

# EXAMINING THE PATHS TAKEN BY VAISHANAVI JOIL-A WOMEN ENTREPRENEUR'S CONTRIBUTION IN DEVELOPING KONKAN COASTAL TOURISM.

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## INTRODUCTION

The historically male-dominated business scene in India has seen a substantial transition with the notable increase in female entrepreneurs in recent years. In addition to shattering preconceptions, these women are significantly advancing both the social and economic development of the nation. Although women have long played a significant role in India's economy, their potential as entrepreneurs is frequently disregarded or undervalued. Traditionally, women were restricted to household tasks due to societal standards and cultural expectations, which hindered their ability to pursue careers in business and work outside their comfort zone. But as and when times change and awareness of gender equality rises, Indian women are defying expectations and blazing their own trails as their journey towards being a successful business owner.

In India today, female entrepreneurs are becoming more visible in a variety of industries, such as technology, retail, healthcare, and finance. Through their entrepreneurial endeavors, they are leading well-established businesses, creating ground-breaking startups, and stimulating economic growth. Women are using their creativity, abilities, and willpower to launch profitable enterprises and generate jobs for others—in both rural and urban locations. Women entrepreneurs in India continue to confront several obstacles despite their increasing numbers and accomplishments, such as restricted access to money, a dearth of networking opportunities, cultural prejudices, and societal expectations. They are, nevertheless, also making use of their networks of support, resourcefulness, and resilience to get past these challenges and prosper in the cutthroat commercial world.

With India still a long way to go in achieving both gender parity and economic development, female entrepreneurs will be crucial to determining the country's course. This study can contribute to help these trailblazing women reach their full potential and build a more prosperous and inclusive society by empowering and supporting them.

Women entrepreneurs are making great progress in a variety of fields in the dynamic and culturally diverse Konkan area of India. They are demonstrating their skills, inventiveness, and spirit of entrepreneurship. The Konkan region has long been recognized for a wide range of economic pursuits, such as small-scale businesses, tourism, fishing, and agriculture. Women in this area have been actively involved in entrepreneurship in recent years, which has helped their communities and economy flourish. Argo-processing is one noteworthy industry in which female entrepreneurs in the Konkan region have achieved success. Due to their access to rich natural resources and arable land, women have taken advantage of chances to increase the value of agricultural products. These entrepreneurs have developed specialty markets for their products both domestically and abroad, ranging from the processing of cashew nuts and mangoes to the production of spices and pickles.

Women in the Konkan region is making their mark in creativity and technology in addition to traditional fields. Aspiring female entrepreneurs are branching out into e-commerce, app development, and IT services through programs like startup incubators and skill development courses. These endeavors encourage women in the area to be innovative and entrepreneurial while also producing job possibilities. In addition, the Konkan region's tourism sector has seen a growth in women-owned businesses. The area draws a sizable number of tourists each year because of its beautiful beaches, historical landmarks, and cultural events. By creating homestays, eco-resorts, and tour-guiding services, women entrepreneurs have taken advantage of this potential to provide tourists with distinctive experiences while advocating for environmentally friendly tourism practices. The success of female entrepreneurs in the Konkan region is greatly influenced by

networking and mentorship. Networking and skill-building opportunities for aspiring and seasoned women entrepreneurs are made possible by platforms such as women's business associations, entrepreneurship forums, and mentorship programs.

Co-founder of India's First and Longest Coastal Zipline, Vaishnavi Joil, Zips Through Her Exciting Adventure sports experience to tourist across nation. Devgad, one of the most visited places in Konkan, had not seen a rise in tourists. At that point, Vaishnavi Joil and her brother made the decision to take action to improve her hometown by putting Devgad on the map for tourists to see and so generating jobs for the locals. In order to achieve this goal and satisfy her love of adventure sports, the siblings co-founded "Flying Konkan," an adventure sports business that offered the distinctive coastal Zipline experience on the shores of Devgad.

## STUDY OBJECTIVES

The purpose of this research paper is to examine the opportunities, difficulties, and experiences faced by Indian women entrepreneurs. It aims to acquire an understanding of the elements propelling their entrepreneurial pursuits and the effects of their contributions on India's economy and society by analyzing their narratives, tactics, and accomplishments.

