A CASE STUDY OF SUCCESSFUL ENTREPRENEUR
MR. MAHESH LIMAYE

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ABSTRACT

Mr. Mahesh Limaye has no traditional business background, but entrepreneurial bug hit him. His Automated Centralised Garbage Collection System won the Prakhe Award of MCCIA. It is an eco-friendly, convenient garbage disposal system in multistore building complex. Creativity, keen observation, leadership skill, and hard work have made him innovative successful entrepreneur. There are many different ways of defining the world entrepreneur and entrepreneurship - In simple words - "Entrepreneur" is a person who creates & grows enterprises. "Entrepreneurship" is the processes through which entrepreneurs create and grow enterprises. "Entrepreneurship development" refers to the infrastructure of public and private policies that foster and support entrepreneurship. But there are some critical distinction and clarifications to be made. "The entrepreneur", said the French economist J.B. Say around 1800, 'shifts economic resources out of an area of lower and into an area of higher productivity and greater yield'. But Say's definition does not tell us who this entrepreneur is. And since Say coined the term almost two hundred years ago, there has been total confusion over the definitions of 'entrepreneur' and 'entrepreneurship'. Webster's dictionary defines an entrepreneur as "a person who organizes and manages a business undertaking, assuming the risk for the sake of the profit." The Kauffman's foundations version talks about "visionary entrepreneurs develop innovation, create jobs and contribute to a more vibrant national and global community economy." This is where we begin to create a picture in our minds eye of the self made business gaints such as Bill Gates, Sam Walton, Jamshetji Tata, N. R. Narayan Murthy, Karshanbhai Patel etc. Entrepreneurs have distinct personality characteristics such as -

- Creativity & Innovativeness
- Calculated Risk Taking
- Leadership & Management Skills
- Vision
- Self Confidence
- High Need for Achievement
- Opportunity Seeker
- Hardworking & Persistent

Keywords: Entrepreneur; Entrepreneurship

Mr. Mahesh Limaye an entrepreneur who needs no introduction a charming personality with all the business etiquettes. A leader with a helpful nature, who is always ready to lead his team take them to
great heights. A person who started from nowhere to one of the most successful entrepreneur of the city.

Mr. Limaye currently aged 40 belongs to a Hindu family. He resides in Pune with his family. His father Mr. B. Limaye was a branch manager in Syndicate Bank and his mother a housewife He did his schooling form Pune. Then he shifted to Bombay for his graduation. He received his B.E. degree from Bhavan's College Bombay in the year 1987. He also completed his post graduation in industrial piping in 1998 after twelve years of his establishment of his business. When asked why he did his P.G, so late he said "learning is a continuous process."

After completing his B E. degree Limaye decided to do something different with his mother's and maternal uncle's support So with the initial capital of Rs. 150 he started his business. He hired a fabricator and started with working on fabrication works of Pt. Agashe School. This was their first contract, and they worked on the benches, chair & the windows. Later on he started working on windows, doors and the buildings Due to his quality work people liked his job and he started getting bigger contracts.

After getting the degree of D.G. Piping he started working on industrial piping. This was a turning point in his life. With hardwork soon he became a specialist in his field, and then came the contracts from bigger companies. He also innovated the 'Garbage Chutes' and his working on debris dumping system which could dump the debris of the building without causing damage to life & property.

Mr. Limaye has a partnership form of organisation named "Horizon Enterprises" His partner Mr Sandeep Bhosekar handles all the administrative & management work of the organisation. Their workshop is at 11/11/2, village Nanded, Pune Sinhgad Road, Pune -42, M/s. Horizon Enterprises is the largest piping company in and around Pune. They are working with 80 companies like LSI, John Dear, Bharat Forge, Teleco Ltd. etc., their market is at Pune, Bombay & outside India. Horizon enterprises are having an annual turnover of more than Rs, 2 crores. While the organisation has only 16 employees at the beginning of their business the approach of Banker's and government official was good and the bankers provided them loan however there was a slight a problem in getting their firm registered & getting various licences.

As I earlier said Horizone Enterprises has 16 members & there is no interference in each other's works. He himself looks in sales and designs and his partner looks after finance, marketing, manufacturing & purchases. They all work with mutual understanding. Only one person left the firm since the establishment of business (1987) that too on other ground. M/s, Horizon has a streamlined production with three fold division as producer, render and supplier. He always pays the supplier on time. He follows and keeps his commitments and deliver products on time, he wants to increase the capacity of his business.

While on business trips to Bombay he visited many offices and buildings he found out that most of the buildings were having a problem of garbage disposal. If they had a garbage disposal system it used to smell bad as it was difficult to keep it clean & it would require a lot of hardwork. So this lead to the innovation of garbage chutes. He observed that in metro cities there is a problem of garbage disposal, People living on the Top floor's could not come down to dump their garbage Hence, Most of the buildings & offices have a requirement of nice neat and clean garbage disposal system. So with an investment of Rs. 50,000/- he started working on, Automated Centralised Garbage Collection System. II collect dry and wet garbage separately. By following the international standards, the system is fabricated in stainless steel and provided with sanitation unit to clean the system with water and phenyl to maintain hygiene. Helping to keep building eco-friendly. It took him two month's to make the system. Limaye received the prestigious G. S. Phalks Award in 2005 for this innovation & contribution in development of the society. These products have been installed in various buildings (housing and offices). They have sold their systems to D.S. Kulkarni, Raheja Group, Kumar Builder etc. in Pune & Bombay and they have even exported their products to various countries.
His marketing concept is ----> How can a person living on the 40th floor of the building can come down to throw his waste in the community garbage pits here's a solution ----> GARBAGE CHUTES.

