest should be on impact made on society as well as on the country. he shouldn't be considered as a money- making machine but they are more social instrument.
- e) **Reinvestment is the core to grow**:for those young entrepreneur who have less capital, they should re-invest their earned profit on a regular basis, that will raise their risk-taking ability.
- f) **Setup of a team & its impact on the growth of business**: To grow high & Expand any business, it is require to setup a right team.
- g) **Marketing strategies for the intangible products and creation a brand** : The best marketing strategies is to exceeds the expectation of your customers. Calculation of brand target is hard to do because branding done in multiple ways like
1. Regularly tried to be available on online platform, like world trade fare, world travel mart London , ITB in berlin, Satte, TTF, UPTM in different states.
  2. Increase the visibility of company's name to attract customers.
  3. Very consistent with the quality service.
- h) **Things to be avoid by an entrepreneur** : 1. Irresponsible behavior not allowed here.  
2. Inconsistency  
3. Ignore certain things of team member.  
4. Avoid credit related Business.

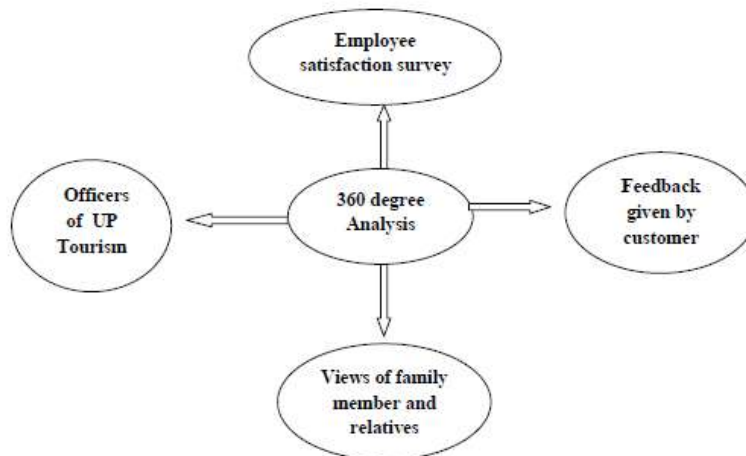
- **Exceeds the expectation of the customer** :Fulfilling their needs within right span of time and expertise services should be provided to the customers.

- **Capital & Fund investment:** Conversion of four digit investment into eight digits Balance sheet.



- His initial investment for setting up his enterprise is approximately three thousand around and the turnover of his first year is about one lakhs fifty thousand approx.
- As year passes, his turnover also increases but from fifth year to the current year, there is tremendous inclination in the turnover , as its three crores of turnover from last two years. ( the above information given and authenticated by Mr. Sankrit,

• **360 Degree Analysis of the Performance of an Entrepreneurs**



1. **Conversation with the different officers of UP Tourism department :** Based on some parameters like Opportunities for entrepreneurs in tourism, assistance to them by the department, utilisation of platform, entrepreneur’s contribution for the development of states & future possibility.

A) **Mrs. PreetiSrivastava, Deputy Director Department of tourism, government of Uttar Pradesh.**

1. **Opportunities for an entrepreneur in this industry :** Immense Opportunity in all basic field.

2. **Any assistance to the entrepreneur by tourism department :** various indirect assistance are there like to provide some

training programmes to make them more skilled, to bring them a platform like UPTM, TTF etc. so they can explore their market.

3. **Optimum utilization of platforms :** Young Entrepreneur likes Mr.Sankrit is utilizing these platform very well and create his Name as brand just within five years.

4. **Contribution of entrepreneur for the development of the state :** they contributes to the state in economic and non-economic term both, because, In economic term, they raise the revenue of their organization which further contribute to the state through tax and In non-economic term, they increase the popularity of the state in the eyes of the world wide tourist.

5. **Future possibility on the path of success :** Entrepreneur like Mr. Sankrit have a bright

and prosperous future more after completing successful project of motor boat & river cruising in KumbhMela 2019.

