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## CREATING VALUES IN TOURISM THROUGH ENTREPRENEURSHIP IN VARANASI, INDIA

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### Abstract

Local Entrepreneurship is one of the economic factors in Tourism Development. Varanasi has such working groups who have skills and who effectively bring out their product within limited resources and facilities. Entrepreneurs especially from low economic background have been playing a responsible role here and helping the destination to become socially, economically and culturally rich. The main objective of the study is to highlight some of the major initiatives taken by the entrepreneurs of Varanasi. Twenty of them were interviewed of several locations in the city. Case studies of four selected working groups are discussed. Further the study focuses on the typology of entrepreneurs in the select locations. The data are also analyzed quantitatively to describe the strategy being used to bring value in the tourism activity. Several suggestions are made to focus on further prospects of tourism in Varanasi, overall country and in the world as a whole.

**Keywords:** Entrepreneurship, Varanasi, marketing strategy, marketing skills, low economic background

### 1. Introduction

Varanasi, historically known as *Kashi*, has been in influence of religious and historical changes since decades. And amidst these changes there have been several developments in arts, handicrafts, architecture, communication and technologies. Entrepreneurs have been living here for the purpose of business and serving the religious tourists in their city of Lord *Shiva*. These activities have been influenced because of the presence of the well defined structures like ancient temples, forts, Ghats, old narrow streets and mainly the water body of river Ganges. River Ganges has mythological importance as is believed that the goddess Ganga descended from the heaven to dwell in the water so as to protect, purify and bring the one to heaven who touch it. Several myths exist still now inside the city. There have been several hotspots in the city where tourists have been taking interest to spend their leisure time.

The efforts of the entrepreneurs have taken Varanasi to the heights both in terms of culture, tourism and economical aspect. Entrepreneurship is the process of managing a business opportunity right from its market research till the selling of finished goods and services. Entrepreneurship requires self-dedication, involvement and risk taking initiatives and measures. These activities play vital role in the economic development of the country as well.

Entrepreneurship aims to expand so that it keeps generating income in the long run. The people over here in Varanasi usually seem satisfied with the resources provided. These are enough to help them cope up with their present life situations. In every corners of the city of Varanasi, there exist stories to narrate. Whether it is a vendor or a rickshaw puller, a seller of *paan* (beetle leaves), a weaver of Banarsi *saree* or a monk in a temple; everyone in this rush is busy making money for their family. Tourist here comes from all over the world and their motivation for travel is usually different. In other words one can say that, along with diversity in population, their thoughts and actions; there exists variability in resources which the city has. These are societal, other associated to gastronomy, political and psychological aspects which are further associated with the environment of Varanasi. Religiously the city not only has various religion and their norms, but also has several structures being located. Historically the city has several locations like Ram Nagar fort, Sarnath, Lahartara, Assi ghat, Dasaswamedh ghat and Manikarnika ghat areas that has marked a legend in history and the architecture of several legendary structures which are no doubt a masterpiece in themselves. Most importantly the name Varanasi comes out from the names of two rivers viz., Varuna and Assi, which is an identifiable attraction in itself. Amidst this favourable environment it is obvious for the people to start some businesses that not only facilitates but catches the eyes of the tourists in the region. The people of Varanasi are not only hospitable but also are innovative in their skills. The skills of these entrepreneurs are not a blessing from birth but are developed through idea over several generations and involvement with continuous practice. The poor societies existing here in this city are pure *Banarsis* who are quite familiar with the authenticity of the old city *Kashi* or *Banaras* which is said to be the eternal city and speaks languages which are mostly *Bhojpuri* and *Awadhi*. The people here are anxious to showcase the tourists their talents and earn living out of it.

Development depends on variety of factors here; tourism provides the platform for the development of entrepreneurship and especially MSME. This is because the entrepreneurs are involved in business at all levels making a strong contribution to the economic growth of the country. The weavers of Varanasi are for the handloom industry of Banarsi fabrics. The weavers are generally belonging to small villages like Sarai Mohana, Daniyalpur for silk weaving and many more are located around the city of Varanasi. These are the experts with rare and genuine expertises in the field without undergoing much official training guidance. They have been carrying this by learning and working at all levels from home to produce unique arts that people prefers to buy here. Pattern remains the same, only there comes some twist and turns in the style or design and choices of the society.

