

DRIVERS OF ENTREPRENEURSHIP: A STUDY OF CHITPAVAN BRAHMIN BUSINESSES

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ABSTRACT

Chitpavan Brahmin Community engaged themselves in worship - pooja path initially. Due to education they started doing the job and now days they turned themselves towards Business. These people do not have any business background but they became successful entrepreneurs. In the absence business background, financial backing, any formal or informal training, guidance from their forefathers related to business management, communication, marketing of the product, etc, they initiated business activities and became an entrepreneur. Chitpavan Brahmin has also made a mark as business leaders in various business areas. Being a Brahmin, was never a barrier for them. This paper throws light on the encouraging factor and find out various reasons for selecting the area of business for this community which turned them towards business from their traditional occupation 'Agriculture' and secondary occupation 'Priest' to a successful businessman.

KEYWORDS: Business Management, Encouraging Factor, Chitpavan Brahmin, Communication.

Introduction

When we think about the business, the name of Gujarati, Marwari, Vaishya, Shetty, Jain, Punjabi entrepreneurs come in our mind. These Communities are recognised as successful entrepreneurs and have an influence on the society that they are only successful entrepreneurs due to their unique qualities and skill, while Brahmins were known for their traditional occupation i.e. 'Puja'. But this scenario is changing. Many sections of Brahmin community engraved their footprints on specific business operations. Brahmins - Chitpavan Brahmin Community has also made a mark as business leaders in various business sectors. Being a Brahmin, was never a barrier for them. There are successful entrepreneurs belonging to this community like Chitale Bandhu Mithaiwale, Ogale Glass Work, Bhogale (Nirlep), Marathe (Cotton King), etc. It is true that Brahmins are successfully demonstrated their footprints in various sectors of business. Not only in businesses but also individually had they established themselves as successful personalities well acclaimed in the world in different sectors in different eras.

In the absence business background, any formal or informal training, guidance from their forefathers related to business management, communication, marketing of the product, etc, they initiated business activities and became an entrepreneur. Since ancient time, the Brahmin community is known as community engaged in religious, rituals activity like marriages, worship, rituals like routine Poojas concern with kriya karma/ kuldharm and Kulachar, etc. Along with this, the community is also renown as the community of teachers. With the development in civic society, the Brahmin Community has improved significantly through education and started doing white collar jobs. With the passage of time, instead of looking for employment, Brahmin started doing business also.

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A researcher focused on the Brahmin community, especially Chitpavan Brahmin community, they do not have any background of the business. Since ancient time they are agriculturist these people came from a coastal belt of Maharashtra -Konkan. Chitpavan Brahmins have descended from Sage Parshurama (born 5000 B.C) Ref (<http://www.kokanastha.com/htm/historg.htm>). When we compare Chitpavan Brahmin entrepreneur with other community's entrepreneur, it observed that Chitpavan Entrepreneurs may not have successfully expanded their operations due to their adopted lifestyle, but they have unique skill, ability, innovativeness to manage the business operation differently.

The Chitpavan community though known scholars and teachers, has been successful in the field of business also. They have marked themselves as business personalities and as an individual professional also. This community is known for certain qualities inherited in them from generations to generations. The community consists of people who are very hard working, meticulous, punctual and intelligent. So obviously they prefer to work in such areas which are intellectually stimulating ref (<http://www.kokanastha.com/htm/geninfo.htm>) and hence not generally found doing blue collared jobs and emerged themselves as successful entrepreneurs.

Statement of the Problem

Without any business background, backing of money and training, they attempted to enter into business ventures. Since ancient time these community is recognised as the community of Priest, Teachers and in some cases they are farmers also. In course of education, they started doing white collar jobs and then tried to explore opportunities to start their own business. A researcher would like to study encouraging factor which made them successful.

Objectives of the Study

- To study the Motivating factors to start the business
- To review and understand the reasons for selecting a particular business.

Hypothesis

H₀: "There is no significant difference in the motivating factor among Chitpavan to start their own business"

H₁: "There is a significant difference in the motivating factor among Chitpavan to start their own business.

Limitation

- This study is limited to Pune and PCMC area with reference to all business activities undertaken by Chitpavan Brahmin Community.

Research Methodology

Primary Source

The primary data is collected through field survey technique using a structured and pilot tested questionnaire for 33 Chitpavan Brahmin respondents who were registered under Chitpavan Sangh's Udyojak Manch. The Questionnaire with Formal and Informal discussions and Observations are useful to collect the required data.

