



## For Success Get Entrepreneurial Vision and Don't Be a Bucket

### Puller

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#### Abstract

*In the realm of Entrepreneurship, Innovation and Risk-taking are the twin pillars of success. Entrepreneurs must put their utmost effort into realising their goals to emerge victorious. This article delves into the journeys of several successful entrepreneurs, underscoring their triumphs due to their unwavering dedication. It juxtaposes the contrasting attitudes of two individuals when confronted with the same challenge: one who achieves success through sheer determination and another who succumbs to failure due to a lazy approach. The essence of entrepreneurship lies in empowering individuals to work confidently and strive for success. Entrepreneurs are one of the primary driving forces behind innovative solutions in any economy. The entrepreneurial concept is associated with supporting technology to create a complete design of any business idea. The common public will fully accept and recognise some of the concepts. Then nobody can stop the grand success of this innovative idea.*

**Keywords:** Cloud Kitchen, Food Delivery Platform, Social Network, Synergy Unicorn Company, Win-Win Strategy

#### Introduction

Everybody must be brilliant and wise in all the performances. People should think wisely about sources to increase output and productivity. "A significant proportion of startups have to close due to lack of funding, bad business decisions, government policies, an economic crisis, a lack of market demand, or a combination of all of these" (Mikal E. Belicore, 2012). Working with brilliance not only helps us but also elevates society at the global level. This article talks about bucket pullers and pipeline makers. Don't be a bucket-puller. Always try to be a pipeline maker.

“Entrepreneurs are one of the primary driving forces behind innovative solutions in any economy. The roots of entrepreneurship in India are quite old, dating back to the time of inspiring business leaders like Dhirubhai Ambani, Jamsetji Tata, Lakshmi Niwas Mittal, etc., whose efforts helped shape the Indian economy. The companies they established back then, like Reliance, Tata Group, and Mittal Steel, are at the top of the list of richest companies today. Efforts made by such successful entrepreneurs bring about new political, social and economic changes, which are essential for survival and sustained growth” (Shivani Goyal, 2022). Entrepreneurship is “One who undertakes innovations, finance and business acumen to transform innovations into economic goods” (Shane, Scott Andrew, 2003).

“India is now the hub of the ‘startup’ ecosystem in the world, ranking third with over 90,000 startups and 107 Unicorn companies worth U.S \$30 billion after the United States and China. India also launched various schemes to train and provide technical support, financial assistance, subsidies, and other services to budding entrepreneurs to fuel their growth and mark their presence in the market” (Alka Jain, 2023).

Shivkera, in his book “YOU CAN WIN”, narrated a fascinating story. A woodcutter joined duty in a firm; he worked for 10 hours daily and could not overtake his friend's earnings. He was surprised. Because both of them work in the same firm with the exact nature of work and working hours also the same, but his friend earns more than his income. After some months, he experienced the same issue, and with curiosity, he inquired with his friend about the secret of his success. He replied that he would sharpen his axe daily after work for a few minutes. That is the secret of his productivity and earnings, and he proved it as clever work.

“Be in the company of smart people who support your objective and can help you realise your ideas. Stay productive and focused by practising discipline, time management skills, and work prioritisation. Finally, remember that a growth mindset will help you overcome challenges, learn from failures, and continually improve. Entrepreneurship success is a journey that calls for commitment, tenacity, and the readiness to take prudent risks while learning from wins and mistakes” (Farha, 2023).

Some entrepreneurs develop good business concepts from a small need or demand of the people. This concept is associated with supporting technology to create a complete design of the business idea. The common public will fully accept and recognise some of the concepts. Then nobody can stop the grand success of this innovative idea.

“The graduate in IIT assisted Binny in running his own book distribution business and setting up the Flipkart, e-commerce marketing trend. Sachin handled the company’s design with search engine optimisation, marketing, and content. Binny did a good job of handling the logistics along with back-end operations. When the initial ₹4,00,000/- project received attention to detail, Walmart made a spectacular offer. In 2018, Flipkart was sold to Walmart by one of the richest businessmen in India for almost U.S. \$16 billion” (Farha, 2023).

In Tamil literature, there is one story of a lesson from God. Lord Shiva has two sons, Vinayaga and Muruga. A saint called Narathar presented Lord Shiva with a mighty holy mango, with the condition that only one person consume it. Unfortunately, both the sons are interested in eating the mango. To solve this issue, Lord Shiva declared a contest for his sons to go around the globe fast, and whoever came first would be the winner of the mango. Younger Murugan started to go around the world with his peacock. But elder Vinayagar got around his parents and got the mango. In this story, you can learn that father and mother are equal to the world. Using the presence of mind is essential. Here, Vinayagar won the contest with his brilliant mind.