### **1.1. Background of the study**

The overall background of the study describes some purposes for selecting Varanasi as an entrepreneurial site. The research brings out values in the field of tourism through entrepreneurial contributions that gradually uplifts tourism demand in a cultural, historical and religious setup like that of Varanasi. The value is in the form of effective contribution made by the entrepreneurs for tourist's involvement and concentration. Also as a major support to the economic strength of the city.

The research problem focused in this study is lack of exposure in development of entrepreneurial groups who have major contribution in tourism promotion in Varanasi. Despite knowing their contribution, their personal economic capacity is not up to an adequate level. This may be because of lack of facilities being provided to them by the government. Entrepreneurs also include the vendors, boatsmen and sailors who have been striving hard to earn their money since decades here, with all the efforts they could provide to the tourists.

There are immense scope for the residents because of the availability of raw materials, favourable environment and skills which the entrepreneurs already have. There is scope of creativity among the workers. These people take initiatives to invest with little, develop it widely or expand it, if not to a large extent but at a right location and for the right target audience. These entrepreneurs involved are usually associated with small scale industry or handicraft industries or MSME (Micro, Small and Medium Enterprises). These initiatives taken especially by low scale economic people who can help reach the country at a top because India is a country of villagers and their villages; and this culture of MSME has been brought from the villages of India. Even for the city like Varanasi, people are generally from the villages from around the city, whose ancestors have settled here since ages.

## 2. Literature review

Varanasi 'the eternal city', being the oldest living city have been in influence of several phases of time i.e., ancient, medieval and modern. But to the surprise the authenticity of most of the attractions are still the same as it were thousand years ago. Only extension of facilities has been made. Entrepreneurship have been sustaining path for economic growth in the country in India since years when people started to earn a living. Attitude, relationship, activity and organization are the steps for entrepreneurship as an economic development and facilitation (Bandusena et, al. 2020). Entrepreneurship requires creativity in thoughts and in action that is further followed by idea generation. And off-course hard-work is the key to success in any business (Mubarak, 2019). With the right attitude, one must be able to focus on the aim of their business and to what extent it is going to help him and the society. The meaning of entrepreneurship says that the ability to bear risk of establishing a new enterprise, its direction, controlling, bring changes and innovation, creativity, taking corrective actions can be called as entrepreneurship. Howards W. Johnson defined entrepreneurship as the composite of three basic elements i.e., invention, innovation and adaptations. Similarly, the same term was defined as creative and innovative response to the environment. (Rao and Mehta, 1978)

"Indeed, the defining moment in most tourism destinations can be attributed to the actions of rogues who actualized its tourism potential" (Mckercher, 1999, p.427). Entrepreneurship as applied to business in someone who create a new venture, exist profitably, excel and grow horizontally or vertically- for which he/she may have to take certain amount of risk (Kaldeen, 2019) and may have to undertake any or all of the innovative activities as mentioned by Schumpeter. (Chaudhary, 1989)

The Small Industries Development Organization in India was established in 1954, to provide facilities to test, apply and train the entrepreneurship development. This prepares project and product profiles, consults technical and managerial groups, export assistance and took after the audition of energy and pollution. According to the Ministry of Micro, Small and Medium Enterprises Development (MSMED) Act 2006, it means an enterprise that is engaged in the manufacture, processing and preservation of goods on certain criteria; like the investment of a micro enterprise that should not exceed Rs 25 lakhs, the investment of a small enterprise should be more than Rs 25 lakhs and the investment of a medium enterprise should be more than Rs 5 crores but should not exceed Rs 10 crore. (MSME, 2015)

Entrepreneur Typology is a concept that has been used to earlier by researchers. Arthur H Cole is said to have first used the term typology in entrepreneurship (Filion Louis Jacques, 2000-15). Entrepreneurs are mainly of four types. The first one is the Individual entrepreneurs, group entrepreneurs, cluster entrepreneur enterprises and co-operative society.

With the help of Joseph Schumpeter (Schumpeter, 1934), proposed four other types of entrepreneurs, viz., role of thumb, informed, sophisticated and mathematically advised. (Livesay, 1982) Further researchers have found out the typologies was developed by Smith in 1967 as craftsman and opportunist entrepreneurs; where former belongs to professional association and have no evidence for plan of growth whereas the later have management sponsors, they develop customers using a variety of association. Collins and Moore in 1970 defined about Independent entrepreneurs who work independently. They may be a group of individuals acting independently with an association of an existing organization. Likewise Family oriented entrepreneur's concept was developed by Lafuente and Salas in 1989 where a business has been carried ahead by the family. Vesper in 1980 developed the self-employed ones who are solo. (Filion Louis Jacques, 2000-15). Small business owner managers generally have low capital entrepreneurship. The economic empowerment is possible only if these entrepreneurs contribute to a large extent rigorously (Duminduhewa, et, al. 2020). This applies to the MSMEs as well.

