



AN ENTREPRENEURIAL STUDY OF GENERATIONS IN HOTEL BUSINESS OF ULHASNAGAR

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Abstract

The paper discusses about the generations of entrepreneurs of hotel industry in Ulhasnagar. It focuses on establishment of entrepreneurial business in Ulhasnagar post partition of India and Pakistan. It throws light on challenges and risks faced by various generations of entrepreneurs in setting up the business and gives insights on management of entrepreneurial business by different generations each having own ideas, innovation and uniqueness.

Keywords: Entrepreneur, First Generation Entrepreneur, Second Generation Entrepreneur, Generation Next, Ulhasnagar, Partition.

RESEARCH METHODOLOGY

Objectives of the study

1. To study the entrepreneurs of hotel industry in Ulhasnagar
2. To study the challenges faced by first generation entrepreneurs in setting up their business.
3. To study the changes that has taken place from first generation to second generation.
4. To study the desire of entrepreneurs of involving their future generation into business.

Research design

Exploratory and Descriptive research

Data collection

Primary data: Personal interview with entrepreneurs by way of questionnaire

Secondary data: Various books, journals and websites referred for research.

Sampling

Sampling method: Simple random sampling

Sample size: 20 entrepreneurs in all from First generation and second generation were studied from hotel industry of Ulhasnagar

Hypothesis of the Study

H1: The first generation entrepreneurs faced many challenges in setting up their business

H0: The first generation entrepreneurs did not face any challenges in setting up their business.

H2: The second generation entrepreneurs introduced significant changes into business

H0: No significant changes were introduced by second generation entrepreneurs

H3: First generation entrepreneurs and second generation entrepreneurs have strong desire to involve generation next into the business.

H0: First generation entrepreneurs and second generation entrepreneurs do not have desire to involve generation next into the business.

TERMINOLOGY

1. Entrepreneurship

The concept of entrepreneurship was first established in the 1700s, and the meaning has evolved ever since. Simply, it is starting one's own business.

An entrepreneur is one who is willing to bear the risk of a new venture if there is a significant chance for profit. He acts as an innovator who markets his innovation and develops new goods or processes that the market demands and those are not currently being supplied.

2. Entrepreneur

An entrepreneur is an individual who starts new business with an innovative ability taking into consideration the risk and reward involved into the venture.

He is the person who introduces something new or brings necessary changes in the existing one so as to enhance its utility.

a. First Generation Entrepreneur (FGE)

A person who has migrated from Pakistan after Independence and who has set up his business in India. A person aged between 61 to 80 years will fall in the category of first generation entrepreneur in this study.

b. Second Generation family managed business Entrepreneur (SGE)

A person who continue the family business set up by his father and puts in his own efforts and knowledge for the sustainability and better development of business. A person aged between 41 to 60 years will fall in the category of second generation entrepreneur in this study.

c. Generation Next / Future Generation

A well educated youngest individual in the family who may or may not enter his family managed business. A person aged between 20 to 40 years will fall in the category of third generation potential entrepreneur in this study.

ULHASNAGAR

Ulhasnagar is a municipal town. It is a railway station on the Mumbai-Pune route of the Central Railway. Ulhasnagar, a colony of migrants is the outcome of the Partition of India (1947), is 68 years old. Situated 58 km from Mumbai, the once-barren land has developed into a rich town of Thane district. Originally, known as Kalyan Military transit camp, Ulhasnagar was set up especially to accommodate 6,000 soldiers and 30,000 others during World War II. The majority of barracks had large central halls with rooms attached to either end. The camp had a deserted look at the end of the war and served as a ready and commercial ideal ground for Partition victims. Sindhis, in particular, began life anew in the new land.

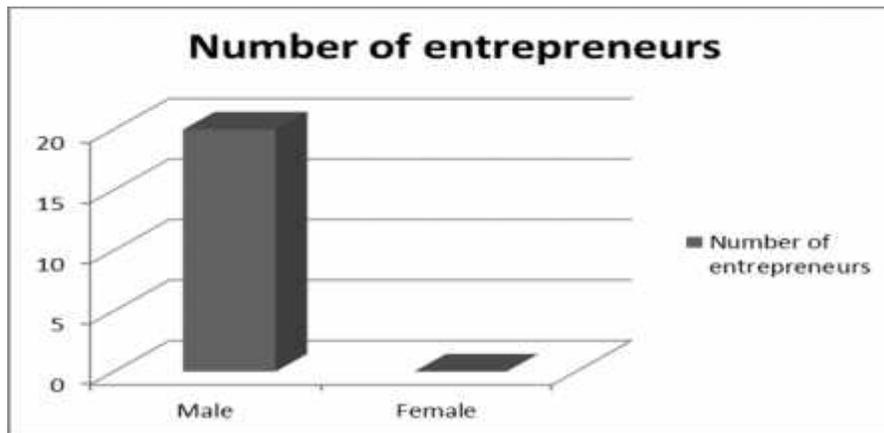
After the partition of India, over 1,00,000 Sindhi-speaking refugees from the newly created West Pakistan were relocated to deserted military camps five kilometers from Kalyan. The area was converted into a township in 1949 and foundation ceremony took place on 8 August 1949.

