

About the Book

Women Entrepreneur has been recognized during the last couple of decades as an important untapped source of economic growth. The challenges and opportunities provided to the women of digital age are growing rapidly as the seekers are turning into creators. Indian women business owners are changing the face of businesses of today, both literally and figuratively. One of the major situations in which empowerment creates disharmony, dissatisfaction and dysfunctions is when women do not have a clear perception of the boundaries of empowerment. This book seeks to identify factors associated with successful women empowerment through entrepreneurship, and particularly with social entrepreneurship. It leads to significant changes in social, political and economic contexts for poor and marginal groups.

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women fail to grow their businesses because they don't know if everything will get out of hand. Though more than half-a-century has passed after independence, development of women entrepreneurship has not been rapidly achieved as the other measures of development. This edited book also tries to make a humble effort to include entrepreneurial attitude and enhancing self-employment among women with the help of innovative ideas and suggestive measures of all authors.

Dr. Suman Kalyan Chaudhury

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Women Empowerment Through Entrepreneurship in India

**J. Varaprasad Reddy, **Uma Rani Bade*

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Ruzan Khambhatta: Case Study of a Serial Entrepreneur

**Anand Nagrecha, **Jaya Ashish Sethi*

INTRODUCTION

Entrepreneurs do "Sunya se sarjan" means they start from zero and convert their dreams into reality. Entrepreneurs take social, psychological and financial risk and produce something of value to the society. Entrepreneurs have high sense of self dependence and high need for achievement. Entrepreneurs are creative and use out-of-box thinking to build and sustain their business. All the above statements are true for Ruzan Khambhatta who is a leading entrepreneur in the field of Information technology. As an entrepreneur she believes that money is not the main requirement for business it is concept, product, services, and team and then finances will follow if you have all of these.

An entrepreneur should have vision to think what would be the need or requirement for people. Understanding the needs and wants and then filling the gap by giving solutions or products or services. Being an entrepreneur in the field of requires lots of innovative abilities, out-of-box thinking, skills are required to understand the future needs of clients also skills are required to sell such products which clients may not have ever used. Means information technology entrepreneurs require intelligence to develop the softwares and hardwares which can satisfy latent needs of corporate and individual clients, it requires marketing abilities to convince the customers how the product will be useful to the company/individual and how it will help to increase profits, speed of business processes and speed of information flow of the company. Ruzan had all the above abilities which are the reason why she became a successful technopreneur.

Living by the philosophy of simple living and high thinking her life is a role model for thousands of people who want to be successful entrepreneurs. The purpose of this case is to study the

conditions, personality traits, decisions which made her a successful entrepreneur so that we can know that what cause lies behind a successful entrepreneur. As per literature review on entrepreneurship following points are responsible to create a successful entrepreneur.

- 1) Childhood
- 2) Family background
- 3) Entrepreneurs own personality traits
- 4) Social block to become an entrepreneur
- 5) Motivation to become entrepreneur

Source: <http://ruzankhambatta.com/keystrengths.html>

Childhood and Education

She studied at Gujarat Law Society (GLS) School and did her graduation from St. Xavier's college. In school and college days following were her achievements:

- Made history by becoming the first Lady General Secretary (GS) of the college
- Head Prefect in Junior and Senior School
- Won Prizes in Dramatics, Conducted Plays
- Captain of Volley Ball Team till district level
- Represented College in inter college Badminton

In childhood she was taught to value each and every thing, she was taught to value elders, value human beings, to respect elders. Also in her childhood she learnt the values of honesty, humbleness, hard work, dedication etc. from her father who is very successful entrepreneur in the field FMCG business. In the school she used to take leadership and also students and teachers accepted her as

leader and this vicious cycle of being a leader, fulfilling the commitments and again being selected as a leader became her major strength which now also she is cherishing. In college she got selected as the first lady general secretary. So leadership traits were seen in the childhood from her and now also she believes in leading by front and working at grass root level. A very important thing which she learnt in her childhood is "knowledge is power" so till date she continues to updated her on various aspects of life.

Family Background

As per literature review 80% of entrepreneurs have father or mother as entrepreneur. Ruzan Khambhatta comes from an entrepreneurial family. Her father is a successful entrepreneur in the field of FMCG. She visited her father's factory since her school days. There she learned the first lessons of entrepreneurship by seeing and observing how his father handled the business from finance, marketing, human resource and production point of view. She learnt few lessons of marketing which are as under.