The state Uttar Pradesh has attracted toward 13.9 percent of domestic tourists in 2016. (International business Economic Forum, 2018) and Varanasi was indicated as top seventh major cities to be visited.

### **3. Material and methods**

#### **3.1 Aims**

The aim of the study is to find out the activities of entrepreneurs who have been making profits from the base level not only for an individual but for the overall society. The present scenario reveals it in the form of facilities that are easily accessible to the tourists. The study helps to highlight these working groups, their society, MSME and the common vendors; their effort and products which are in most demand today in the market. It helps to make entrepreneurship the reason for concentration of tourists in the market and at the site. The study focuses the different possible typology adopted in entrepreneurship in the select site. From the broad perspective it is most common entrepreneurial typology being discussed. The present study aims to showcase the benefiting aspects of the working groups, working society, MSME as they will get exposure in the market. It further aims to help the government in knowing the scope of development of a particular site by ways of business development of entrepreneurship through tourist's involvement

#### **3.2 The objectives of the study:**

1. To find out the entrepreneurs in the city of Varanasi and their activities in which they are involved in economic development of the city.
2. To find out the target customers or tourists for the provided goods and services
3. To measure the satisfaction level as a value for the tourists at the destination
4. To provide assumptions for entrepreneurial development in the city like Varanasi.
5. To highlight various typologies of entrepreneurs in the selected areas

The present research was conducted in the year 2018 and the study is based on both qualitative and quantitative approaches. The universe is the Varanasi city and the surrounding nearby locations. The findings are also qualitative and quantitative; qualitative stating the degree of diversity in the research and are described with the help of four case studies. Quantitative approach is used to distinguish and establish the relationship between the variables drawn from the selected questions made from the entrepreneurs. The total population covered were 20 entrepreneurs of the city of Varanasi who were engaged in some or the other business activities like weaving, sewing, vending related work, sailing, handicraft making and overall selling.

The primary data were collected with the help of interview questions (as discussed in quantitative findings). The group targeted for interview was those 20 entrepreneurs; out of this four were targeted to bring out the case studies. Observation of the tourists were done at the site itself for drawing the present situation existing. The secondary data is used to support the study and examine the literature review.

The population covered are from the selected sites in and around Varanasi. The sample frame is from places like Assi Ghat, Lanka, Jaipura, Gadauliya, Cantt, Bhelupur and Sarnath covering various working groups like vendors, sailors, society, craftsmen groups and enterprises. Few of them are from low economic background. The data collected were through the simple random sampling technique. The aims of selecting the sample were to achieve maximum precision but in limited timeframe.

## **4. Findings and analysis**

### **4.1. Qualitative findings**

#### **Case study one**

The vendors of Varanasi are well renowned. The Vendors on the streets of Varanasi has immense scope for income on a daily basis as the site is historical, religious and cultural in nature which makes it a tourist hub. Assi Ghat has been historically important because of its name Assi which is derived from the Hindu mythology sayings. It is said to be believed that while Goddess Durga was fighting with the demon Shumbha- Nishumbha, her sword hits the ground when she destroyed him, resulting to the rise of a stream, which is now known as the river Assi. The ghat which came to be on this edge of the river; where the river Assi joins the Ganges, was thus named to be as the Assi Ghat. At this very point we could experience Ganga arti every evening around 7 pm in summer and around 6 pm in winter. Since evening 5 pm till 9 pm one can find immense crowd over here on the banks of river Ganges. When it comes to street food, the vendor of various food items like *panipuri*, *chaat*, *Pao bhaaji* are most common here. There are vendors named as Vikaash and Maneesh. They have been making special tea and selling them at these locations of Assi Ghat since many years. They use special spices with lemon and water and tea to offer them to the tourists passing by. The spices are authentically unique which gives unique taste and is famous in whole of the city. Generally, the spices include the crushed dried peppermint, white salt, black salt, chaat spices and black pepper with sugar and lemon juice. These vendors had been selling years to offer some better experience to the tourists both domestic and international, they spends time sitting on the stairs of Assi ghat and watching the view of the river. They had been serving there day and night to fulfil the demands of people and maintain the authenticity in the tastes. Today every tourists who spends time in the evening here at Assi ghat prefers to have this tea. They work to bring a good amount of money for their family. Sometimes their per day income goes up to INR three thousand and sometimes even more than that especially during Ganga Mahotsav or Dev Deepawali. A cup cost may vary from INR ten to twenty depending on the amount served or the size of the cup. Their main strategy is covering maximum customer in a day. They target the occasion where they could meet maximum people from various locations, they keep moving for a specific gathering points to sale; and daily visitors at a specific point to sale. Today whoever comes at Assi Ghat of Varanasi, never misses to taste the cup of their special lemon tea. This business is not only helping them make money for the sellers but also is a centre point of tourists.