Secondary Source

The Sources of secondary information are printed and electronic form, annual reports, working papers, Journals, Books and Magazines, related research work etc

Sampling for the Study

Data collected from 33 entrepreneurs who were registered under ChitpavanUdyojakManch. The population is 236 entrepreneurs located in Pune and PCMC area.A researcher use a Convenient sampling Method for this study.

Test of Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.949	160

Ideally the Cronbach Alpha should be between 0.5 to 1. In this case the value is 0.949. This means that the questionnaire instrument is highly reliable.

Data Analysis and Discussion

Demographic details of the Respondents.

- Gender**

Table 1: Gender

	Frequency	%
Male	30	90.9
Female	3	9.1
Total	33	100

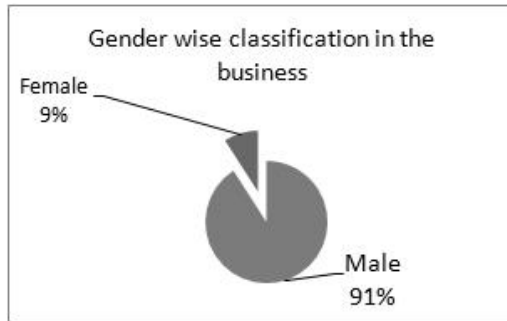


Fig. 1

Table 1 and figure 1 indicates that out of the total respondents 91% of respondents are male and 9% are female. Thus the Chitpavan Brahmin Community is dominated by Male. While it shows that female members have an opportunity to develop business.

- Age of the Respondent**

Table 2: Age of the Respondent

Age Group	Frequency	Percent
21 to 30	2	6.1
31 to 40	10	30.3
41 to 50	13	39.4
51 to 60	3	9.1
Above 60	5	15.2
Total	33	100

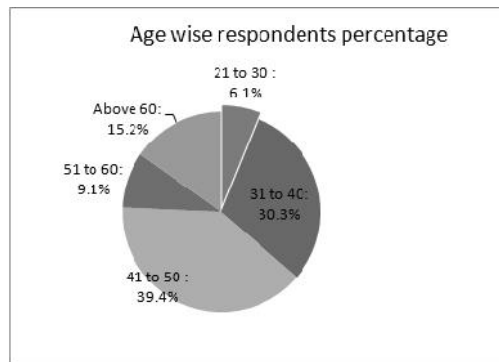


Fig. 2

From Table 2 and figure 2, it seems that senior members of this community are engaged in business operation as around 55%, businessman belongs to the age group above 41 years. Significant i.e. 15% of respondents belong to the age group above 60 years, this is due to their good health, own intent and disciplined lifestyle. While around 25% of respondents belong to the age group below 40 years, this indicates that youngsters are also interested in doing business compared to searching for employment. This is due to the support they receive from family and community organization and government schemes.

- **Educational Qualification of the Respondent**

Table 3: Educational Qualification of the Respondent

Education	Frequency	Percent
Upto 12th Std	2	6.1
Graduation	17	51.5
Diploma	2	6.1
Professional	11	33.3
Doctorate	1	3
Total	33	100

Table 3 indicates that around 51% of respondents are graduates and 6% are diploma holders, while 33% are professionals and 3% are Doctorate, it shows that all are educated and using their professional knowledge, skill for the development of their business. Around 6% of respondent's education is up to 12th std. who has started and continuing their business operation by their own experience, knowledge, hardworking nature.

- **Business**

Table 4: Business

	Frequency	Percent
Service	17	51.5
Trading	4	12.1
Manufacturing	14	42.4

This shows that, around 51% of respondents are providing services to the customers, 42% of respondents are the manufacturer of the goods and 12% of the respondents are dealing with goods and services.

- **Type of Business**

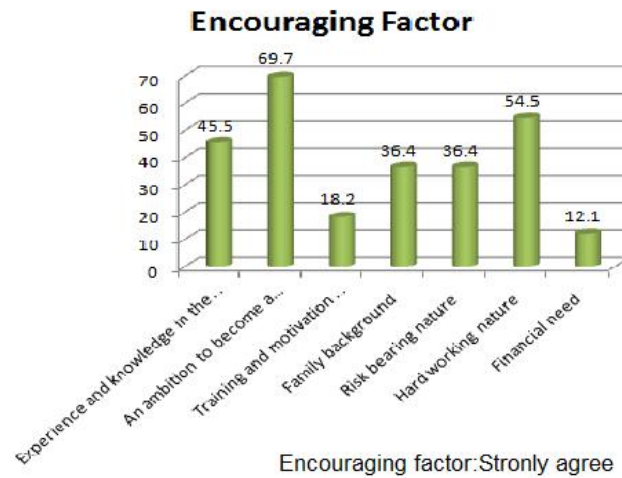
Table 5: Type of Business

Type of the Business	Frequency	Percent
Sole Trader / Proprietary Firm	18	54.5
Partnership Firm	8	24.2
Joint Stock Company	3	9.1
Association of Persons	4	12.1
Total	33	100