“In 2007, Melanie Perkins worked part-time while studying in Perth, Australia, teaching students how to use desktop design software. Perkins's goal to create an affordable, simple, online design tool was originally turned down by over 100 investors—it was not until three years into her pitching process that Canva received its first investment. Today, 60 million customers use Canva to create designs across 190 countries” (Catherine Cote, 2022).

“Researchers Schoon and his associates completed a study in 2012 that could potentially help identify people who may become entrepreneurs at an early age. They determined that the best measures to identify a young entrepreneur are family and social status, parental role modelling, entrepreneurial competencies at age 10, academic attainment at age 10, generalised self-efficacy, social skills, entrepreneurial intention and experience of unemployment” (Schoon, et.al., 2012).

## Objectives

- This article identifies the basic requirements of an entrepreneur.
- It compares two men with different ideologies, attitudes, and efforts, and finally, it finds the outcome of the behaviour.
- With some successful entrepreneurs everybody can understand the importance of consistency and prolonged efforts.

- Business ideas and planning are the fundamental requirements for entrepreneurs to catch up.
- The application of technology in research will yield fruitful results for entrepreneurs.
- This article tries to give some value-added suggestions for the well-being of budding entrepreneurs.

### **Bucket Puller and Pipeline Maker**

Now, telling the focused story “Bucket Puller and Pipeline Maker” is ideal. This story will explain how to think wisely and earn more. To help readers understand the relationship between dedication and performance, the story is described briefly: A bucket puller is a loser; a pipeline maker is a winner.

There is a small village with approximately 100 houses. People are suffering from a lack of good drinking water, so they have to travel long distances to bring water home. This issue is routine for people living in villages. Finally, they requested the village head make arrangements to solve the water problem.

The head of the village announced that a standard water tank is essential in the town. Moreover, he declared that he would appoint two persons with a US \$3000 monthly salary to bring 50 pots of water by each person. Six kilometres from the village, a pond with perennial good drinking water is available on the hilltop. Hence, John and Peter decided to join duty and take the assignment.

John is hard-working and intelligent, but Peter is also lazy and lethargic. John has to bring 50 pots of water from the pond daily and pour it into the water tank. Peter also should do the same. John and Peter started the task, but it was very tedious. However, they went uphill on their bicycles to bring water. On a single trip, each will carry four pots of water. Imagine how hard both of them are suffering.

As an intelligent thinker, John makes some plans to reduce hardship. John made a project to create a pipeline from the pond to the village water tank. He estimated the project cost to be US \$10,000. John asked Peter to join him as a partner. But Peter refused and discouraged John from completing the pipeline project.

However, John purchased the materials and started installing the pipeline without using any workers. In addition to the bucket-pulling work, John completed the pipeline-making work in six months. He also installed a valve and lock system in the pipeline. Now, the project is successful.

John opened the lock, and within 20 minutes, half of the water tank was full. Now John stopped to go to the uphill pond. John has proved that the pipeline maker is a winner. Conversely, Peter is a loser as a bucket puller. After seeing this development, Peter approached John to open the pipeline lock for another 20 minutes to fill his half of the water tank.

John agreed to do the same and demanded Peter pay the US \$2000 per month with one additional assignment: Peter had to open the lock daily for 40 minutes to fill the tank. Peter also accepted this deal. For just opening and closing the lock for 40 minutes, Peter was paid US \$1,000, which is out of US \$3,000. He had to pay John US \$2,000.

Now you see, John is not going to the pond or coming to the water tank to open the lock. But, he is getting US \$5000 per month, his salary is US \$3,000, and he is also getting US \$2,000 from Peter. John has reimbursed the US\$ 10,000 he invested in making the pipeline project within two months. This successful venture is the result of his hard work. The bucket puller is a failure model, and the pipeline maker is a success model.

In the first instance, John accepted the Bucket Pulling assignment. Even though it was tough, he continued the work. In the work itself, John found ways and means to improve it to earn more revenue. He took the pipeline project and worked hard. Finally, John was successful. In this water supply project alone, John is earning a sizeable amount, and he can do some other work to increase his gross income.

This pipeline project is just one fire to ignite our minds. It is vital to think beyond the boundary. People can apply this idea to some other projects in some other models. It is ideal to tell some more success stories here.

### **Winning Story**

Twenty years ago, one person went to Malaysia to work as a labourer. He joined a grocery shop as a servant. After one year, he learned the business and gained a good relationship with the shop's owner. Fortunately, the owner wanted to sell his shop to somebody. As our hero knew the sales and profit level of the business, he purchased the shop from the owner with the funds collected from relatives and friends.