#### **Case study two**

Near to the Assi ghat with approx 10 kilometres of distance, there lies Lanka. Keshab Tambul Bhandar located at Lanka is today a famous Beetle shop. People of Varanasi are fond of eating

beetle or *paan*, not only in city but people from many parts of India loves to eat beetle leaf. The vendor uses *Jagannathi patta* or *desi patta* as the beetle leaf to serve to their customers. Mr Keshav and Mr Umesh Chand Chaurasia are five brothers all together and they have been running this business since 1963. Their father passed away in 1912. They have been managing the business successfully and the demands for their beetle leaves or *paan* have always been high. The price of one single prepared beetle leaf is Rs five and the price of special one is Rs ten. Likewise more than thousand to two thousand beetle prepared leaves are sold on per day basis and even more than that. Their strategy is not charging higher but to cover maximum target customers on a per day basis. With low cost high target audience can bring more income on per day basis. Not only this they maintain the good faith and loyalty of their old customers. There are many people who have been their daily customers since many years. The process of making beetle leaf is quite unique. First of all they bring all the ingredients from several locations, like they bring lime for the beetle from Katni, Madhya Pradesh. At first they cook it on flame in water for one or two day taking breaks. They then strain the lime. *Kathhaa* are brought as a biscuit and then they are being cooked and then processed to make thick paste so that it can be applied easily on the beetle leaves. The use of tobacco is of choice. Sometimes essence like *gulkand* is added. Most of the customer prefers sweet ingredients of small cardamom for *paan*. They manage all the ingredients by themselves and so they assure people to eat carelessly without any fear of adulteration. Eating beetle leaves is pure ayurvedic in nature. Today it is the centre of attraction not only for the tourists who visits Varanasi but also for the renowned celebrities and politicians whoever visits the city. They have been going ahead with this great business and they and their family are much satisfied with their work. Their main strategy is their authenticity in tastes of beetle preparation that they have been keeping to maintain and which is unique in itself. Also it is a centre of attraction for most of the tourists visiting this location.

### **Case study three**

The Sailors or the boatmen here in Varanasi are mostly the ones who have been carrying this work since years or generations. One example is Deepak Sahani. He is the third generation who has been carrying the business as a boatman but today he is the captain as well as the guide for the tourists especially the foreigner tourists who could communicate frankly with the people in English. Today he has six boats operational under him. They are real residents who have known about the city and infact about most of the corners. But there are some who had mind to explore and create new employment opportunities. Most of the boatmen are from the Mallah community here at the Assi ghat. One among them is Mukesh Kumar, a 34 years old boatman he usually takes his customer for a boat ride from Assi Ghat to several ghats as per the demands of the tourists. This generally helps earn an income based on hourly basis. For example for a ride of 2 hours he may charge for Rs twelve hundred to fifteen hundred from its customers, whatever the deal is fixed in the beginning. Most of the tourists prefer to spend one hour on a boat ride and he then manages a fixed rate of Rupees 300 and usually 400 for 2 hours duration. Krishna belong to a poor family of four, has two children. He has been carrying this work since generation of 4 years. But this sole business doesn't provide them enough backup for the business. So overall the boatmen entrepreneurs like Deepak are few. Most of them are struggling to cope up with the family. Deepak has taken the business in an innovative way whereas it is not possible for rest boatmen to take their business ahead as it require assistance, immense hard-work, communication ability and finance which is not possible for poor people who always keep a watch on government promises and keeps waiting for some relief. Their main strategy is to target the maximum customers during festivals like Dev Deepawali and Ganga Mahotsav and they adopt to finalize an agreeable rate with their customers with their actual rates.

