



Daredevil -Barefoot Entrepreneurship during the Lockdown Ensuing After Outbreak of Covid-19 Global Pandemic

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Abstract

Daredevil entrepreneur exists when there is a need and dare to work under Eustress which denotes an optimistic rejoinder one has to a stressor, which can be contingent on one's contemporary feelings of control, attractiveness, location, and timing of the stressor. "The lockdown ensuing after the outbreak of Covid-19" is a stressor and amidst it, the barefoot entrepreneurs are daredevils who have to work daily to earn and live by facing the host of difficulties threatening their life. The paper has made concern to only vegetable vendors selling in the shadow of ill effects of COVID 19 pandemic. These vendors are easily available and sumptuously vocal while giving interviews in the survey conducted by authors. Although the study is made with special reference to vegetable vendors, the findings, conclusion, and suggestions given at the end of this paper apply to other kinds of barefoot entrepreneurs undergoing analogous situations.

Key words

BFE: Daredevil Bear Foot Entrepreneur, **BFEs:** Daredevil Bear Foot Entrepreneurs, **BPL:** Below Poverty Line, **API:** Average Perceived Intensities, **PIBV:** Problem Influencing Business Viability

Introduction

Daredevil Bear Foot Entrepreneurs (BFEs) since ancient times have a core but not dominant role in undertaking Business; they have elfin resources and to work under the compassion of others (Adam Toren, 2016). The BFEs are self-employed; they include sole traders/producers right from vegetables to any sort of useful goods or services required regularly by the people having varying levels of standard of livings.

Thus, a carpenter or vegetable vendor caters to the needs of rich, middle, and lower-class people. Such BFEs work alone or with the help of his/her members in the family or hired labor, if necessary. This entrepreneurship is either hereditary or emerged out of needs to augment Income. BFE is a self-employed category and may sometimes provide their leftover work to others on wages. This entrepreneurship is outside the orbit of financial agencies like banks but continuously in the clutches of non-financial agencies like money lenders, sahuakar, big traders, or Landlords. While studying BFEs, the focus was only on sellers (him or her) selling vegetables during the enforced Lock-down ensuing after the outbreak of the Covid-19 global pandemic

Literature Review

It is seen that the scholarly writings are on Industrial, Business, Technical Educational, Social, Political, Medical, and such other entrepreneurship that grow with adequate resources and are above the BPL (Below Poverty Line). However few authors wrote on barefoot/Poor entrepreneurs having scarce resources, living hand to mouth, and with short-lived business plans.

Robert Ashton, (9th June 2011), provided the top ten tips for the use of barefoot entrepreneurs. These tips are "Have Passion, Find your audience, Ask why, Focus on profit, Establish Structure, Be different, Never miss an opportunity to sell, Feel comfortable with what you're doing, Anticipate change, and Have enjoyable business" "Barefoot entrepreneurs" an article by Imas, & others (2012)

make an input to perilous entrepreneurship lessons over 'barefoot' entrepreneur, i.e. the entrepreneurial practices and stories of individuals who live mainly in peripheral, poor, and excepted places and settings. A Systematic Literature Review ('SLR') consisting of 76 research papers about the emerging 'entrepreneurship-as-practice' (EaP) advances a 'platform of expression' that enhances entrepreneurship research. The paper identifies a spectrum of seven theoretical frameworks underlying EaP studies and puts forward examples of research (Lefebvre etc., 2019). Entrepreneurs are a different breed - they think differently, act differently, and live differently than the rest of society. However, the successful ones all seem to share a few of the same traits with each other. Here are 12 of the most common directives for entrepreneurs i.e. Do seriously, Make it all about the customer, Make the decisions carefully, Don't afraid of the road less traveled, Harness technology, Invest in themselves, Keep constantly learning, Don't afraid of risks, Be willing to experience failure, Look after the current needs of the customer and market, Know how to sell, Knit network. (Sujan Patel, 2015). Parkkari etc. (2019) explain typical dialogues within entrepreneurship research that diverge from 'mainstream', functionalist entrepreneurship research. Adisa & others (2019) discussed insights into entrepreneurs' work/non-work limitations, which are immensely prejudiced by the commodification of time and money. It also supplements work-life edge philosophy and its social constructionist standpoint.

Objective:-

This study happens to be first of its kind which aims to have an aerial account of troubleshooting problems of daredevil -Barefoot entrepreneurs engaged in selling Vegetables in the small but representative area by risking life to death foreseeable via Covid-19

Methodology and Scope

The focus of the study was the Shivthirth Nagar ward of Kothrud, Pune City (Maharashtra, India). In this area, 93 vegetable vendors are found selling the vegetables during the enforced Lockdown after Global outbreak of COVID 19 pandemic. These daredevil-entrepreneurs/vegetable vendors, unlike other established vegetable vendors, have no other sources of earnings and hence they compelled to work,

albeit there were probabilities of loss of life due to coronaviruses. The researchers met with these people who delivered interviews after with a pathetic mood but without tears in eyes. They appeared as a daredevil with flair either "Live or Die". Sample type is a census which includes all the vegetable vendors selling food in the specific area i.e. Shivthirth Nagar, Pune (Maharashtra, India)