The Governor-general of India, C. Rajagopalachari named the town Ulhasnagar ('city of joy')

FINDINGS AND ANALYSIS

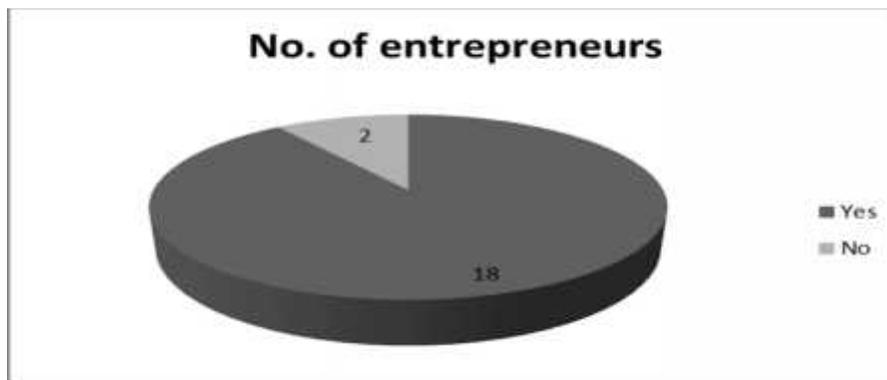
1. Gender of respondents

Out of 20 hotels, it was found that all major proportion of hotels is operated by males.



2. Whether migrated from Pakistan?

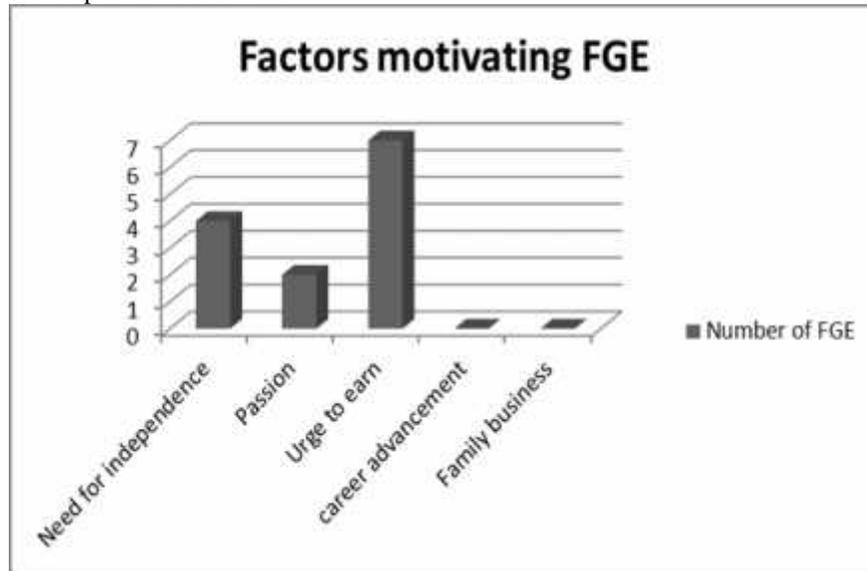
Out of 20 entrepreneurs, it was found that 18 of them migrated from Pakistan and set up their business in Ulhasnagar.