### Case study four

Cotton Weaver of Sarnath which is situated approx ten kilometres from Varanasi, are famous for producing cotton weaved products and silk weaved Sarees. Sculptures references at Varanasi including terracotta carvings and their patterns could be found in the weaves of Varanasi and so in Sarnath. Early weavers used the same design palette as the architect used in their designs and it was a give and take policy. Sometimes back cotton was the most popular export from India. The trade route which was from Taxshila to Patliputra which were close to the Sarnath. Today cotton weavers of Sarnath are earning lot of income through their fine designs and materials. One among them is located near the tourist site have their own showroom that showcases beautiful stitched materials like *Sarees* and *Salwar suit* pieces for women and *Kurtas* and *Khaadi Gram Udyog* materials for men including other clothing fabric materials. Some days income reached upto 1 lakh to 5 lakhs. The weaving mills have two to three workmen and entire showroom is run as a family comprising a total of approx 7-8 members in the showroom. The main strategy adopted by these entrepreneurs is the material their showroom produces. They do not compromise with the faults in their level of work production. The workers are efficient enough to produce well designed fabrics. The customer obviously enjoys the authenticity of the products and thus it creates the goodwill among the customers.



Figure 1-Cotton weaving activities by a workmen in Sarnath

4.2 Table 1- Following is the entire list of entrepreneurs being contacted (including case studies for qualitative studies and analysis for quantitative studies):

Serial no.	Name and Type of Entrepreneurs	Activities involved	Areas of involvement	No. of individuals
1	Varanasi Weavers and Artisans Society	Weaving	Jaitpura	3
2	Food vendors in Varanasi	Making and selling	Gadauliya	2
3	Leela Handicraft	Crafting	Central jail road, Cantt	5
4	Sailors	Sailing	Assi Ghat Varanasi	3
5	Beetle leaves sellers	Collecting and selling	Lanka and Assi Ghat Varanasi	2
6	Balaji Handicrafts	Weaving, designing	Bhelupur	3
7	Cotton Weavers	Weaving	Sarnath	2
9	<b>Total</b>	-	-	20

### 4.2 Typology of entrepreneurs in the selected sites

In the selected sites in and around Varanasi, there are also those like Leela Handicrafts and Balaji Handicrafts that are sole proprietor or solo self-employed entrepreneurs or individual proprietor. There are many craftsman entrepreneurs are also found in these locations. The entrepreneur like Varanasi Weavers and Artisans Society are working as an opportunist or business entrepreneurs who have management and have being supported by All India Artisans and Craft-workers Welfare Associations (AIACA) and also are represented by Varanasi

Weaver’s hub. Most of the sailors and vendors are working as an independent entrepreneur. Whereas some cotton weavers of Sarnath and Keshav Tambul Bhandar are mainly family-oriented type of entrepreneur.

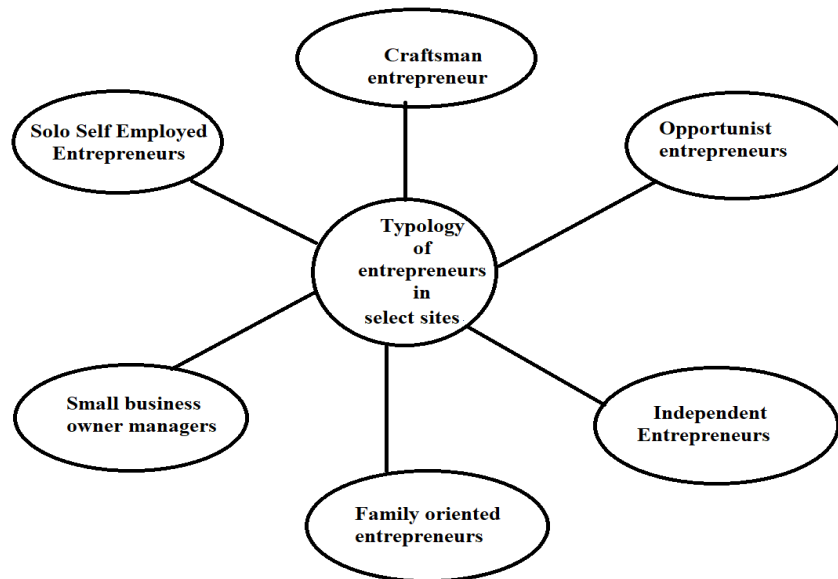
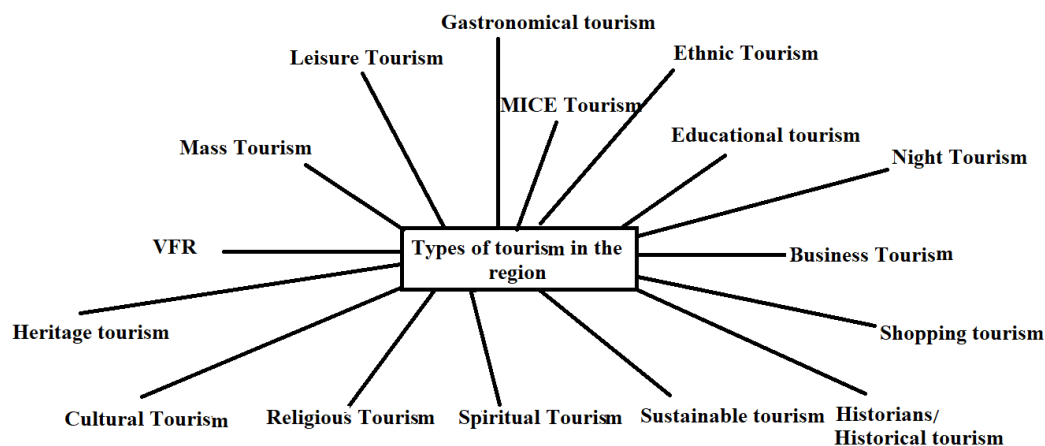


