

Research Paper

Entrepreneur



Sneha Thakker: A Role model of Hard Work and Dedication

* Anand Nagrecha

* C 403 Shreeji Residency, Opp. Mangal Shanti Farm, Chandlodia, Ahmedabad: 382481

ABSTRACT

Case study of entrepreneurs suggest many similarities and many dissimilarities. Similarities of entrepreneur are written through out the literature as to they are having traits like feeling of independence, feeling of achievement, risk taking ability, internal locus of control etc. This case study focuses on how factors like various personality traits of entrepreneurs, negative motivation, family upbringing and support, education, etc bring a strong determination in a young entrepreneur of age 23 years, to start her information technology business and how it leads her to succeed in the information technology business and also become the youngest achiever of prestigious national award at the age of 27 years. This case study is inspiring and gives the glimpses of different factor required to start a new venture and take it to a peak of achievement also it gives idea about how entrepreneurial thoughts and values lead to a long term customer relations by customer satisfaction.

Keywords : Entrepreneur, Motivation, Achievement, customer, Satisfaction

Literature on entrepreneurship says that there are two types of motivation to make an entrepreneur. One is positive motivation like feeling of independence, feeling of self control and second is negative motivations like ignorance of entrepreneur's talents when he/she is doing job, job politics, keeping the entrepreneur away from important piece of information at the job, not letting the entrepreneur work on an area which has a good market demand. All these were true for Sneha Thakker a young women entrepreneur in the age group of below thirties who showed the world that job politics cannot effect a person who is sincere and hardworking, who is focused and determined, who is skilful and who has the right kind of knowledge of how the job should be done, because such employees can always start their own firm to explore their inner potential.

This case focuses on Sneha Thakker's qualities which led her to a risk of starting her own venture at an age of 23 years and by the age of 27 years she received the Priyadarshini Award for Outstanding women entrepreneurship. Her case inspires all the employees who are doing job and getting exploited by the management or colleagues, to start their own venture and to prove to the world that real talent never remains hidden.

As per the earlier literature following factors are important to create and entrepreneur:

- 1) Childhood
- 2) Family
- 3) Motivation to become and entrepreneur
- 4) Education
- 5) Work experience

If we see all the above factors in Sneha Thakker's life they all focus only to one direction of making Sneha Thakker a successful entrepreneur.

Childhood: Sneha Thakker is First Generation Entrepreneur, she is not coming from an entrepreneurial family background as her father is a government employee and mother is house wife. Even being a government employee her father used to work very hard most of the times stretching beyond the work hours to do some productive activities. Sneha Thakker did her schooling from Bhavnagar. Some important lessons she learnt from childhood are hard work, dedication, doing your duties without asking for rewards, doing your duties to perfec-

tion, doing the work honestly, don't run behind money, never stop whatever odds you have in life etc.

Family: without the support of a family the entrepreneur cannot sustain his/her business. Being a woman entrepreneur it's hard to get support from family, but her parents never differentiated between a girl child and a boy child so the first step became easy for her. Entrepreneurs need family support sometimes financially and most of the time emotional support. When there is a waiting time in business cycle at that time if family does not support then entrepreneur will feel frustrated and may leave the venture and get frustrated. Sneha Thakker got full support to do business and her family never demotivated her when she was seeing ups and downs in business as well as in personal life. Her family is her backbone, who is always there when she needs their moral/emotional support. They always encouraged her and told her that if she does her duty perfectly well then she is sure to get rewards of her duty. She has two sisters in which one is elder and another is younger sister. Both the sisters supported her morally to carry on her business under all the odds and come out as a

Motivation: Motivation to start her first venture came from her first job where she was not given the important work of desktop application development but her talent were suppressed by her senior colleagues and she was given less productive work of administration and testing which was not her area of interest. Because of this suppression of her real talent and calibre a seed of starting her own venture and giving service to the clients by her own calibre and talent new developed in her mind and burning desire to make it a reality started motivating her.

Work Experience: She got her first job as a Desktop application developer. And she was doing her job well, even faster than senior. In spite of being appraised of her work and job she's been avoided by her senior colleagues and her work was not forwarded to higher management. Soon she's been moved to less productive work of admin and testing which was not her job profile neither she was interested in that, as she was loving to do development. She continued this job for approximately 8 months and used her free time to learn web development because she learnt in her childhood that if she develops and improves her skills rewards will come to her automatically. She kept on learning more and more of web development because she knew that when she will get a

work from client for web development she know every answer asked by the client. She knew that corporate world is made by three type of employees viz those want to work (without thinking) and will work for their bosses and will do everything that a boss will say, those who don't want to work and will keep eye on every other employee and complain the boss about other employees (also known as right hand of boss), and third type of employees are talented employees who really work with their intellect and develop themselves and grow without depending on single organization. She wanted to be the third type of employee.

