



ORIGINAL RESEARCH PAPER

Management

“A STUDY ON ENTREPRENEURS, TOP MOST SUCCESSFUL ENTREPRENEURS AND TOP RICHEST BUSINESS PERSONS IN THE WORLD”

KEY WORDS: New ideas, Innovation, job Opportunities, billionaires, Start-ups, Incubation

Mr. Chennakeshi Ganesh

M.B.A (JNTUH); M.Sc.(ANU); Assistant Professor In Department Of Management Studies Vardhaman College Of Engineering (autonomous) Kacharam (v), Shamshabad (m) Telangana State –india

Dr. Nagaluti Rama Krishnudu*

M.B.A (SKU); M.Phil. (MKU); Ph.D. (ANU); M.Sc. Instrumentation (SKU); PGDTM (AU-TN) Associate Professor In Department Of Management Studies Vardhaman College Of Engineering (autonomous) Kacharam (V), Shamshabad (M) Telangana State –india.*Corresponding Author

ABSTRACT

An entrepreneur creates their ideas, innovation strategies. Particularly the business objective focus on the maximize profits earnings and minimize or reduce the cost. Those who are doing business and start a business planning must, with plan we can do anything and without plan do business lot of problems are see in future. To start a new business any entrepreneur, owner, proprietor and you have idea about particular product or business, know about the product knowledge. Investment need to start any business. Entrepreneurs wants resources site, capital, land, raw material, machines, labour, electricity, transportation, advertisement, near the bus stand, railway stations, airport, sea coastal areas important and those who are working employees need facilities are schools, hospitals, shopping malls, entertainment, visit tourism places. Money, plan, motivational, perceptual, business market significance uses to any professional person do the business. Strategies are most important who are doing business. Planning, implementation does perfect, the company or organization reach their goals or objectives. Do not nerve failure of business, take responsibility how to achieve our goal. Where did lack of planning, mistake, then rectify take excellent strategies then implement, the business market success and reach our vision, it is one of the successful entrepreneurs and top billionaires or richest business persons in the world wide.

INTRODUCTION:

Entrepreneurs are playing game with business; it is one of the games to do the business. It is also one of the developments of our nation economy. In India, successful entrepreneurs are Ambani, Ratan TATA, Narayana Murthy, Azim Premji etc., they are doing excellent business, implementing excellent strategies that is saying billionaires. Each and every entrepreneur need qualities, dynamic leadership, following ethics and social responsibility and as well as entrepreneurs need institutional support like Central government, State government, Non-government and District industries. In this Pandemic situation Central government released package twenty lakh crore rupees. Presently, 30% of the GDP growth of our country and close to 48 percent export is from the MSMEs sector. Lakhs of small business in the country have been impacted negatively and only 24 percent of MSEs operating now, of which 18 percent are operating at less than 50 percent capacity. Government supported for MSMEs 3 lakh crore rupees Emergency credit line Guarantee scheme announced for Covid – 19 hit MSMEs, only 4 percent that they would avail it.

In the World wide, top richest business persons Jeff Bezos, Bill Gates, Bernard Arnault, Mark Zuckerberg etc,

NEED OF THE STUDY:

Young and women entrepreneurs need in this industry because of their ideas, innovation and their successful stories take inspiration. Entrepreneurs need excellent business strategies, corporate strategies, plan implementation and play a key role in the business in our nation economy. Those who are doing business successful entrepreneurs need qualities. Some important qualities are need for entrepreneurs maintained disciplined, doing business confidence, open minded, strong skills and work ethic and determination. Business innovation have been main driving forces behind some of the problems because of Covid-19, pandemic period. In this period entrepreneurs lost their business, market business opportunities. The Government support to entrepreneurs, it is also one of the boosts for entrepreneurs.

