



Power of Knowledge: A Case Study on the First Generation Entrepreneur: A Journey of Success of a Common Man

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Abstract:

The case provides an insight into the entrepreneur qualities of first generation entrepreneur Prof. Shilpan Shah who is the owner of Yash classes and Yash Institute of Management. Prof. Shilpan Shah started his career in academics and had a corporate stint also, after which he started his own business. Here I have tried to identify the factors which motivated him to start Yash classes in 1996. Then I have also covered the initial problems faced by him being an entrepreneur. I have also found out the unique personality traits which differentiate him from others and which is a reason for their success being an entrepreneur. He started small, but through the years his business has grown. Currently he has added new courses and also tied up with other leading institutes. The case also describes how he grabbed the opportunities through creativity and Innovative Ideas through his entrepreneurial abilities.

Keywords: Case Study, Entrepreneur, First-Generation, Innovation, Opportunity

1. Introduction

“Along with the skills and knowledge two things are required that is Strong network & Long term relationship that will lead you to success”

-Prof. Shilpan Shah

“My vision is to solve each and every problem of common man”, these are the words of Prof. Shilpan Shah who is the faculty of Accounts, finance, taxation and Business Law. His aim in life his is to provide the quality education to students. His professional degrees include M.Com from Gujarat University, P.G.D.B.A (Pune University) and L.L.B. (Gujarat University). His father was also a very well known professor in S.V.Commerce College. He was the faculty of economics. Talking about the family background Mr. Shah’s father and mother are leaving the retired life as if they are free from their responsibilities while Prof. Shilpan Shah’s wife Mrs. Nimisha Shah is home maker and his son Aman is a very bright student. He starts his career as a lecturer in P.D. Pandya mahila Commerce College as a lecturer in the year 1993.

Then in the year 1994 he joined Modern construction ltd. (MCC) Company, situated in Bombay as a public relation officer to gain the market knowledge and to gain corporate experience. In the year 1996 he realized that in the corporate world you are required to give up your ethics and values but it was against his moral principles so he left the job. In the year 1996 he came back to Ahmedabad and found that in the Satellite and Vastrapur area commerce students are facing difficulties for coaching classes and he grabbed the opportunity and started his own business namely Yash classes. The classes were established with an aim to provide quality education to the college students especially the students of B.Com, M.Com, B.B.A. & M.B.A. His father is

always a source of motivation and inspiration for him. The best example is that Yash classes which was established by Prof. Shilpan Shah from the name of his father Prof. Yashwant shah. To differentiate himself from others he was providing flexi time to students because initially students were a few and the fees were very less compare to his competitors.

The aim behind the establishment of Yash classes was to provide the Quality education to the students wherein he can enhance the knowledge and skills of the students.

Initially he was unable to find the proper place because of lack of capital and the special preference given to Vastrapur and Satellite area because the competitors were very less. He established the Yash classes in the basement with only one classroom and office. He thinks that if you have passion and ability along with skills then the place doesn't matter. For the first year the number of students was around 10 to 12 and he found that if the proper focus will be there behind the students then Yash classes can achieve the milestones.

He is the kind of person who always likes to be updated with the current market scenario and he is the person who always likes to learn new things. He always advice his students that every day is a new day and every day you will learn something so be ready to learn. With the same motive he serves as a visiting faculty in the different institutes namely IBMR, R.B. Shastri institute of management studies, "International School For Business Acumen, (ISBA-Ahmedabad), "International Business School, Ahmedabad As Well As C.K. Commerce College, Kalol.

Number of factors motivates him to become an entrepreneur. A strong passion and a clear vision in the life inspire them to start their own business. As it is said that the passion is the genesis of genius. He is not only the perfect manager of time and resources but he is also heaving passion to find the solution to the problems.