Along with her first job she got some web development projects from her known people where the budget was too small or where she had to work without any rewards. Without hesitating she started taking the small projects as a freelancer. The rewards were small or none then also she accepted the projects thinking that the projects will improve her skills. She wanted to improve her skills not hungry for money, so this attitude help her to start at the younger age without much experience to start her own venture.

Education: As a student she was brilliant since beginning... and got distinction marks in 10th & 12th Science. She completed her Bachelors of Engineering in Computer Engineering from Gujarat University in 2006. She felt that only reading something and writing it theoretically in exam is not a fun, so she became more active in practical works in the computer labs where she started developing her skills for her interesting work "programming".. She was more active in the computer lab then in theory. She was in-charge of the technical team in technical events when she was in college so she shown her leadership skills, unknown to her, since her college time. As a computer engineering student she believed that practical approach towards engineering is more important than theory because computer world is changing very fast and one needs to update himself/herself with the latest softwares, hardwares and technology. Completed her schooling from Bhavnagar upto standard 12th and then she joined computer engineering at Ahmedabad.

Social Blocks in becoming successful as women entrepreneur: As she mentions it as a women, banks and clients may have doubt on the entrepreneur whether she will be able to get the work done or not and some male employees had ego problems with her thinking that she is a women and leading us. Also being a first generation Entrepreneur none from her family knew what needs to be done to setup an organization, be it legal procedure or funding or managing an organization. But she overcame all these and now she is running a successful company.

Current position of the Venture: Currently Sneha Thakker's venture 'Thakker Technologies' is having sales of approximately 25 downloadable products a month, of the IT sector. She started this venture from her small savings, with zero capital and within three years this venture became market leader in the segment they are operating. They also provide web development, web designing, maintenance of web site, logo designing, creating a website with possibility of online purchase and payment of the purchased good etc. Giving the main reasons for the growth of company Sneha Thakker says, "We understand the needs of the consumer very well and we try to give them the best possible solution at a very cost effective rate. I personally talk to the client about their requirements and then I talk to my web developers about the client needs and then the web developers will execute and develop the required product and at last before delivering it

to the client I personally check the user friendliness of the product and whether the product will stand up to the clients requirements or not. We just don't give big promises to the clients but what ever we promise to the client similar or something better is given to the client."

Sneha Thakker has removed some myth's from the minds of entrepreneurial researchers and these myths are as follows:

1. Women entrepreneurs start their venture at the age above 30 years. This was proved to be wrong by Sneha Thakker because she started her venture at the age of 23 years.
2. Starting an enterprise requires huge amount of funds. She started her enterprise from small savings made by her from her job income.
3. Entrepreneurs who come from entrepreneurial background can only get success. Sneha Thakker's father is a government employee and mother is a housewife.

Achievements of Sneha Thakker:

- She is among the 30 women who won the Priyadarshini award for outstanding women entrepreneurship in September 2012. She was the youngest to win this award and was selected from over 800 women entrepreneurs of over 50 SAARC countries. This award is give by Federation of Indian Women Entrepreneurs (FIWE). Earlier recipient of this award is Shahnaz Hussain of India.
- She is shortlisted for ASDF awards as a Young Entrepreneur. This award ceremony will be held in December 2012.

Future Plans:

- Sneha Thakker is seeing her company to grow in other cities as well by 2015.
- Currently she works only for foreign clients but now she started serving local clients as well
- Also she has a plan to make employee strength 50+ by 2015
- Her company is already a market leader in CMS extensions well known in foreign market and now she wants to cover the local market as well.

Mantra's of success from the dictionary of Sneha Thakker:

- Understand clients requirements
- Work hard and overtime to meet deadlines
- Put extra resources to meet the deadlines
- Give quality work to the client
- Be honest and transparent in your dealing with client
- Think about long term relations with client

Conclusion: The above case study suggests that overall characteristic of all entrepreneurs are similar but one entrepreneur is different from another entrepreneur in many ways. Sneha Thakker achieved her success in entrepreneurship by hard-work, dedication, parent's internalization of right values, family support. Her motivation to show her own talent by starting her own enterprise was strong enough to bring her thought of own enterprise into reality. Her matra of doing without expecting keep her indulged into listening of client problems and give them the best possible solution. We can conclude that any finished good requires the perfect combination of different ingredients same way we can find perfect combination of many entrepreneurship traits which made Sneha Thakker one of the youngest receiver of Priya Darshini award and a successful information technology entrepreneur.