



THE PARADIGM OF BUSINESS SUCCESS FACTORS: EXPERIENCED BY A SUCCESSFUL ENTREPRENEUR

(An Interview with Sri Arnab Das, Founder of **Dishan International Group**, an entrepreneur, and business and brand consultant, taken by Suvendu Narayan Roy, CEO and Chief Editor of Learnet Publishing and Founder of the business magazine Management Ind-Academia).



Question 1. How will you define key success factors of a start-up business?

Answer: A business is a journey which never ends. Running a business is a continuous process. A business, if it is prospective or growth oriented then neither there should be any stoppage of strategy formulation and tactical planning nor there should be any stoppage for making the organization agile and an effective 'change agent' against the flexible economic and business environment. Success may come today but that is not guaranteed for tomorrow. There is no opportunity today to set a fixed business

policy. We need to prepare ourselves for tomorrow through a continuous process of learning, innovation and updation. We need to formulate short term plans from time to time and execute accordingly where contingency planning must be involved to manage the unexpected challenges in terms of incurring additional heavy expenditures to meet the immediate demand of customers or to support the intermediaries or channels of distribution or even to support the manufacturers of our products whose patent rights are with us.

Question 2. How employees can integrate with those success factors?

Answer: Employees must be 'ready for anything' in respect to accepting any odd challenges, accepting changes, accepting new tasks assigned to them if the concerned employees have an ability to finish those within the time frame. Here 'resourcefulness' is a better team than 'resource' if the later can be explored properly.

Human is the best resource where we can find out the maximum level of resourcefulness, if they can be properly engaged, empowered and trained. Skill based training is always preferable which can push their resourcefulness to build up next generation workforce for the organization.



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Question 3. Now-a-days 'ShreeRadha Collection' being one of the business units of Dishan International Group is gaining recognition in the market of handloom sarees against the face of power loom sarees with wide varieties. How this success has become possible?

Answer: ShreeRadha Collection is the seller of handloom sarees. It is a 46 year's old-business entity. The handloom sector is the largest economic activity after agriculture, providing direct and indirect employment to more than 30 lakh weavers. This sector contributes nearly 22 percent of the total cloth produced in the country and also contributed substantially to the export income of the country. When you go for handloom sarees, you can always have tons of choices popping up in front of you. Sambalpuri, Baluchuri, Khadi, Begumpuri, Dhaniyakhali, Shantipuri, Maheswari, Banarasi, Bomaki, Kotpad, Venkatgiri, Dolabedi, Kanjivaram, Bandhani, Khandua, Kantha and numerous others go shopping for handloom saree.

With the variety, these sarees are the best choice for the bride at weddings. The handloom saree weavers don't use chemical dyes to print or to do the motifs as the industrial or machine looms. The artisans only use natural dyes derived from turmeric. Therefore, handloom sarees are eco-friendly too. We are focusing much on this particular awareness in the minds of our prospective clients. Also, we are focusing on 'customized design' that is something built to a specific order. Almost every Indian woman prefers to

wear sarees both at work and during festive occasions and also on a daily basis. Therefore, the Indian saree industry is still thriving economically, and new styles are being developed each day. Hence your tag line is "BRAND OF BENGAL" and saree at own choice, quality and comfort means 'Shree Radha Collection'. We are also trying to draw the attention of new customers either by offering them for instance, 'Authentic cotton handloom saree with an off-white body exudes grace and sophistication' - a versatile choice that can be styles for both casual and formal occasions or 'A linen indigo saree, as a classic choice, carrying colour adds elegance while the breathable linen fabric ensures comfort.

The most important and distinguished feature of our sarees is that these are purely authentic. This is the way we have been able to develop the theme 'Bengal Heritage'. Our business policy is to maximise the wealth of our manufacturers and designers and already we have attached 122 such families. They are with us with their core competencies. Our employees are our best resources who are properly trained, feel themselves as engaged and empowered and positioned in the organization according to the skills acquired by them.



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Question 4 Reaching to the prospective customers has become one of the important conditions to draw their attention and awareness towards your products. How you have planned?

Answer: We use both the ways - 'physically' and 'digitally'. For the appearances of our products, we use to launch exhibitions at different places which are almost centrally placed. Those exhibitions are promoted by

using digital medias by posting video clips or images with proper content descriptions. Also, we are posting the live responses of the customers.

Question 5. Young and educated generation always have a keen desire to join in different types of corporates or business houses according to their choice. What kind of approaches can be expected from them?

Answer: The answer is simple.

1. Learning which must be a continuous process. They should not escape from the crisis situation.
2. Self confidence that is they should tell their bosses 'I will do the best' not like that 'I will try' or 'Let me try' or 'Let me see'. Just they need to share 'what is their requirements to get the job done through them.
3. Carrying a 'sense of belongingness', they can consider themselves as the entrepreneurs, not as the mere employees if they are satisfied with the motivational factors provided to them by their employers.
4. Engaging themselves in problem solving exercises, whenever it is required.
5. They must follow the objectives of the business along with the vision and mission statement of the organization.