This shows 5 shows that, around 55% of respondents are sole traders or having a proprietary firm and 24% of having a status of partnership Firm, 9.1 % have Joint stock company and 12.1% have Association of person status to their Business. Most of them are sole traders having no employee or less employee. They work hard in their business and try to grow their business with limited resources. This also indicates that slowly they are expanding business and applying new forms of organisations.

Table 6: Encouraging Factor

Encouraging Factor	Strongly Disagree	Disagree	Somewhat Agree	Agree	Strongly agree	Total
Unemployment problem /Jobless	42.4	33.3	21.2	3	-	100
Government assistance and incentives	54.5	27.3	15.2	3	-	100
Experience and knowledge in the respective field	12.1	18.2	6.1	18.2	45.5	100
An ambition to become a businessman	6.1	3	3	18.2	69.7	100
Training and motivation entrepreneurship seminars and programmes	36.4	30.3	9.1	6.1	18.2	100
Family background	27.3	24.2	9.1	3	36.4	100
Risk bearing nature	6.1	15.2	15.2	27.3	36.4	100
Hard working nature	9.1	6.1	9.1	21.2	54.5	100
Financial need	15.2	33.3	9.1	30.3	12.1	100



Unemployment Problem

- Above 97% of members did not start the business just because they were unemployed. They have a deep desire for their own business.
- Around 3% of members started their business because of Joblessness. They were not able to get satisfactory employment.

Government Assistance

Above 97% of Chitpavan businessmen did not start their own business because of Govt. assistance and incentives. It is only 3% of respondents, who obtained subsidies from Govt. schemes or establish their business by plot allotment at the concessional rate.

Experience and knowledge

Around 64% of the respondents started their business after gaining experience and knowledge, 36% had a family background.

Ambition to become an Entrepreneur

Around 88% businessmen from the Chitpavan community started their business with an ambition to become an entrepreneur. These people did not have any family business background; only through their deepest desire to become the king of their business they entered this venture. They wanted to earn higher income and willing to use their fullest skill, knowledge with the fullest capability to ensure getting the highest profit without the interference of the other people. Around 12% of respondents did not have any desire to become a businessman to start their own business. They started business accidentally or situational pressure or by sudden opportunity.

Training and Motivation

Around 25% Businessmen started their business by getting inspired by training sessions organized by the chamber of commerce, Udyojak Manch, Entrepreneurship Development Cell, etc. But for 75% of respondents, these were not the reasons.

Family Background

Around 40% of respondents entered into business because of their family background. New generations utilize their new ideas, skill to expand their family business into newer regions and diversify it into new fields.

Risk-bearing Nature

Around 64% businessmen have risk bearing nature, they are not afraid to take any risk for the businesses. They give preference to keep continuing their business and not to give up their aim and not to chase up their goal and dreams. But 36% businessmen did not have risk bearing nature because they have inherited settle business. They do not have strong competitors; they do have fixed customers, unique products, etc. Hence, their business are running smoothly without any risk.

Hard Working Nature

Around 75% of respondents have hardworking nature, due to which they started their business. They work for long hours without getting bored. They are not ashamed to do any simple task related to their business. They are not bound by any time limit to complete the task. Remaining businessmen need not work hard because of settle family business, where they have qualify staff to handle the work and role of these businessmen is only to supervise the work.

Financial Need

Around 43% of respondents started their business because of the need for money. Instead of going with the job for earning the livelihood, they ventured themselves into the world of entrepreneurship. Money was not the primary reason to start the business for 60% businessmen.

