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Gandhi – A world class entrepreneur & A life of inspiration 1869-1948

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Abstract

Gandhian qualities of management style are to interpret and adopt the philosophy of love truth and nonviolence. Today entrepreneurs have to stay on these principles which are focused on the present entrepreneurial activities. Every one speaks about ethical management and code of conduct but they won't implement it. Words provoke but difficult to obey. The Gandhian philosophy of management can be expressed as the new dimensions of management of today and should be practiced by all the entrepreneurs.

Everyone can speak of the Gandhian principles but cannot perform. These principles are value based judgments and stresses on the industrialism and globalization of the economic progress of our country. The present paper elites on the individual teams who are self-governed and highly efficient but not having moral standards and not working for the progress of our country. The iconic images of Gandhi, like Charkha indicates that we can make India by utilizing the resources well and earn a peaceful living. Every individual has to imagine what Gandhian message is and how it could be a link between the poor and rich. If we really analyze and do according then there is a chance of diversity and enhancement of opportunities. Yoga and meditation, the simple way of living, silence, spirituality, broad smile are important for people rather than money. What we earn should be genuine and accepted by everyone. Value – based education, Ahimsa foster in people a commitment towards society and the nation. Great sayings of Gandhi profound spirituality and belief in justice inspired the world. We have to find our purpose before it is too late, as an entrepreneur we have to sacrifice our personal life and also we have to sacrifice for the business for the delighting customers.

Keywords: Entrepreneur, Gandhian Management, commitment, self-governance, globalization, economic disparities, innovation, business markets, human resource, marketing strategy, information system, e-governance, e-Mobile, mAgriculture.

Introduction

Gandhi a great spiritual leader, a sage (the mahatma), he is an inspiration in multi dimensions. His simplicity, humility and humanism coupled with an iron-willed determination to overcome all odds serve as an inspiration to today's entrepreneurs. Under the Gandhian plan the, major functional departments, marketing, finance, accounting, purchasing, operations, information systems, human resources and other – must work together to accomplish strategic objectives. The moral ethics in business is to regulate and monitor the consumer and treat consumer as god so according to business ethics every consumer is treated to be a supreme and sole reliable

person to be the king of any business entity. It is an essential criteria that the perspectives of the marketing scenario is in the hands of the marketer and based on the requirement of the consumer the goods and services has to be manufactured and also work for the progress for the economy. From the traditional marketing concept to the modern era of marketing the industrialists stress on the profit maximization but on the economic progress of the country. If they really work for the progress now in the present context our economy may not be under developed economy so for the progress of the better living every organization must strive hard. Entrepreneurs achievements can save loves and improve the way we live. They should be ready to share their knowledge with the world and outlines the best opportunities in business for seeing it shared globally.

Failure was never a deterrent it is significant, the fear of failure is the single largest reason why most of the graduating students around the world avoid becoming entrepreneurs we all grow up in a society looks down upon failure, it time we explore the success of failure as it's usually the reason behind success. Success is 99% failure as told by Mahatma.

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- His life is a must read for every budding entrepreneur.
- His ethics can be lessons in management.
- His style of communication was simple and effective.
- His perseverance to goal was in shakable failure was never a deterrent for him.
- His ability to delegate the right job to the right people.

The blend of promotion tools that the company uses to communicate customer value and build customer relationships. We know that several major factors are changing the face of today's marketing plan and causes remarkable changes in the ways in which companies and customers interact with each other.

Shift from subsistence economy to surplus economy

When we switch on television we see umpteen numbers of advertisements promoting products and services in bewildering variety. Due to the arrival of new technologies leading to industrial revolution production process has undergone a dramatic change. There is a clear shift from subsistence economy to surplus economy. First of all the entrepreneur has to target market for people used to produce for their self-consumption and later can think of global markets. But the key factor here we have to keep in mind is give a good product with good quality standards. As we are aware that revolution production has grown leaps and bounds creating surpluses. Mass production also empowered working community with greater purchasing power. Creating buying class and elaborating the opportunities in a large scale markets.

In today's markets producers gained freedom to produce anything that they want, due to free entry and exit into market and the role of government is very limited. As the Swadeshi movement give by Gandhi, we have to depend on our resources and make the fruitful utilization without polluting the environment and also the consumers. By following the Swadeshi movement the nations prosperity can be enhanced and the removal of untouchability, Khadi, and rural upliftment.

Gandhi started the manufacture of Swadeshi cloth on a small trial basis at Sabarmati ashram in 1917. The ashram supplied the weavers yarn and took delivery of the cloth woven and paid those cash at market rate. This thought had brought an idea for transforming the available resource and generates the employment for rural poor and also increase the gross domestic product. For the entrepreneurs of today ethical and moral standards makes the producer to stand in the present marker era. The philosophy of the Gandhian principles is interrupted supply of goods at affordable prices due to economies of scale, and then demand is automatic.