3. Factors motivating for choosing entrepreneurship as a career option

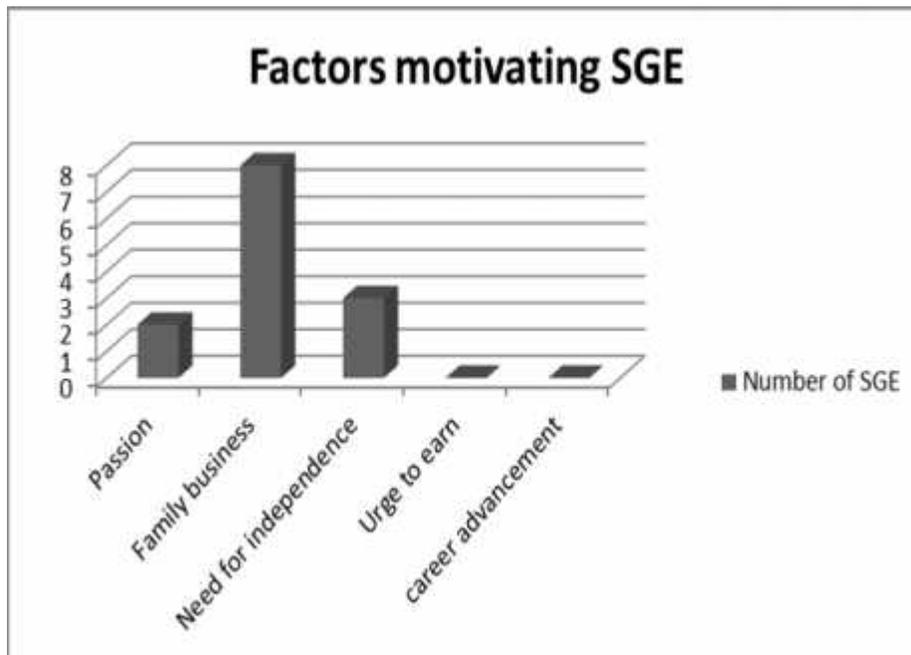
a. Amongst FGE

When FGE migrated from Pakistan, their main need was to earn. Therefore, for the source of livelihood they started their own entrepreneurial business.



b. Amongst SGE

SGE opted for entrepreneurship as a career option basically with the desire of continuing their family business.

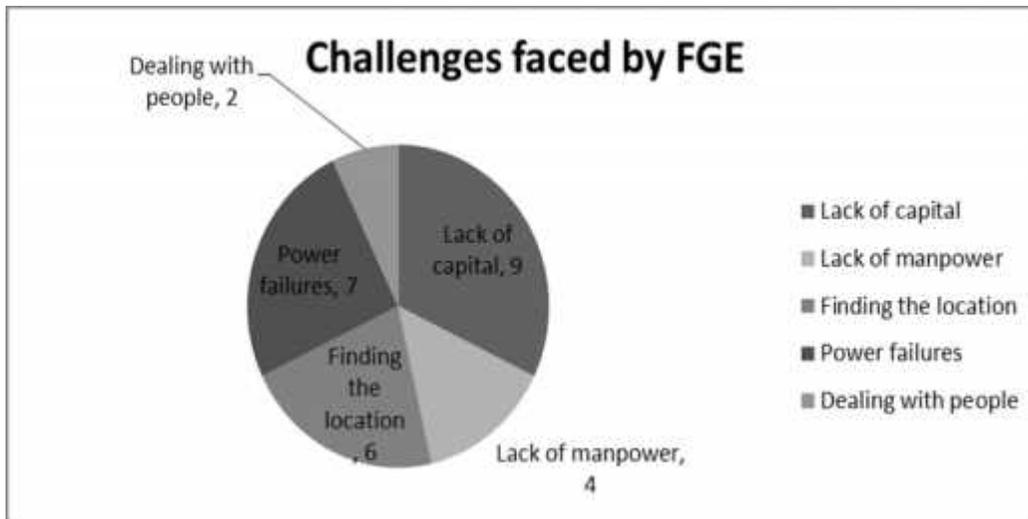


4. Challenges faced by entrepreneurs in starting the business

a. FGE

It was found that the major challenges faced by FGE in setting up their business are no sufficient availability of funds and power failures.

Out of 20 respondents, 16 entrepreneurs faced the problem of arranging the funds and 13 entrepreneurs faced the problem of frequent power failures.