Figure 2- Typology of entrepreneurs in the select area



3-Types of tourism in the region

Figure

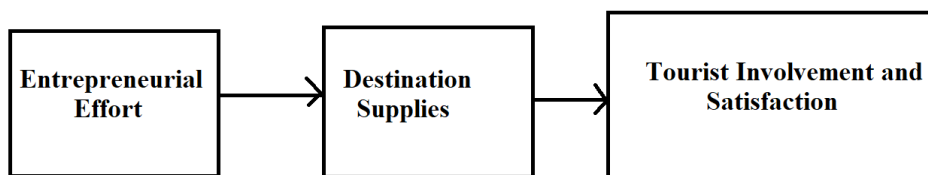


Figure 4- Conceptual model of the study

The above model explains the effect of entrepreneurial development in the selected site which is creating value in return. This value is in the form of contribution made by the entrepreneurs and the products sold by them ultimately helps in the destination supplies. This as a whole and



further attracts tourists to spend more and more. And this is possible only because of satisfaction which has to be developed by various strategies to survive in the market. Entrepreneurial effort here signifies the contribution in terms of work level, raw materials used to make finished products, the intermediaries used to help the product reach the market. Destination supplies here include the products like fabrics, food items, sail experience, decorative materials for home and designer’s product. Tourist involvement and satisfaction here depends on several factors like preferences, tastes, prices, expectation, perception, experience and motivation.

### 4.3 Quantitative findings

Questions of the interview made from the above 20 entrepreneurs of several locations in Varanasi, defining the keywords for further analysis:

- ENV- How satisfied you are with the environment in which you work?
- LOC- How far is the local government helpful in providing support to you and to your team?
- ERN- How far this business helps you and your family to earn the living?
- CEN- How far is the central government helpful in providing support to you and your team?
- FIN- How far is the raw material sufficient to provide the finished products?
- SAT- How satisfied are the tourists with the materials you provide?
- COS- How costly it is to bring the raw materials from other location?
- FNT- How far is the foreigner tourists interested in your offerings?
- DNT- How far are the domestic tourists interested in your offerings?
- STK- To what extent is the stakeholders frequent to communicate with you?
- SPR- How satisfied you are with the performance of stakeholders with you?
- AFF- To what extent are the materials affordable for the customers/tourists?
- RTS- How frequent you are in changing the rates of your products while dealing with domestic customers?
- CNJ- How frequent you are in changing the rates of your products while dealing with foreigner customers?
- RDN- How far is the road network comfortable for the tourists to the location of your outlet?
- GDP- what extent does this business is helpful in helping the country rise it’s GDP?
- THD- How beneficial it is for the third parties to invest with you?
- OFF- How satisfied you are with your business in the off season?
- PEK- How beneficial is your business in the peak season?