An entrepreneur not only focuses on enhancing product quality, must concrete on large scale production in firms at reasonable prices in order to create profit, which is the ultimate objective of organizations. Precisely, all the activities that smoothens the process of handing over the product from the producer to consumer by creating value and customer satisfaction at every level.

Marketing Strategy -now - a profession

A few years back the product and perception of services was confined to only work and advice with service motto. In the present context the services have been commercialized. It is against this background that the private and public sectors have been found in making sincere efforts to explore to

generate and earn profit. An entrepreneur is to designate an organization as a risk-bearer, innovator and perseverance of knowledge about the business world. Hard work, desire for high achievement, independence good foresight and innovation are the main characteristics of a entrepreneur. These entrepreneurs emerging from within the organization are called "intrapreneurs". They catch hold of the new ideas and convert them into products.

Through this there are many industrial estates in India. These are made by good and extravagant entrepreneurs. By good entrepreneurship we can generate:

1. Distribution of national income
2. The generation of immediate employment opportunities
3. Mobilization of capital and human skills.
4. Leading to the growth of villages, small towns and economically lagging regions.

Due to the changing taste and fashion of the customers on the one hand and introduction of substitutes and cheaper and better competitive goods on the other will satisfy the common man and increases the economic progress of the country. Industry refers to production, commerce to distribution and trade to meditation which serve the consumer by all means. Industry provides utilities while commerce and trade transfer the goods from the producer to the consumer. For example, recently antibiotic combination marked by U.S. Pharmaceuticals gain Abbott laboratories which is among 344 drug combinations that have been banned by the Indian health authorities, means now the entrepreneurs have a large scope to enter into the market. Good investment proposition companies queue up to take over tea estates. There are so many ways by which we can withstand by our own industry and make our country prosper.

Real Marketing to reel marketing

Implementation of marketing plans and strategies through good entrepreneurship can evaluate the results to ensure that objectives are attained. In this phase came the new marketing strategy of reel marketing through this the prospects of the market growth generated the profits and created an investment in marketing activities. With this juncture an entrepreneur has to develop a SWOT analysis for the current marketing situation. He has to assess major threats and opportunities that the product might face, helping management to anticipate and pros and cons that might have an impact on the firm and its strategies. Every business unit hopes to create customer value and measures of return on marketing investment.

As the guidelines given by Gandhi people at all levels of the marketing system must work together to implement marketing strategies and plans. Entrepreneurs must continually plan their business implementation and control activities. For example, Procter & Gamble in the United States 1929. A new company soap, Camey was not doing well and a young P&G executive was assigned to give his exclusive attention to developing and promoting this product. He was successful and the company soon added other product managers ideas of the entrepreneur should be laid enacted and regulated.

In case of deindustrialization in 1990-91 there were more electronics corporations producing a range of high-tech radio communication equipment, industrial electronic and controlling and instrumentation equipment worth annually

6000 crores. Reforms also led to large scale import of cell-phone handset that could have been easily produced here had a policy of phased manufacturer been adopted. In 2013-14 cell-phone imports totaled Rs.35,000 crore. By 2000, foreign brands grabbed 80% of the television sets market from a situation where ten local companies catered almost fully to the demand. Another example form soft drinks to the silver screen the popular brand coco-cola made a preemptive offer of nearly \$750million, immediately doubling Columbia pictures. The stock price and taking offers off the table. Coco-Cola previously had elaborated its legs with farming to industrial water treatment. Columbia pictures at that time want to diversify its native business. So, analyst and media questioned the deal, suggesting a beverage company had no business in the entertainment business. Television drove much of the profits in the time period coke owned Columbia picture. It accounted for only 1/3rd of operating income in initial stage. By 1986, that number had claimed to 85%. By this we have to come to a point that the entrepreneur has to utilize the every opportunity and become success.

Television was a very profitable unit as for "It is the wheel of fortune" where it is the profitable sector. The ideas should be popularized by the various channels of distribution by the way to reach success. Reels are often used for sales and marketing presentations. Gandhi started peace movement slowly and inculcated in the minds of people which is the only source of living and also a sort of serving to the mankind.

Digital infrastructure – the glimpses of India

Our Honorable Prime Minister Narendra Modi promotes e-governance to transform India into a connected knowledge economy. Digital India was launched on July,1 2015 by our Prime minister Sh. Narendra Modi. It includes:

1. The creation of digital infrastructure
2. Delivering services digitally
3. Digital literacy.

In entrepreneurial terms it is a two-way platform created where both the service providers and the consumers stand to benefit. Now India's population is more than 1.2 billion. Entrepreneurs through this new initiative have to create more job opportunities with people's aspirations. Based on Gandhian principles our P.M is focusing on the upliftment, connectivity of rural poor. Under his programs

1. Pradhan Mantri Gram Sadak Yojana and better road connectivity to all eligible unconnected habitations in the country side. PMGYS-II was launched in May, 2013 with the purposed to improve the road network by improving income and poverty alleviation.
2. Information and communication technology like mAgriculture, mGovernance, mservices and mGrambazar.
3. Rural Health Mission improving the public health system.
4. "Make in India" was launched on September 25, 2014. It is basically meant to encourage multinational as well as domestic companies to manufacture their products in India.