According to him the most important quality of an entrepreneur should have is self motivation. If he is motivated from within he can do anything of his choose. Also an entrepreneur should have qualities like innovative nature, leadership, different perspective and time consciousness. Mr. Limaye has two daughters both are studying. One is in 6th standard and the other in second standard He wants them to be what they want to be. When asked is he successful? He replied "Yes why not a person who started with just Rs. 250 in pocket did fabrication works at school now owns a 5000 sq.ft. Workshop and having annual turnover of more than Rs. 2 crores. Also we can say that from scratch to everything.

His plan of expansion is to increase the exports and also increase the product range and to streamline the production while keeping in mind the quality issues. He is also working as a consultant for multinational companies & builders around India (Designing & piping). Talking about some of his experiences he said the only bad experience he had when he was working for Daewoo Motor's. He got an assignment of Rs. 60 lakhs after completing their assignment according to their satisfaction they didn't paid him 10% of the contract amount. It look them three years to pay the rest of the amount.

He also stated that the new economic policy has enhanced the opportunities. He got his export code within seven days earlier it used to take more than two months to receive it as it was made from Delhi.

According to him barrier to entrepreneurship is finance. A major problem faced by Indian entrepreneur is improper utilization of resources. He said "Don't always expect more but begin with what you have. Progress is done by sheer hard work. The major problems is lack of multiple expertise which is a needful in business."

While commenting on education system of entrepreneurship he said that constant learning is necessary and our education system does not create confidence among student. Continues knowledge replacing is lacking is our system.

**LEARNING OBJECTIVES**

1) Mr. Limaye the entrepreneurs have formal educational qualification and technical education tike BE/ B.Tech. So therefore, education is the most important factor for achieving success and survives in the competitive market.

2) It is by the support and encouragement of the parents and family members people tend to become entrepreneur.

3) According to the entrepreneur one should be very determined and focused in work. People should have patience and should be ready to face any kind of problem.

4) Leadership and Management of human resources play an important role in the process of business entrepreneurship. No Enterprise can function effectively without efficient leadership.

5) Barrier and hurdles are the part and parcel of the organization, one should not loose the confidence.

6) He has total quality management (TOM). They never compromise on the quality of the product.

7) According to entrepreneurs there should be more emphasis on the practical education, instead of theory based education.

8) In spite of having middle class family background and without formal qualification of entrepreneurship people become entrepreneur by burning desire in themselves.

9) One common thing we can find out in the entire entrepreneur is that Sky is the Limit to them.
There is enthusiasm and motivating factor in the entrepreneurs which keep them working and expanding of the market in the globalization.

There is leadership, marketing and innovative skills present in the entrepreneurs which they learns from their experience. Therefore there is no body a born entrepreneur. They are made.

Discipline and dedication towards the work make people entrepreneurs and make them stand out from the crowd of the people.

Therefore it is nothing but the real efforts of the entrepreneurs which make them role model for the others.

Last but not least it is Positive approach and self confidence which matters in the life of the people.

It is not the strongest of the species that survive nor the most intelligent, but the one most responsive to change and that is an entrepreneur,

The ladder of the success never crowded at the top.

After all its’ by learning and analyzing the environment we can change the things, and by changing the things, we can achieve the dreams, and achieve the dreams, and for achieving the dreams one has to work hard and hard.

Analysis / Main Body of Contents

1. Mr. Limaye the entrepreneur from the non business background. This shows that self-confidence and hard work make people successful entrepreneur.

2. Entrepreneur’s hip is not gender based, women can also become successful entrepreneur.

3. Many of the entrepreneurs have started with very small capital investment in the business and converted in to larger capital investment. This shows that there is continuous efforts done by entrepreneurs.

4. Mr. Limaye the entrepreneur, had done product innovation and one entrepreneurs

5. Creativity- and by keen observation of the environment entrepreneurs innovate the product. Mr. Limay has innovated Automated centralised garbage collection system which is demanded by the people of metro cities.

Assignment Questions

Regarding following area

1) Production of new goods
2) Use of new technology
3) Research into a new market
4) Procuring cheaper raw material through new sources
5) Setting up a new business organization

Basically creativity is expected in entrepreneurship. The entrepreneur always tries to attempt something new in his project. Many people carry a misunderstanding that innovation is possible in large business. However the credit of most innovations goes to smaller businesses because there is adequate flexibility in smaller business. They can respond to new demands in a better fashion. They can make full use of new ideas. As against, the bigger business houses have to concentration certain fixed product if there is large volume and competition, they have to maintain adequate profits. Smaller business organization can make optimum use of innovation. Thus, entrepreneurs undertake risk in order to make several changes in the organization in the light of innovation.
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