Table 2:

**Correlations between variables**

	LOC	ERN	CEN	FIN	COS	FNT	DNT	STK	SPR	AFF	RTS	CNJ	RDN	GDP	THD	OFF	PEK	SAT	
ENV	-.408	-.378	-.275	.126	-.157	-.218	.336	.218	-.026	-.134	.438	<b>.509*</b>	.171	-.325	-.126	.019	-.150	.350	
LOC		<b>.463*</b>	<b>.487*</b>	-.154	-.096	-.134	-.262	-.367	-.016	-.082	.000	-.134	-.026	.199	<b>-.463*</b>	-.047	-.245	-.245	
ERN			<b>.728**</b>	-.067	-.311	-.192	-.243	-.289	-.069	.000	<b>-.603**</b>	<b>-.577**</b>	.226	-.258	-.067	.050	-.132	-.132	
CEN				-.243	-.226	-.140	-.176	-.210	-.349	.057	-.394	-.373	.110	-.104	-.243	-.110	-.096	-.096	
FIN					.104	.192	-.243	-.289	.069	.000	<b>.510*</b>	.192	.226	-.086	.200	.050	-.132	.397	
COS						-.180	.025	-.045	.192	-.293	.072	-.030	<b>-.564**</b>	.268	.104	.330	.288	-.124	
FNT							-.140	-.167	-.277	-.068	.134	-.111	.196	.248	.192	-.087	-.076	-.076	
DNT								<b>.840**</b>	<b>.648**</b>	.057	.056	.327	.110	-.104	-.243	-.355	-.096	-.096	
STK									<b>.623**</b>	.153	.000	.250	.049	.000	.000	-.349	-.115	-.115	
SPR										.194	.048	.218	-.093	.088	-.069	-.010	.082	-.191	
AFF											-.164	.272	-.080	.152	-.236	-.143	.187	.187	
RTS												<b>.669**</b>	.000	.180	-.046	-.246	-.092	.276	
CNJ													-.131	.000	-.385	-.233	-.076	.306	
RDN														-.292	.000	-.274	<b>-.540**</b>	.360	
GDP															.086	-.195	.171	-.171	
THD																.252	.397	-.132	
OFF																	.341	-.060	
PEK																			-.053

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

## 5. Results, analysis and discussion

The above table states the Pearson Correlation Analysis which was analyzed in SPSS using software 23 version. As per the above analysis, at first ENV is seen correlated to CNJ, where the level of significance is .509. This means that the environment in which entrepreneur work mostly depends on the flexibility of changing rates with the foreigners, because foreigners are the target customers for these entrepreneurs in Varanasi and if the foreigners are not satisfied with the rates of the product, it won't satisfy them. Excluding the cases where the foreigners don't ask for changes in the rates and they are satisfied with what they are offered. Then LOC is seen correlated to ERN, where the level of significance is .463, this means when the local government is seen providing support to entrepreneurs and their team, it ultimately helps them and their family. Again LOC is seen correlated to CEN at a significance level of .487, which means when the local government is interested in providing support to the entrepreneurs and their family; it draws the attention of central government as well through the local government. Thus more involvement of local entrepreneurs is needed. Then LOC is seen correlated to THD negatively at -.463 which means when local government is interested to support the entrepreneurs and their team, the third parties are not attracted to invest with them, rather caters their need of third party and help run the business successfully. Next ERN is seen correlated to CEN at a highly significant level of .728 which means when the central government is helpful in providing support to the entrepreneurs and their team; it helps them to earn a better living for their family through this entrepreneurship. ERN is seen correlated to RTS at a highly significant level of -.603 that states when the entrepreneurs are frequent in changing buying rates for the daily domestic customer, it helps them to get more sale and thus helps to earn the living for themselves and their family. Again ERN is seen correlated to CNJ at a significant rate of .577 that means when entrepreneurs are flexible in changing selling rates for the foreign customers; it helps them to make profit as well and ultimately helps them earn the living for themselves and their family especially through bulk selling. Next FIN is seen correlated to RTS at a significant level of .510; it states that when raw materials are sufficient for the entrepreneurs to create finished goods, they are at the same time become flexible to change selling rates for the daily domestic customers/tourists. Next COS is seen correlated to RDN at a highly significant rate of .564. This states that when the road network is not so good for the tourists to their location of enterprises, it gradually increases the costs of bringing raw materials to their location of enterprises and vice-versa. DNT is seen correlated to STK at a highly significant level of .840, that states when the daily domestic tourists are interested in the products of the entrepreneurs, the stakeholders also gets interested and frequent to communicate with the entrepreneurs. Again DNT is seen correlated to SPR at a highly significant level of .648, this means when the domestic customers are interested in the offerings, gradually it helps the entrepreneurs to get satisfied with the performance of the stakeholders working with them. Then STK is seen correlated to SPR at a highly significant rate of .623 which means when too many stakeholders are interested to invest with the entrepreneurs in their business, psychologically the entrepreneur gets satisfied with the work of the present stakeholders as well. RTS is seen correlated to CNJ at a highly significant level of .669 which means many entrepreneurs when they are interested to change the selling rates with the domestic customers and they get more and more profits, they also try to be become flexible with the rates while dealing with foreign customers. RDN is seen negatively correlated to PEK at a significant rate of -.540 which means that when the road network is not comfortable for the tourists to the location of the enterprises, it creates losses for the entrepreneurs in the peak season as well. In most cases like dress materials and food items the flexibility in rates is not possible. Mostly the prices are fixed. In the peak season like festivals almost all the entrepreneurs become rigid in changing rates on anything. They provide items on fixed rates.