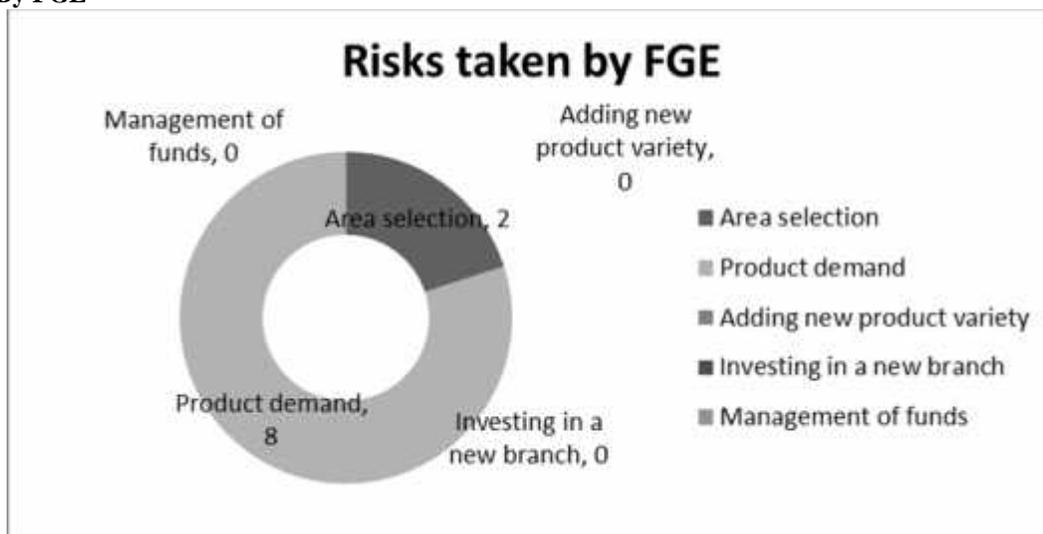


b. SGE



5. Risks taken

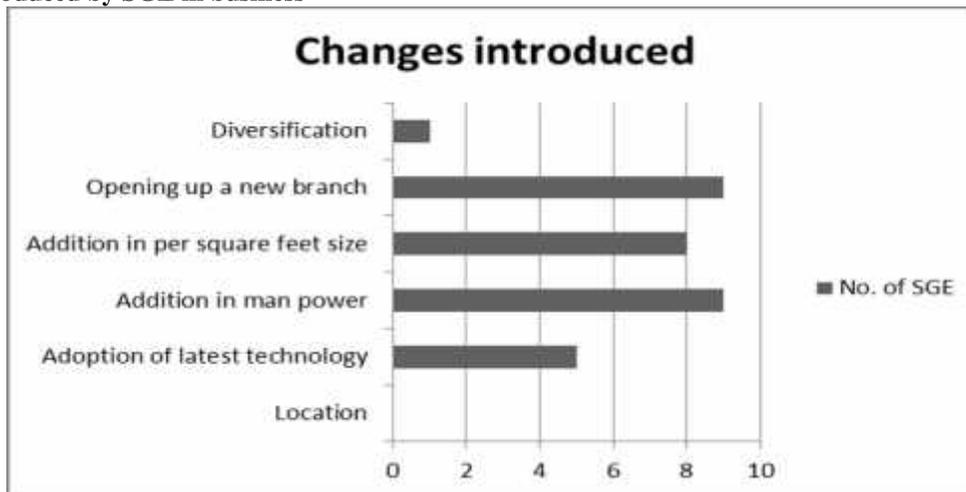
a. By FGE



b. By SGE

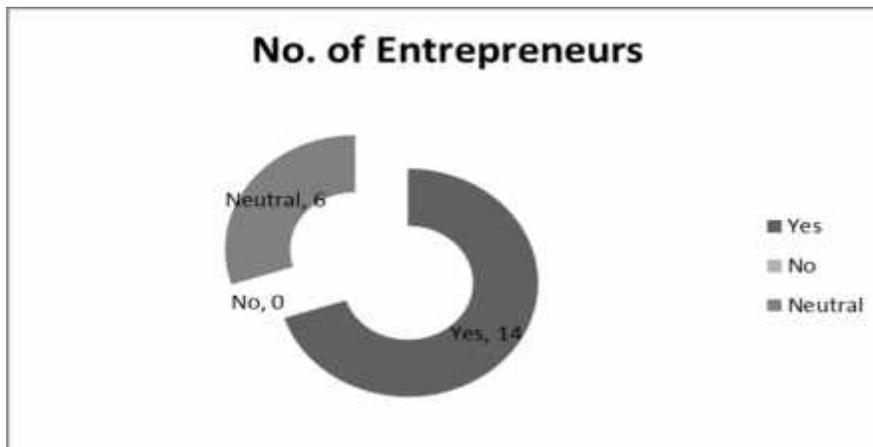


6. Changes introduced by SGE in business



7. Desire to involve Generation Next into the business

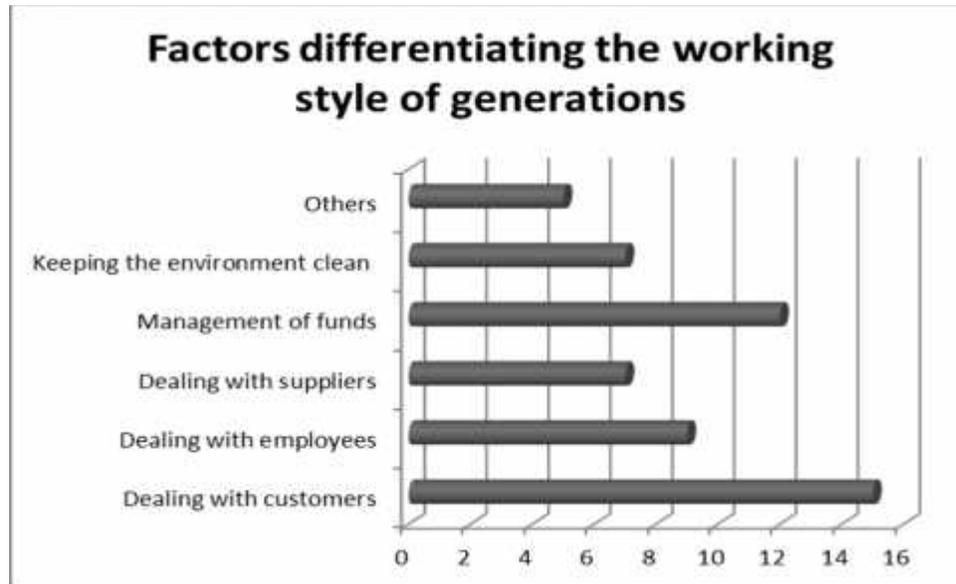
Out of 20 respondents, 16 respondents were positive to involve their next generation of family into the business. 4 respondents were neutral and they left the decision up to the willingness of upcoming generation.



8. Factors Differentiating the Working Style of Entrepreneurial Generations

While interviewing both the generations of entrepreneurs, it was found that there were certain differences in both the generations with regards to management of business with respect to following factors:

- Difference of dealing with customers
- Difference of dealing with employees
- Difference of dealing with suppliers
- Difference in management of funds
- Difference in being environmental friendly



9. Impact of Pest Environment

Political Environment

Political environment has not impacted much but in terms of bandh declared by political parties in the situations of strikes and death of a political leader where the hotel has to shut down temporarily. On the other hand, political parties and ministers visit the restaurant; have the food but do not pay the bill due to which hotel suffers severe losses.

Economic Environment

Economically, the pricing policy fixed is very much reasonable enough to meet the demands of customers. However, as the service tax increases, there is an increase in the price of food variety offered. Likewise, if the income tax increases, profits get reduced to a certain extent.

Socio-Cultural Environment

Hotel industry of Ulhasnagar is specialized in understanding the needs of Sindhi community. Rich multi-cuisine offerings include Indian & Punjabi dishes and food with an exclusive Sindhi touch. The common variety introduced is Sindhi curry, pakodas and pattice. The demand for the restaurant is very much high during the occasion of marriages, birthdays, raksha bandhan and diwali.