With this emphasis is to attract capital and technology investment in India. Focus on job creation and skill enhancement aiming at high quality standards. Logo lion

represents India's glorious past. The lion is made up of an iron cage which represents industry.

Success stories of Make in India: 1. Akash Supersonic surface air missile. 2. INS Vikrant: Missile destroyer. 3. Rotavac: the Rota virus vaccine to combat infant mortality due to diarrhea. Economy in the subcontinent has witnessed grater market economy like never before. There are massive changes happening in the world. The major changes are globalization, changing demographic profile of the world, creation of new markets and increased consumer power.

Biggest challenges to create better value for customers – The Gandhian Idea

A good sales structure can mean the difference between success and failure. Companies should periodically review heir sales force to be certain that they serve the needs of the company and its customers. The main duty of the organizations seeks out, clarifies and overcomes customer objections to buying process. It is necessary for the organization to ensure customer satisfaction and repeat business and also must develop an effective organization for international marketing. The main challenge is to make global organizations with worldwide marketing planned and finally make a direct investment in foreign markets. Opportunities are to be enhanced by the domestic companies and make it avail for the global infrastructure where our gross domestic product will be increased.

Companies must also decide how many their products, promotion, price and channels should be adapted for each foreign market. Other method is an adapted global marketing in which they adjust the marketing strategy and mix to each target market bearing more costs but hoping for a larger market share and return. Communicating customer value through integrated marketing communications with customers and prospects to build relationships and make sales. Gandhi principles encouraged purchase or sale of product or service which are made domestically and through that acknowledges the unique philosophy of earning, learning pride and fun. It recruits young and dynamic and ambitious people and gives them potential to achieve their potential and fulfill their dreams. He had given the idea of making the business without cheating the customer.

Change in Marketing environment

Entrepreneurial freedom provided by liberalization blocked-up growth impulse of Indian Industry and business. The open regime offered entrepreneurs complete freedom in the matter of

- Industries to be entered
- Investments to be made
- Raising capital

Gandhian economic reforms have led to a sea change in the industrial business and marketing environment of the country. The freedom given to the private sector to enter several industries was reserved for the public sector added to the momentum process. The process was strengthened still further by the freedom of entry and other concessions extended to foreign investment. Strategic planning is the management task concerned with the growth and future of a business enterprise. Strategic planning can be viewed as a stem of decisions and actions that lead to effective strategies and in turn help the firm achieve its growth objectives through self appraisal by the corporation, including an

appraisal of the business it is engaged in and the environment in which it operates.

In formulating Marketing strategy there are three main tasks-

1. Selecting the target markets
2. Positioning the offer
3. Assembling the marketing

Marketing strategy brings the targeted sales income and profits of a brand and hence quality has a cost but it pays back. In 1950s to 60s saw the country making a slow movement from an agrarian economy to an industrialized market. The 1960s witnessed a rapid expansion in large scale government sponsored heavy industry and they were set across the country. In 2000s the country has witnessed the dawn of the new service oriented economy. Young professionals are increasingly seen and are choosing to start business. Now the future of India is in the hands of the entrepreneurs who enhance the overview of Indian Economy.

Conclusion

Mahatma Gandhi had practiced and preached truth, love and non-violence and worked for sustaining human welfare and values so as to bring peace and harmony. It is the integration of philosophy and principles which added a new dimension to the field of management. With this strategy business should connect people with love and affection for example Nokia cell phones “connecting people”, BPL believe in the best and baby products with tender care. Concept of marketing is ‘customer oriented’. It is not so easy to compete in the modern sector and market assessment is done on the basis of demand forecasting. Developing an enterprise is like rearing up a small baby, they need protection, development and promotion for their growth. The government of India has ensured new policy initiatives for providing adequate security to the business entrepreneurs to run their enterprises also the government set up a number of financial institutions to provide financial assistance to small scale entrepreneurs in the country. The basic purpose of these assistances is to boost development of enterprises in the country.

Entrepreneurship does not emerge and develop automatically and quickly. Its emergence and development depend upon the availability of certain factors which are termed as ‘supportive conditions’. The government actions also influence the emergence and development of entrepreneurship in an economy or country. Gandhi aimed at the fulfillment of needs-including the need for meaning and community. He worked on promoting spiritual development and socio-economic harmony. Gandhian strategy mainly comprised with non-violence, Satyagraha, truth, co-operation and coordination and peace and love.

The main cause of problems today is intolerance and hatred leading to violence and here the values of “Gandhi need to be relevant not yesterday or today but forever. As individuals need to find and settle in good careers, social entrepreneurs provide an opportunity for young people to be called as” the change you wish to see in the world’. The self-taught marketing miracle reveals the formula of success come a long way and still going to boom. India is often seen as the large framework of innovation and globally understanding the entrepreneurial landscape for enhancing adaptive efficiency.

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