Satisfaction level of the tourists both domestic and foreigners are based on criteria like buying rate, tastes of the food items, designs and quality of the textile materials especially *Banarsi sarees* and *Khaadi Gram* materials, rate of attractiveness in the handicrafts of Varanasi like decorative stone and wooden items, wooden dolls, mud pipes, stone animal statues as is seen in the showroom of Leela handicraft Varanasi.

## 6. Suggestions/ Conclusion

### 6.1 Suggestions:

1. The state government and central government both should take care about the infrastructure planning and development of basic amenities at the destination like sanitary, drinking water, hygiene, road conditions.
2. The present situations of most of the sailors and boats-men are not good. They are the victims of several exploitation socio economically. Their economic status has not risen up since years. So better benefits should be provided to them by the government. Old boats or manual boats to be replaced by the new and modernised ones after few intervals of years. And this is possible only after the supervision of the government.
3. Several *yojnas* /planning have been implemented in pasts but these planning for developments had not made any changes so far to those deployed people. It has only benefitted the middle and upper class people and to some extent to low middle class people but not to the rests, may be because of illiteracy and lack of knowledge.
4. The entrepreneurs and their expertise required more exposure not only to the buyers who increase their profit directly but also a platform is needed for online booking and selling so that there could be more sale. This will help not only the entrepreneurs but will help enrich the tourism prospects in the area. Moreover a better tourism linkage could be established between several stakeholders.
5. Some entrepreneurs like food vendors require some better facilities to sell the item. Sometimes it is very difficult in rainy season to safe themselves and their selling materials from water.
6. The small entrepreneurs in Varanasi should get a kind of recognition from the government so as to enhance their ability to distinguish themselves in the map of India and in the world.
7. There should be some more training programmes launched by the government so as to increase the efficiency of the entrepreneurs. Especially in case of handicraft industry.
8. Proper workshop could be organized by the institutions across the globe for these small entrepreneurial groups so that they could participate and enhance their skills.

### 6.2 Conclusion

Entrepreneurship here is based on tourism which is famous since ages and is dependent on several factors which enables an entrepreneur to make a distinction in the crowd of millions. One example discussed in this paper is the city of Varanasi and the areas around of it. But the concept of entrepreneurial effort to tourist satisfaction could be applicable to all such places where entrepreneurship is one such cause of tourism development of a place and vice versa. The above stated analysis discusses several strategies being adopted to stay in the market for the entrepreneurs and the values are the ultimate facilitation for the tourists and economic upliftment. The efforts of people here are counted as a contribution to tourism directly or indirectly. There are although hardship in the life of an entrepreneur but the efforts is unexpectedly fruitful because a customer or the tourist ultimately seeks for satisfaction. There

have been several examples discussed in this paper which resembles the joint effort of several working group towards this cultural city. The revenue that a business brings adds contribution to nation's Gross Domestic Product and Gross National Product either directly or indirectly. Today Varanasi itself has been said as the main hub for the religious and spiritual tourism. And it is very easy to sustain for the entrepreneurs in a platform like this. Entrepreneurs and their talented skill have ability to mark the benchmark in the handicraft industries and empower economic growth through GDP rise and employment opportunities. The people over here are accustomed with the environment and the lifestyle and it is easy for them to understand and provide the right kind of material to right kind of customers or tourists and at right point of time. The above study was conducted prior to 2020. However, the pandemic condition in 2020 from the novel coronavirus impacted it badly to these entrepreneurs. Since months the income level was down. But most of them have started coming out of the doors and trying to bring back their life to the normal track with proper safety precautions. Among all of them, the local vendors and sailors or boatmen are still suffering because of the decline of tourist arrival for the time being. After these severe impacts, most of the tourists are domestic or regional and they are the source of income for them. Bad time comes but that is not where the world ends. Entrepreneurs have started contacting customers and suppliers via phone and websites and they are again trying to mark another benchmark in the virtual world as well. Things are taking shape again and it seems the people could see the year ahead in a more manageable and safer way for the tourism industry.

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