Technological Environment

The second generational entrepreneurs have introduced following modern technology to meet the growing expectations:

- Gravy machine
- Food processor
- Refrigerators
- Deep freezers
- Ovens
- Steamers
- Dishwashers



- Multi-channel cable set top box
- WiFi facility
- CCTVs
- Billing machines
- Generators
- Chimneys and exhaust fans are installed to have an eco-friendly environment.

OBSERVATIONS AND FINDINGS

After conducting the survey and studying the overall industry of Ulhasnagar, it is found that:

- Major proportion of hotel business in Ulhasnagar has been set up after migration of people since partition of India-Pakistan.
- First generation entrepreneurs found it difficult and faced many challenges in setting up the business.
- These businesses are in existence currently out of the willingness of second generation entrepreneurs to continue the trend of family business.
- Second generation entrepreneurs introduced many changes into the business primarily establishing of new branches.
- Each generation manages the business by own personality traits.
- First generation entrepreneurs and second generation entrepreneurs are very much keen in involving their future generations into business.
- External environment plays a vital role in influencing the decisions of business.

CONCLUSION

After analyzing the overall position of entrepreneurs in hotel industry of Ulhasnagar, it can be concluded that entrepreneurial business cannot be set up very easily as it is commonly said "*Rome was not built in a day*". Similarly, business cannot be set up in a day. It requires absolute planning, skills and creativity on the part of entrepreneurs.

Entrepreneurs faced many hurdles and even today these hurdles are faced by succeeding generations of entrepreneurs. It is not that succeeding generations has been handover the readymade business set up by their forefathers. Each generation of entrepreneurs faced different risks with varying intensities.

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