As a result, he becomes the owner of the shop. Then he invited some of his friends to Malaysia to join the Grocery shop. Subsequently, he purchased another grocery shop business. He has to pay the rent to the building. He put one good person in charge of his first shop, and the new fellow will get the salary and additional incentives for sales. Here, he adopted the Win-Win strategy. He will supervise the

shops for a few hours and monitor the sales and expenses. In addition to salary, he will give a good profit share to the person in charge of the shop to encourage him to be more sincere and honest. Without maintaining the shop, he gets a good profit. In 10 years, he started 12 grocery shops in Malaysia and earned huge money. This hard work with an innovative idea of a servant with entrepreneurial skills to become a big boss.

### **Path of Victory**

One person also used this model to start saloons in Singapore. First, he entered Singapore as a Barber, and in 10 years, he started more than 20 saloons in Singapore. He appointed someone responsible for maintaining the business in all the saloons. The people in charge of saloons will get a salary and a huge bonus every month. In this case, he can also, without working in the saloons, control the business of all saloons. Without much pain, he earned a good profit. Out-of-the-box thinking gives him perennial more income.

Here is another example of a successful entrepreneur who achieved great ambition without a college education. Thus, education is not only a criterion for entrepreneurial success.

“Ritesh Aggarwal has been handsomely compensated, thanks to the success of OYO Rooms, which he started in 2013. In the year of the epidemic, he became the second–youngest billionaire in the world. Ritesh did not go to college the way most people do. Ritesh's lack of a college degree has no bearing on his achievement. Offering affordable housing was always his top priority. By 2020, the value of OYO is anticipated to have climbed to more than U.S. \$1.1 billion. Ritesh has come a long way despite being only 27 years old. The largest budget hotel chain in India is called “OYO Rooms”, and it has over 500 hotels and 50,000 rooms” (Brandveda, 2023).

Entrepreneurs can enjoy the synergy effects if they join a specific venture. Here is another excellent and successful venture that uses innovative technology.

“Nandan Reddy, Rahul Jaimini and Sriharsha Majety are the co-founders of Swiggy. The trio met while working at the e-commerce company Flipkart. They quit their jobs in 2014. Then, they started experimenting with an online food ordering and delivery platform. They launched Swiggy in 2015, focusing on providing customers with fast and reliable food delivery. Swiggy started as a small operation in Bangalore. Now, Swiggy is one of India’s leading food delivery platforms. The company has also expanded into other businesses. These include grocery delivery and cloud kitchens” (Chegg, 2023).

Individuals joining together, one with ideas, another with technology and another person with funds, can lead them to be victorious in their mission. “Leadership in entrepreneurship can be defined as the process of social influence in which one person can enlist the aid and support of others in accomplishing a common task” (Chemers Montin, 2014). “Despite cultural differences, the successes and failures of entrepreneurs can be traced to how leaders adapt to local conditions” (Hofstede, 1980).

The core requirement of entrepreneurs is that their vision should have valid relevance with the needs of the focus people in the target. “Within the increasingly global business environment, a successful leader must be able to adapt and have insight into other cultures. To respond to the environment, corporate visions are becoming transnational, enabling the organisation to operate in or provide services and goods for other cultures” (Adler & Gundersen, 2007).

## Conclusion

This article discusses how John succeeded with the pipeline project; another person started 12 grocery shops in Malaysia, and another started 20 saloons in Singapore. Other stories about Flipkart, Canva Design Software, the OYO rooms project, and Swiggy are also narrated in this article. Age, Education, and Experience are not discouraging factors in thinking about entrepreneurial ventures.

“A study conducted by the Census Bureau and two MIT Professors, after compiling a list of 2.70 million company founders who hired at least one employee between 2007 and 2014, found the average age of a successful startup founder when they founded it is 45. They consistently found chances of entrepreneurial success rise with age” (Haden, Jeff, 2018). Having multi-level contact will increase interest in entrepreneurship. Risk-taking courage and innovative ideas will minimise the effects of all weaknesses of entrepreneurs.

“A 2013 study by Uschi Backes-Gellner of the University of Zurich and Petra Moog of the University of Siegen in Germany found that a diverse social network was also an important characteristic of students that would go on to become entrepreneurs” (Backes-Gellner, et.al., 2013). India has multiple communities that naturally have a basic instinct to do business. People from Gujarat, Rajasthan, Tamil Nadu and Kerala have more business ventures at the global level.

“There’s no shortage of inspiring entrepreneurship stories from India. Despite the immense challenges of starting and running a business there, Indians have found ways to persevere and innovate, creating new products and services that have helped lift millions out of poverty” (Digital Scholar, 2023).

The discussion's outcome is that if you work for a job with a monthly salary, you are a bucket-puller. That means your income is limited, and you must work hard; you can't be an entrepreneur. Conversely, if you become the pipeline maker, you become an entrepreneur, you are the boss of your employees, and your income is unlimited.

It is the need of the hour that every needy acquire entrepreneurial skills and consider entrepreneurial ventures. You can fly high and succeed with an upbeat, entrepreneurial attitude and vision.

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