1. Kiss principle: Keep It Simple Stupid. Which means don't confuse the customer by trying to impress him by your knowledge. Be short and sweet in your communication with customers. Speak in his language
2. Use analogies to explain to the customer: She entered the business of website development and web page development when it was too new for the clients. When clients asked the difference between website and web page she used analogies to explain the difference. For. Web page means a flat in a building. Website means your own bungalow.
3. Customer satisfaction is must: Whenever she launched a new IT product she went to meet the customers and asked the

feedback of the customer. If customer gave some feedback she went to the office and developed the product or services according to the needs of the customers.

4. **Be a niche marketer:** Ruzan always likes to do what is unexplored and new. Whether its business or her educational qualification she has always tried to explore the new and unexplored and that's the reason why she did graduation with bio-chemistry as major subject because when she graduated it was a totally new field. In information technology business also she is an early adapter and out-of-box thinker. She gives solutions to her client which is new to India and because of this she became niche marketer. Since the products were new in the Indian market she used to apply above principles of keep it short and simple and explain the customer in his/her own language.

5. **Taking competition positively:** On competition and competitors copying her product she has following views:

"I love competitors copying us for the following reasons:

- It proves we have done something worth copying
- It proves we are the leaders
- It gives us more confidence in our abilities
- An indirect word of encouragement
- Motivates to perform better
- Is a feather in our cap
- Pushes us to always innovate
- As it is copied it can reach to a larger audience which we cannot/unable to address. At least those people can also be benefited if not directly via us then may be indirectly. So we are contributing to the benefit of mankind.

- Some masala for our bio-data/autobiography.

Always remember that we have to prove ourselves daily. So if our competitors copy us then we will have to innovate and move ahead. So competitors' copying encourages us to do something again different and that leads us to again create a new thing and thus the positive cycle goes on. We are the leaders and they are the followers.

I am sure if competitors would not copy us then it can be the reason that we would become lazy and not innovate and that would lead to our stagnation and also we would not get the confidence and leadership etc. So I really wish that our competitors should copy us.

But we should remember one thing that we cannot rest on our old laurels. Because the day we do that then we do loose out and though we are the originals and somebody has copied but still the copied thing would have much demand then the original. So one has to take extra care of that also. This is a very important point and one should not forget it.

There is constant need to create and innovate then only a co. Can survive. This is what we are here in the co. for and in fact this is what we call challenging."

Source: <http://ruzankhambhatta.com/competitorsus.html>

Entrepreneurs Own Personality Traits

Entrepreneur has some personality traits which make them successful in the business they are doing. As an entrepreneur Ruzan Khambhatta has removed the following myths of an entrepreneur:

Myth 1) Entrepreneur joins their parents business:

Ruzan didn't join her parents business even though her father is

a successful businessman in the field of FMCG. His father's powdered soft drink cover a huge market share in India and also the soft drink is exported to many countries. It might have been easy for Ruzan to join that business and sustain it then also she decided to take the hard path and to establish her own business and also she decided not to use any brand name, logo, of her father's business which could have given her easy acceptance of her products in the market. Instead of that she chose to be self dependent, and create her own business identity in the information technology business.

Myth 2) Entrepreneur does the business of their educational background:

Ruzan Khambhatta did B.Sc. (bio-chemistry) and Masters in life science. Looking at her qualification people would think that she might be in the business of pharmaceuticals or some related business but to the surprise of this thinking she happens to be an information technology entrepreneur. Author asked the reason to be an information technology entrepreneur and the answer given by her was very short and simple. "When I completed my graduation and was doing post graduation in life science my father made his whole business run on computers. Computer became my passion I started learning software, hardware, networking from various national chains of computer academies. I did my SWOT analysis and I found that I can do business in which high intellect is required and information technology is such a business which does not require high investment but it requires high intellect". Means she chose to become an information technology entrepreneur because of her SWOT analysis and finding high intellect, marketing and human resource ability as her major strength.

Myth 3) Entrepreneur should have work experience before doing business:

Ruzan did not have any work experience and started her first venture at the age of 22 years.

Myth 4) Women entrepreneur start their business at the age around 30 years:

Ruzan started her first venture at the age of 22 years.