**B) Mr. VikashNarayan ,Assistant tourist Officer, Department of tourism, government of Uttar Pradesh..**

1. **Opportunities for an entrepreneur in this industry** : Immense Opportunity because there are many sector in tourism where skilled people are required and to upgrade and raise the performance of its different sector.
2. **Any assistance to the entrepreneur by tourism department** : As per tourism policy 2018 various indirect assistance are there like to waive the fees in some context, to provide some training programmes to make them more skilled, to help startup proposals &to bring them a platform like UPTM, TTF etc. so they can explore their market.
3. **Optimum utilization of platforms** : Young Entrepreneur likes Mr.Sankrit is utilizing these platform in an efficient way like to create his Name as brand just within five years.
4. **Contribution of entrepreneur for the development of the state** : Huge contribution to the state specially by increasing the rate of employment generation in the state as Mr.Sankrit did in Kumbhmela 2019 where he employed more than 60 employees for the period of Kumbh only, which directly uplift its socio-economic status .

5. **Future possibility on the path of success** : Entrepreneur like Mr. Sankrit have a bright and good future because of his innovative and creative thinking.

**C) Mr. Bimlesh Kumar Audichya , Deputy Director, Department of tourism, government of Uttar Pradesh.**

1. **Opportunities for an entrepreneur in this industry** : Enormous Opportunity in every field from hospitality to transport etc.
2. **Any assistance to the entrepreneur by tourism department** : Numerous indirect assistance are there like to provide some training to make them more skilled, to help startup proposals & , to raise their visibility in the market by introducing them nationals as well international platform like UPTM, TTF etc.
3. **Optimum utilization of platforms** :Mr.Sankritutilizes these platform in better way compare to others.
4. **Contribution of entrepreneur for the development of the state** : Great contribution towards accomplishing the objectives of raising and promoting the state tourism.
5. **Future possibility on the path of success** : Entrepreneur like Mr. Sankrit have a bright future. Where as tourism dept. and these types of entrepreneurs compliments each other.

**2. Employee’s Satisfaction survey by the mode of questionnaire : Analysis of 25 questionnaire below**

**Q1. Personal information :**

**a) Age group :**

Items	Age group
<30	0
30-40	20
40-55	5
> 55	0

**b) Gender :**

Items	Gender
Male	11
Female	14

**Q2. Education information:**

Items	Education info.
10+2TH	5
Graduate	8
P.G	12
Others	0

**Q3. Work experience :**

Items	Work experience
Fresher	12
0-1yrs	8
1-3 yrs	0
More than 3 yrs	5

**Q4. In which department , do you work**

Items	Departments
Finance	5
Operations	5
Transport	5
Sales and marketing	10

**Q5. How many years have you been in STZ?**

Items	Years in STZ
0-1 yrs	12
1-2yrs	8
2-4yrs	5
More than 4 yrs	0

**Q6. Would you like to refer someone to work in STZ**

Items	Like to refer someone to work in STZ
Yes	17
No	8

**Q7. How frequently do you receive recognition( monetary or non- monetary) from your supervisor?**

Items	Recognition
Monthly	25
Quarterly	0
Half yearly	0
Annually	0

**Q8. Please indicate your level of agreement with each of following statement?**

Items	Strongly agree	Agreed	Neutral	Disagree	Strongly disagree
I am satisfied with my position in STZ	8	17			
I received enough opportunity to interact with other employees on a formal level.	8	17			
I feel comfortable while giving upwards feedback to my supervisor	8	17			
I feel that our management team is transparent.	8	17			
I am getting enough opportunity to learn and use it for my career advancement.	8	17			

### 3. Feedback of customer by their review on different portals



**shikhar singh**

3 reviews · 1 photo

★★★★★ 3 years ago

Booked the 5D-4N Dubai tour. We were accommodated at the Golden Sands 5. We were picked up at the airport on time by our driver and guide. I found the service and response of this travel agency to be excellent. Easily 5-stars. My emails were promptly responded too, and everyone showed up when they were supposed to. I book studio room but agency tried & upgraded me to Executive Suit without any charges. They having good customer engagement & provide proper guidance while planning the tour with our needs and travel desires in mind, and as our interests. In future I will plan my next destination with Sankrit Tour Zone and also I would recommend this travel agency very highly. Good Luck & best wishes for Sankrit Tour Zone



**Tiago Ricotta**

1 review

★★★★★ 3 years ago

Sankrit Tour Zone was great with us! Since the first contact I saw that the staff of the company was really great and they heard all the things that we want for our trip through India. We really enjoyed our time in the country and I am 100% sure that the trip was not the same if we decided to go in another way or by our own. I totally recommend their services and you can close your eyes that Sankrit tour zone will make all your dreams in India become true!