Table 7: Reasons for Selecting the Business

Reason	Strongly Disagree	Disagree	somewhat Agree	Agree	Strongly agree
Native place	42.4	3	9.1	24.2	21.2
Marketing opportunity	33.3	15.2	9.1	18.2	24.2
Affordable and available labour	33.3	18.2	6.1	21.2	21.2
Nearness to raw materials	40.4	22.2	13.1	9.1	15.2
Good Transportation	36.4	21.2	12.1	15.2	15.2
High profitability	33.3	6.1	24.2	15.2	21.2
Less competition	39.4	12.1	30.3	6.1	
Market Potential	18.2	18.2	36.4	27.3	12.1
Previous experience in the field	30.3	9.1	15.2	15.2	30.3
A new product Innovation	21.2	15.2	15.2	48.5	

Chitpavan business entrepreneurs are innovative. Around 48% of respondents started their business because they were innovated a unique product. Because of the new innovative product they do not have competitors; they have an opportunity to enter the market, little competition, etc. Nearly 21% to 24 % of respondents started their business at their native place, shows that they want to start their business near to their house, near to their family and friends which save their travel. Around 24% of respondents selected the area for their business because their product gets the demand from the market, 21% of respondents get the labor at affordable rates. 30% of respondents selected the business because of their experience and knowledge in the field.

Testing of Hypothesis

To test this hypothesis Q. 6 (related to encouraging factor to start the business activity) from the questionnaire has been considered and a T Test has been conducted.

Table 8: One-Sample Test

Encouraging Factor	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Encouraging factor to start own business - Unemployment problem / Jobless	12.2	32	0	1.848	1.54	2.16
Encouraging factor to start own business - Government assistance and incentives	11.212	32	0	1.667	1.36	1.97
Encouraging factor to start own business - Experience and knowledge in the respective field	13.914	32	0	3.667	3.13	4.2
Encouraging factor to start own business - An ambition to become a businessman	22.715	32	0	4.424	4.03	4.82
Encouraging factor to start own business - Training and motivation entrepreneurship seminars and programmes	9.176	32	0	2.394	1.86	2.93
Encouraging factor to start own business - Family background	10.009	32	0	2.97	2.37	3.57
Encouraging factor to start own business - Risk bearing nature	16.709	32	0	3.727	3.27	4.18
Encouraging factor to start own business - Hard working nature	17.652	32	0	4.061	3.59	4.53
Encouraging factor to start own business - Financial need	12.551	32	0	2.909	2.44	3.38

The table value of 'T' i.e. (1.96) is lesser than the calculated value of 'T' (Shown in table no.-I). Also the 'P' value is less than 0.05. This means that the null hypothesis is rejected and the alternate hypothesis is accepted. Hence it can be said that there is a significant difference in the encouraging factors to start own business.

Findings and Conclusions

- Business Enterprises are operated and administered by Chitpavan community, mainly dominated by male entrepreneurs and there is tremendous scope for women of this community to become Entrepreneur.
- Experience and hardworking along with ambition are encouraging factor for them. Unemployment and Government subsidies are not significant factor to encourage them.
- Location of Enterprise is based on availability of raw material, family attachment, cost of transportation and disciplined life style.
- Quality of product and quality of services are major contributors for their success. Some times their critical view and communication becomes barrier for development of their business.

Suggestions

- Government and Udyojak manch should take initiatives for the training and development programmes for the development of Women Entrepreneurs.
- They should start training programmes for young entrepreneurs between age group 21 to 30, need to be organised in line of advance technology and changing world Business environment.
- Within Community apprenticeship for new entrepreneurs need to be implemented.

References

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Appendix I

Questionnaire to study encouraging factors among chitpavan Entrepreneurs

Name of the proprietor/ business

Q.1 Age

Q.2 Gender

Q.3 Educational Qualification:

up to 12th std	Graduation	Diploma	Professional	Doctorate

Q.4 Business

- Service/ profession
- Trading
- Manufacturing

Q.5 Type of the business

- Sole Trader/ proprietary Firm
- Partnership Firm
- Joint Hindu Family (HUF)
- Joint stock company
- Association of Persons

Q.6 Encouraging factor to start your own business?

Please Mark.

(5: Strongly agree, 4: Agree, 3: Somewhat agree, 2: disagree, 1: Strongly disagree)

	Encouraging Factor	5	4	3	2	1
a	Unemployment problem / Jobless					
b	Government assistance and incentives					
c	Experience and knowledge in the respective Field					
d	An ambition to become a businessmen					
e	Training and motivation entrepreneurship seminars and programmes					
F	Family background					
g	Risk bearing nature					
h	Hard working nature					
l	Financial Need					

Q.7 Reasons for selecting the business

Please Mark.

(5: Strongly agree, 4: Agree, 3: Somewhat agree, 2: disagree, 1: Strongly disagree)

	Reason	5	4	3	2	1
a	Native place					
b	Marketing opportunity					
c	Affordable and available labour					
d	Nearness to raw materials					
e	Good Transportation					
f	High profitability					
g	Less competition					
h	Market Potential					
i	Previous experience in the field					
j	A new product Innovation					
k	Continuation of family business					