Apart from removing the above myths from the minds of an entrepreneurial researcher she had following personality traits which made her a successful technopreneur: high self dependence, internal locus of control, high marketing skills, and excellent human resources management ability, high need for achievement, ability to understand and deliver products according to customers needs.

Key strengths of Ruzan can be summarized as follows:

- A strong business instinct.
- Strong fundamentals in the domains of Strategy, Planning, Programming, Marketing, Sales, Systems Design
- Always wanting to innovate, experiment unconstrained by convention
- Ability to lead and direct a team
- A hands-on implementation style

Source: <http://ruzankhambhatta.com/keystrengths.html>

Social Block to Become an Entrepreneur

Every entrepreneur faces a social block when they want to become successful in the business they are doing. Some entrepreneur face the block from their family itself if they are first generation

- Top five emerging ICT Enterprises
- Outstanding Entrepreneur

Source: <http://www.ruzankhambatta.com/>

SOCIAL CONTRIBUTION

Today Ruzan Khambatta is a regularly sought after speaker and panelist in the field of path breaking technology to customer relationship management, Management Issues and amazes audiences –those willing to listen to Business ways of Ruzan Khambatta.

Ruzan is invited to judge various contests on Personality development Mgmt skills etc.

Ruzan is invited by various Universities as an Industry expert to examine student's viva/practical papers.

Ruzan in her own way works in helping the mass movement for Women Empowerment. She sees to it that women are mobilized to understand, identify and overcome economical, social, professional hurdles. She firmly believes that small steps taken today will definitely lead to a giant leap tomorrow for the rise of women hood may it be in physical, mental, intellectual or spiritual strata.

As Ruzan passionately and relentlessly works for women empowerment, She always emphasize that we woman are very good into multi-tasking and are best all-rounders, power play should be used for positive results. It is just the belief in ourselves that Yes "We can do it" give us the boost to take us through and with thumping success. She has always been a sounding board, inspiration and motivation for them. She guides them for their career, businesses or even for social issues which greatly

empowers them. It gives them courage to stand-up for themselves, voice their opinion and excel in their field.

Ruzan also does mentoring for Budding Entrepreneurs at Centre for Innovation Incubation and Entrepreneurship CIIE Indian Institute of Management IIM Ahmedabad, eDC- Entrepreneurship Development Cell, IIT Delhi, TIE - The Indus Entrepreneurs, The Entrepreneurship Cell, IIT Bombay, TATA NEN - The Tata Group & National Entrepreneurship Network, Sankalp Forum India's social advisory and investment banking firms in the development sector With her mentoring sessions Ruzan has helped many entrepreneurs and budding entrepreneurs to start up, stabilize, overcome critical stages, grow and navigate their businesses. She has helped them to gain invaluable insights beyond their own education and experience.

Source: <http://ruzankhambatta.com/society.html>

FUTURE PLANS

Her future plan is to be in the information technology business and to introduce new products into Indian information technology market.

Some of her success mantra in her own words:

"Always Remember to ... Be Honest, Be Happy, Be Positive,
The extra mile ... I did not win the silver I lost the gold
I Believe Problems = Challenges and Opportunities"

"Dream to be successful:

Everybody wants to become rich, have money in abundance, but here I would like to say that instead of dreaming to become rich, better dream to become successful. Because success brings

Achievement-Fame-Respect-Confidence-Satisfaction-Money. So let us put our efforts in attaining success in whatever/everything that we do."

"Life Long benefit:

The only thing which works forever is customer loyalty. It is more important to earn customer loyalty then to earn money. Because money is a short term gain, whilst customer loyalty is a long term benefit. So let us focus on earning customer loyalty"

Source: <http://ruzankhambatta.com/mantra.htm>

CONCLUSION

Ruzan Khambatta's case study suggest that there are some external factors responsible for creating an entrepreneurs but apart from external factors some internal factors are also responsible to start, sustain and grow a business. According to her if a person is determined to approach his/her dream with enthusiasm, hard work, dedication, innovation and self faith then the person can fulfill his/her dream to become a successful entrepreneur. Her life is a role model to many upcoming man as well as women entrepreneurs.

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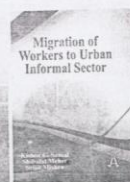
The Challenge of Empowerment of Rural Women and Capacity Enhancement

A. Suryanarayana



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