In addition to that during his corporate life he found that there is corruption everywhere. According to him, if one wants to get success in his or her life then he or she should become an entrepreneur because while working for someone will restrict your growth and you can never think out of the box. But If you are an entrepreneur then sky is the limit for you, what an individual is required is to follow the ethics and values which he carries and can take any decision which not only make an individual successful but will give him a lots of success through learning and if you are the entrepreneur then corruption can never create a barrier for you. He always suggests people that if you have inner potential then prove it.

He takes the each and every suggestion as learning during his life and learns from every incident. He utilize his all the managerial skills and prove his own skills and capabilities. Each and every entrepreneur has an aim to create the value for others. Similarly Prof. Shilpan Shah has created value for others by providing education to more than 2000 students till date. His aim was of not only to earn the profit but to work for the betterment of society as well. Many students who don't have enough money or are not financially well are given education either at free of cost or at very nominal fees. As quoted by Helen Keller "The most pathetic person in the world is someone who has sight but no vision" but Prof. Shilpan Shah has a vision which guides him towards achievement of dreams. His dream is quite unique that to solve the problems of common man including students as well as parents by establishing the trust and confidence. Initially he faces the number of problems. Initially Mr. Shah started his venture single handed ("A one Man Army") because initially it was not possible for him to employ more employees and professors due to lower strength of students.

In the initial years he also faces the problems of capital because after investing Rs. 3 lakhs for office premises the further investment was not possible due to this reason from 1996 to 1998 he was providing coaching of the subjects of his specialized areas only that Accounting, Taxation, Finance and Business Law.

Marketing was also a bit of difficult task for Mr. Shah as he was having less capital as mentioned above. Initially he hardly used any medium of marketing. Only good and quality teaching services to student and building good rapport through relationship leads him to success in long term. In addition to that in the year 1999 he appoint the faculties and start to provide the coaching for all the subjects with lower fees then his competitors. Here he also proves his managerial skills because he has to take the work as a boss from his past colleagues but he manages the same. One of the faculty told that I am a part of institute from last 15 years but I never feel that he is the boss. The thing is that he never let me fill that he is boss which again shows his entrepreneur quality.

Thorough out his life Mr. Shah is always flexible and he always shows the learning attitude. He learns something daily from students, employees as well as surroundings which are always helpful to improve his problem solving abilities. To establish the good brand name he always works with co-operation with all. He always believes in win-win situation so that he can maintain the long term relationship and can built a good network. One best example is one of his student didn't pay the fees and left the classes without paying the same, after three years the same student came back to invite Mr. Shah for his marriage, he not only accept the invitation but also attend the marriage. Here the example is very small but key is the attitude which he carries. He always carries the same attitude to create the network and to maintain the relationship. One thing which is very unique in Prof. Shah is that he always carries a positive attitude and he always motivates the students to try something new which is creative as well as innovative. He never says no to anyone and tries to provide the education with fun.

2. A Journey of a common man

In the year 1999 he appoints the different faculties for all the subjects and starts the coaching for all the subjects which gives his classes a new direction.

Instead of heaving disadvantage of location he got the amazing feedback from the students and this concept was liked by parents as well as students because the students were able to get the education for the entire subject at one place only.

In the year 2000 he establishes a new branch at Ambavadi-C.G.Road. This area is one of the cream areas of Ahmedabad. This expansion leads to tremendous growth and both the branches make his name well known in the Ahmedabad city. In the year 2006 he further establish a new branch at maninagar. The expansion at both branches was challenge for him because his geographical segment was new and he again got the marvelous response.

In 2010 he Identify the new opportunity in the market that to start the M.B.A. Program for working professionals and working students. The jobs were very less in the market. But he start the M.B.A program with the tagline "Get enrolled and get the placement in the first week". He feel that this will require the proper focus and further tie-ups so he shut down his two branches and shift all the students to vastrapur Head office. In addition to that he establishes Yash Institute of Management for MBA students.

With every one's surprise all the students of both branches shifted here because they feel that they will never be able to get better education than this one.