Thank you all for the great time and great vacation that we Brazilians had in your country! Emoticon smile

Best Regards

Tiago



**Holden Hayes**

1 review

★★★★★ 3 years ago

Abhishek was awesome. For my trip to Indian and Nepal, he found great hotels and new where to guide me and gave me great drivers. During the trip I had a few hick-ups with my flight and visa while there (totally unrelated to Abhishek and absolutely not his fault), however Abhishek went above and beyond the entire stay while I was there to make extra calls, cancel and rebook flights where necessary, and was simply available 24/7 helping me no matter what the issue... he was very valuable as I didn't know anyone where I was traveling and that along with language barrier - he really watched out for me, and was more than just someone who helped book my plans - he was a friend and truly went above and beyond to make sure I was ok and was having a good trip. I would recommend Abhishek to anyone who is traveling to India or Nepal or anywhere else that his office handles. Thanks again Abhishek. Namaste!



**surya goud**

1 review

★★★★★ 9 months ago

Great service and Good at customized Varanasi Tour

From start till end of trip quality service. Mr.Naveen have amazing service mentality and was super fast and prompt in his responses. Everything customized to our needs and rescheduled to suit our travel dates. Itinerary very well done and covered all places we asked for, even giving some time off to relax and unwind. Mr.Abhay prathap in Varanasi was a great help full person. Very responsive and accurate. Definitely a great company to work with. Thanks to all STZ team for making our tour memorable.



### 4. Views of family member and relatives.

a) **Ankitasankrit**, current working **IBM Pune**, her response on the question “ How does Mr. abhisheksankrit inspire her as an entrepreneur? ”.

1. There is only an entrepreneurs who generate employment opportunities in the society, which somehow contribute to solve the biggest problem of unemployment prevailing in our country.
2. Mr. Sankrit usually offer job mostly to those who are needy and train them very well inspite of hiring professionals.

3. He sponsor the education fees of some special child.

#### Finding of the analysis of Questionnaire :

1. Mostly youth who belong to 20-30 years of age working in STZ.
2. Ratio of male and female employees is 56 % : 44%.
3. 48 % of employees are having post graduate degree, means they are good in knowledge.



4. 48 % employees are fresher in STZ, he provides then training.
5. 68% employees agree to refer other also to work with STZ.
6. 100% employees agree that they get recognition from their superior on monthly basis.
7. 68% employees agree on some points like satisfaction with position, good interaction among other employees, feel comfortable while giving feedback, transparent management policy and enough opportunity to learn and use for career advancement.

#### **Suggestions for the development of Tourism Industry as well as entrepreneurs :**

1. "Those who are related to tourism department like RTO etc, their orientation programmes should be conducted in tourism perspective" given by Vikashji
2. "New mechanism should be develop to avoid the overlooking of skilled people in the department." Given by Vikashji.
3. Concentrate more on long term sustainability instead of achieving short term goals.

#### **Research limitations–**

- This study is limited to my understanding and experience.
- Only a segment is considered, there is a probability of biasness
- Sometime accuracy and evidences problems will come in secondary data

#### **IV. CONCLUSION :**

Tourism industry impacts directly and indirectly to many people and to almost every people of the society. This industry want world to live in harmony, prosperity and peace. It also promote global brotherhood because if the people are happy then only they will travel and tourism industry blossom. The theme of tourism industry itself says compassion, prosperity and peace.

**Acknowledgment :** I would like to give special thanks to Mrs.PreetiSrivastava, Mr. VikashNarayan, Mr. BimleshKumar Audichyafor giving their time and sharing their opinion that raises the validity of this paper. I also like to give my kind regards to Mr. AbhishekSankrit for his enormous support in preparing this paper.

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