SCOPE OF THE STUDY:

Entrepreneurs are business leaders, they are putting more efforts business strategies, into effecting on the economic growth and development. Which is creates jobs, regional development, gross domestic product and per capita income, standard of living, exports community development. Entrepreneurs realign to the new economy. In this Pandemic period entrepreneurs doing business or started startups different ways through online modes are engineering solution start-up, bakery product start-up, printing link start-up, online business promotion start-up, bike customization start-up, camping and adventure start-up.

OBJECTIVES OF THE STUDY:

- To understand micro small medium business in different economies
- To identify the growth of industry income national and world
- To generate the employability, do the business or start-ups

HYPOTHESIS:

Hypothesis are the tentative statements, the validity of which remains to be tested. Hypothesis are conjectures, invalidated are assumptions that provided direction to any research study.

METHODOLOGY:

Research is creativity and continuing process, new ideas, and various methods to collect the data. Desk research is creating own words, records, it is indicated new trends in the current historical perspective of the share of the market. The present study based on Primary and Secondary data. Secondary data collected from published Journals, News Papers, Articles, Internet, and Libraries.

H0: Entrepreneurs no invest to start the business or start-ups to generate no jobs and reduce the unemployment and no significance on the nation economy

H1: Entrepreneurs invest to start the business or start-ups, to generate jobs and reduce unemployment and significance on the nation economy.

ENTREPRENEURS AND START-UPS:

In India, seeking to pitch the country as a manufacturing hub, with “Make for World” as the mantra so that local value additions help the country make the switch from a supplier of natural resources and raw materials and importer of finished products. India has plenty of natural resources. It is the need of the hour that we start the value addition of these natural resources and human resources; and to take the country to new heights, while pointing to self-sufficiency in key food products such as wheat. In an address to an industry chamber, called upon companies to play a big role in the global supply chain.

The government intends to integrate rural industry and the farm sector into the overall strategy, promising to set up special economic zones in rural areas. A web of agriculture and non-agriculture industries will be created. The government created Farmer Product Association which will go a long way in their economic empowerment.

The central government decision taken call for self-reliance is the most important to do business. In the first term, the government had launched the “Make in India” campaign focused on boosting domestic production, increase the share of the manufacturing sector in the economy. The manufacturing in the country with “zero defects”, while ensuring “zero effect” on the environment, suggested policies, processes and product is must be par excellence.

In India, moving business new strategies, startups and entrepreneurs to develop innovative “toys and games, for India and of India” to meet domestic demand and increases its share in the global business, estimated at 7 lakh crores. The people support indigenously developed apps which could replace the ones currently in vogue and controlled by foreign companies. The appreciate made in India ones like Koo, StepSetGo, Zoho, Chingari, Kutuki FTC talent etc. The 'Aatmanirbhar App Innovation Challenges' selected the best apps from around 7,000 entries across India. These were from different categories like gaming, entertainment, business utilities, social media and fitness and have been built by India Youth from different parts of the country. “Friends, be it virtual games, be it in the sector of toys in the self-reliant India campaign, all have to play a very important role, and therein lies an opportunity too.

List of top most successful entrepreneurs in India:

1. Ambani
2. Ratan Tata
3. Narayana Murthy
4. Azim Premji
5. Lakshmi Mittal
6. Dr. Varghese Kurien
7. Anand Mahindra
8. Shiva nadir
9. Jamnalal Bajaj and Rahul Bajaj
10. Sunil Mittal

Top 10 Richest persons in India:

1. Mukesh Ambani
2. Radhakishan Dhamani
3. Shiv Nadar
4. Uday Kotak
5. Gautham Adani
6. Sunil Mittal
7. Cyrus Poonawala
8. Kumar Birla
9. Lakshmi Mittal
10. Azim Premji

HISTORY OF TOP RICHEST BILLIONAIRES:

1. Jeff Bezos: Jeff Bezos was born on 12 January 1964, his occupation business man, Media Proprietor, Investor, and Computer engineer Jeff Bezos is CEO and President of

Amazon company. He graduated from Princeton University in 1986 and degree specialization Electrical engineer and Computer Science.