He made the tie-ups with so many B-Schools and also starts to place the students only on the basis of network and relationships. In the same year he also expanded the main vastrapur branch and developed the Infrastructure. He purchased two more classes and constructs them with latest facilities. In addition to that the M.B.A program was demanding the online education so he makes the computer lab and also built the reception cell with waiting room. He expands the classes up to 1200 square feet and makes available all the latest facilities.

In the same year with an aim to use the current marketing strategies he appoints Miss.Asmi shah as a marketing head. Use of current & latest marketing Strategies and techniques to create the brand Recall and association with Miss. Asmi Shah gives new direction to the Yash classes and Yash Institute of Management. They use all the required mediums of marketing such as advertisement in news paper, Magazine, Use of Hoarding & banners which gives them tremendous success.

Prof. Shilpan Shah every year organizes the Picnic as well as annual function which are helpful for them to maintain the relationship and in network building.

He told that being an entrepreneur you are required to be ready to take the risk sighting an example he told that no one can think about the woman as a marketing manager. He told that while he was conducting the very first interview he realize that Miss. Asmi Shah has a potential and today after three years Miss.Asmi Shah is promoted and working as a centre head.

In the 2013 they adopt the Diversification strategy and make the tie up with India's No.1 Institute ICA (Institute in Accounts, Banking, Finance & Taxation), this tie up with ICA will be helpful to prepare the students for all the competitive exams and the main focus will be on Bank-PO Exam.

In the year 1992 when he completed his M.Com, he was introvert person but by the time with an experience he becomes assertive and sociable. In simple words extraversion help him to develop the good repo and relationship with society. Another dimension which is a reason for success in the competitive environment is a high level of agreeableness. He never deny any one, in addition to that he is very co-operative and social in nature. A simple principle which he follows is never say no to any one and tries to create a win-win situation. In addition to that in the last 16 years Yash classes and Yash Institute of management has achieved a number of milestones by creating the trust through the well organized work and responsible behavior. As it is said that change is inevitable and indispensable, Prof. Shilpan Shah has adopted the expansion and diversification strategies when it is required which not only shows his openness to experience through flexibility and creativity but also shows the level of pro activeness that to predict the trend in advance. Another thing is that he is self Motivated which inspires him to set the high standards. From the last 16 years he is working with excellent level of efficiency and achieves the one milestone after another through values, ethics and self monitoring.

3. Conclusion

In today's competitive world one thing is very clear that being an entrepreneur an individual is required to mold him or herself as per the situation. Along with your skills positive attitude is required which will motivate an individual to think out of the box. It will not only lead an

entrepreneur towards success but in addition to that it will give competitive advantage through value addition.

Today in Ahmedabad city Yash classes are highly preferred by the students as well as parents. The students from different areas came here for education without considering the distance. To give something extra to all the students he is arranging the expert sessions so that students can get the knowledge about the corporate world. Right now more than 200 students are enrolled with Yash classes and Yash Institute of Management. In addition to that they are heaving the 100% placement ratio for the M.B.A students which can be considered as a major factor behind the success of Yash Institute of Management. One thing is very important that Prof. Shilpan Shah never rely on any one. Daily at seven o' clock classes are open and it is open up to 8 in the evening. Even after 16 years of journey being an entrepreneur, He is down to earth personality. A best example can be an individual can find him arranging the books or cleaning the floor or filling the drinking water if the peon is absent. He is again a very good Husband a caring father and a responsible son. Every Sunday after 12 in the noon he spent his entire day with his family with an aim to manage the Personal and Professional life in a better way.

At the end of the case finally I would like to conclude with the inspiring words of Prof. Shilpan Shah that "you can get everything in your life what you want but for that you are required to help other people to get what they want".

4. Questions for class discussion

1. State the factors which motivate Prof.Shilpan Shah to start the business. Also identify the problems faced by Prof.Shilpan Shah at the initial level.
2. Identify the unique personality traits of Prof.Shilpan Shah being a first generation entrepreneur.
3. Justify the sentence "Challenges and Changes are necessary to become successful".