Prominent features

- *BFE is unlike another entrepreneur:-*The biggest problems or difficulty of BFE is that '*she/He is BFEs*' having not enough resources. Hence they countenance numerous glitches in Money, Marketing, Mobility, Manufacturing (production) besides personal and social problems. The utmost off-putting to BFEs is that they are poor both economically and socially.
- *Social taboos:-*In the community anterior, the major difficulty faced by the BFEs is that they have to *sell amongst social prohibitions* and limits, etc.
- *Sense of subservience:-*It is said that the *sense of subservience* in BFEs fostered by convention is a prodigious barricade to their business skill. The BFEs are compelled to sell under limitations put by the Govt. BFEs' have no leader to put their agonies on social Podiums as compared to other rich entrepreneurs. As a result, they do not have enough knowledge about their rights and other entrepreneurial related issues.
- *Lack of confidence:* The -Majority of the BFEs lack confidence and always feel that they may not be successful.
- *Lack of support from Relatives:-*Many of BFEs entrepreneurs are constrained with a lack of sustenance from their relatives.
- *Distrustful feel by society:* - The self-employed BFEs are perceived with mistrustful eyes by the general public and even by their relatives/friends
- *False feelings by bankers:* - In the economic anterior, receiving the vital financial funding from the bank is a bit problematic to the BFEs. The officials in the banks ponder that the majority of BFEs are '*dummy*' and they excerpt all the welfares to support their family companion.
- *Lack of specific Priorities amidst many* on them and Hence, the bankers are hesitating to sanction loans.
- *Permission Problems:-* The majority does not have municipal permission/licenses to do the business at a roadside
- *Low-level risk-taking attitude:-*It is another factor affecting BFEs traditional aptitude to get into venturing business.
- *Less achievement Motivation:-*Achievement motivation of the BFEs is found less.

Problems influencing business Viability

Table No:-1

How much %s effect do you perceive the influence of the following problems over the business viability (where “0%” being ‘nil’ and “100%” being full influence)

Sr. No	Problem influencing business Viability (PIBV)	Average Perceived Intensities (API) in %s (n=92)
1	2	3
1.	Inadequate knowledge of the various Governments’ schemes	100%
2.	Business permission Problems	100%
3.	Less achievement Motivation	100%
4.	Transportation problem	88%
5.	Banker reluctance to finance	88%
6.	Govt. Policy	88%
7.	Sense of subservience	88%
8.	Low-level risk-taking attitude:-	88%
9.	Lack of support from Relatives	87%
10.	Low educational level:-	87%
11.	Social taboos	79%
12.	Difficulties in obtaining vegetables	78%
13.	Heavy competition.	78%
14.	Lack of confidence	78%
15.	Distrustful feel by society	78%
16.	False feelings by bankers:	78%
17.	Problems at a place of selling	76%
18.	Lack of specific Priorities	76%
19.	Marketing problems	68%
20.	Dual work Role ship:	67%
21.	Double shift and the double burden	66%
22.	The societal, cultural and religious attitude	56%
23.	Lack of organizational skills	56%
24.	Labor problems	34%
	• Mean	78.41%
	• Sd	15.30%
	• CV	19.51%

Source:-Field survey

Note: - Each Vegetable-vendor is asked to quote an Average Perceive Intensity (API) of Problem influencing business Viability (PIBV) where zero % means “Nil” PIBV and 100% mean “full PIBV and any % in between these two extremes unveils the level of PIBV in %. The ultimate Average Perceived intensities (APIs) for given PIBV reveal an average value for the sample group (n=93) (This mapping logic is based on Likert stretched 100 point scale)

Conclusion

Barefoot vegetable vendors face 24 problems. The adversities of such problems stand with 78.41% intensities with 15.30% SD and 19.51% CV; this unveils the deplorable situation of vegetable vendors who are barefoot entrepreneurs albeit bare daredevil merits to stand in the pessimistic milieu of survival or do or die if don’t work. The threat /Problem intensities (from high to low) in % are organized in Table No-1

The highest threat generating problems are Inadequate knowledge of the various Governments’ schemes (100%), Business permission Problems (100%) and Less achievement Motivation (100%) followed by Transportation problem (88%), Banker reluctance to finance (88%), Govt. Policy (88%), Sense of subservience (88%), Low-level risk taking attitude:- (88%), Lack of support from Relatives (87%), Low educational level:- (87%), Social taboos (79%), Difficulties in obtaining vegetables (78%), Heavy competition (78%), Lack of confidence (78%), Distrustful feel by society (78%), False feelings by bankers (78%) and, Problems at place of selling (76%) Lack in specific Priorities (76%) Marketing problems (68%), Dual-work Role ship (67%), Double shift and double burden (66%), Societal, cultural and religious attitude (56%), Lack of organizational skills (56%) and Labor problems (34%).

The foregoing delineation is not the case of only vegetable vendors as daredevil entrepreneurs, albeit the several barefoot entrepreneurs are found all along with the roadside self-employed like tea /snacks sellers, or the self-employed providing many services like plumbing, electrifications, etc.

Suggestions

Barefoot vegetable vendors are worth to be listed immediately to assist them on priority since they are in need to earn for their survival

PM Modi has declared many measures to assist the business people including barefoot entrepreneurs. Although it will be feasible only when red-tapism is avoided that is inherited in democratic - bureaucracy

Barefoot-entrepreneurs from the low-income group shall be made eligible for free shelter, medical care, welfare schemes, and free education

Like farmers, these barefoot entrepreneurs may be listed to give loan/subsidies

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