2. Bill Gates: Bill Gates was born on October 28, 1955 and he is business magnate and software developer, entrepreneur, investor and philanthropist. He is Co-founder of Microsoft Corporation and he studied from Harvard University. During his career at Microsoft, position of chairman and chief software architect.

3. Bernard Arnault: Bernard Arnault was born on March 5 1949. He is a French Billionaire, Business man and Art collector. He is the chairman and CEO of LVMH. His occupation Business man, Media proprietor and Art collector.

4. Mark Zukarberg: Mark Zukarburg was born on May 14 1984 and he is American media magnate, internet entrepreneur and philanthropist. He is co-founding Face book CEO and Chairman. He studied from Harvard University.

5. Elon Mask: Elon Mask was born on 28 June 1971; he is an Engineer, industrial designer, entrepreneur and philanthropist. He is the founder, CEO and CTO Chief designer of Space X and CEO and product architect of Tesla company. He studied from University of Pennsylvania.

6. Warren Buffet: Warren Buffet was born on 30 August 1930. His occupation businessman, investor and philanthropist. He studied from University of Pennsylvania and Columbia University. He is chairman and CEO of Berkshire hatchway.

7. Mukesh Ambani: Mukesh Ambani was born 19 April 1957. He is an Indian billionaire and occupation chairman and MD of Reliance. He studied from St. Xavier's College, Mumbai.

8. Steve Ballmer: Steve Ballmer was born on 24 March 1956. He studied from Harvard University and Stanford University. His occupation CEO of Microsoft (2000-2014) and he is business man and investor.

9. Larry Ellison: Larry Ellison was born on 17 August 1944. His occupation is Co-founder, executive Chairman and CTO of Oracle Corporation. He is business magnate, investor and philanthropist.

10. Larry page: Larry page was born on 26 March 1973. He studied from University of Michigan and Stanford University.

TOP 10 RICHEST BILLIONAIRES IN THE WORLD:

Table No: 1

S.No	Name of the Richest person	Net worth (in \$ billion)	Company	Country
1	Jeff Bezos	\$199.2 billion	Amazon	United States
2	Bill Gates	\$116.9 billion	Microsoft	United States
3	Bernard Arnault	\$113.9 billion	LVMH	France
4	Mark Zuckerberg	\$107.6 billion	Face book	United States
5	Elon Musk	\$98.7 billion	Tesla Motors	United States
6	Warren Buffet	\$82 billion	Hathway	United States
7	Mukesh Ambani	\$80.2 billion	Reliance Industries	India
8	Steve Bellmer	\$76.4 billion	Microsoft	United States
9	Larry Ellison	\$76.2 billion	Oracle Corporation	United States
10	Larry page	\$72.4 billion	Google	United States

(Source: Forbes list)

According to Forbs list, the above table latest information, business is play game, daily changing their economy value and yesterday business different, today different and tomorrow can't say future in dilemma business.

FINDINGS:

The present study, business is the play game, entrepreneurs whatever implementing the planning, business strategies, new schemes, impact on our nation economy income. The world richest business person Jeff Bezos implemented new technology, e-commerce that is why he was successful and richest business person in the world.

SUGGESTIONS:

Now, technology developed in the industry Artificial intelligence, Machine Learning, Data Analysis, Business Analysis, e-commerce and so on. Take inspiration successful entrepreneurs, young entrepreneurs, women entrepreneurs and professional experience important.

CONCLUSION:

In this study encourage to those who are interest to start the business and start-ups and professional students to join internship any company or industry, then know about the nature of industry work, experiments, practical knowledge, and technical knowledge and so on. Incubators to boost for women and young entrepreneurs. The government support need and reforms are change in the business; it is also one of the boosts for entrepreneurs and ease if doing business.

REFERENCES:

[1] Bholanath Datta, Entrepreneurship, Excel publications, India.
[2] Dr. S S Khanka(2012), revised edition, Entrepreneurial Development, Sultan Chand & Co.Ltd, New Delhi.

NEWS PAPERS:

- Times of India
- Deccan Chronicle