## ANALYSIS

During the telephone conversation, Vaishnavi Joil described her entrepreneurial career in graphic detail, shedding light on the routes she took to spur the growth of Konkan Coastal Tourism. Her creative methods and passion for protecting the area's cultural legacy blended together to display a sophisticated approach to develop tourism. Joil's thoughts provided a comprehensive perspective on the difficulties and victories she faced during her entrepreneur journey, from overcoming bureaucratic obstacles to encouraging community involvement. It was clear from her statements that her ambition went beyond simple business ventures and embodied a strong dedication to both cultural preservation and economic development in the Konkan coastal region.

Konkan Zipline in the Air Launched in the year 2022, the Devgad Zipline is the first adventure sports activity of its kind in the coastal region of India. Coastal ziplining, a new adventure activity along the coast that offers breathtaking views of the pristine coast and an exciting break from the exclusive "water sports" category, was co-founded by IT engineers turned entrepreneurs, Vaishnavi Joil – Co-Founder and Srikant Joil who are siblings.

Over the past ten years, adventure sports tourism has become more and more popular among tourists of all ages and backgrounds. Of all the activities, ziplining is one of the most well-liked, risk-free, and thrilling options for those seeking an adrenaline rush in a somewhat safer environment while admiring the natural beauty of the region.

And although India has a lot of ziplining options these days, including well-known locations in Rishikesh and others in Rajasthan, Goa, and even Maharashtra, the Indian coast hasn't seen any ziplining action up to this point. All that is changing, though, is the Flying Konkan Zipline. A bold idea in 2016, the Flying Konkan Zipline of Vaishnavi Joil, finally took shape and debuted in January 2021 following years of intensive planning, research, paperwork, permissions, and testing. But in the venture's history, the 2020 pandemic and lockdown turned out to be a turning point.

Unlike its neighboring towns of Malvan and Ratnagiri, Devgad had not experienced a surge in tourists. Although they had previously begun developing the zip line concept. In order to make Devgad a tourist destination, they resolved to make it worthwhile for the local community. They developed a plan to provide job and training opportunities for the youth of the area and to involve local women in the process of creating a complete tourist experience. To attain this goal, they had planned a number of new Flying Konkan attractions, among whom the zipline is simply the first. The purpose of this business analysis is to explore Vaishnavi Joil's entrepreneurial path by analyzing the opportunities, difficulties, and tactics associated with starting and running a zipline company in the Konkan area.

## PERSPECTIVE

Adventure tourism has been on the rise in the Konkan Coastal region, which is renowned for its stunning scenery and rich cultural legacy. But the lack of zipline adventure facilities created a void in the market that offered creative entrepreneurs like Vaishnavi Joil a chance. Started from zero Vaishnavi, who has experience in

adventure sports and is passionate about boosting tourism in her birthplace, established ziplining to the Konkan region with her own finances, without taking any favors.

#### **Finding Market potential:**

The Konkan region, which is well-known for its natural beauty and tourist attractions but lacks adventure travel options, presents a unique market potential, according to Vaishnavi Joil. She saw the need to integrate the excitement of ziplining to the region's tourism offers in order to attract adventure seekers, as travelers' need for outdoor experiences and unique travel experiences grew.

#### **Revolutionary Business tactic:**

Integrating adventure tourism with environmentally friendly techniques the zipline venture's launch in the Konkan area exemplifies an innovative business strategy. The zipline courses were thoughtfully constructed by Vaishnavi Joil and her team to blend in with the surrounding scenery, minimizing their negative effects on the environment while optimizing participant thrills and safety.

#### **Overcoming Barriers:**

Vaishnavi Joil faced a number of obstacles in launching the first zipline project in the Konkan region, including obtaining the necessary permits and authorization, acquiring high-quality equipment, and establishing infrastructure in rural areas. She overcame these challenges, meanwhile, by persistence and strategic collaborations with local stakeholders, while displaying determination and agility in the face of adversity.

#### **Developing Exposure and Publicizing:**

Given the Konkan region's minimal exposure to adventure tourism, developing awareness and marketing the zipline project faced additional difficulties. In order to reach her target demographics, Vaishnavi Joil used a multifaceted marketing plan that included social media, word-of-mouth recommendations, and partnerships with travel companies. She successfully drew tourists and adventure seekers to the area by promoting the zipline venture's distinctive experience, safety procedures, and environmentally responsible methods.

#### **Fostering Social Development and Economic Growth:**

Vaishnavi Joil's zipline project has important socioeconomic ramifications for the Konkan region, even beyond its recreational attraction. The company enhances the quality of life and promotes economic growth in isolated places by drawing tourists and creating jobs for local guides and support workers. Currently 18 employees are working under her, where they are from vulnerable background but now able to manage their finances along with the education. Furthermore, by means of community engagement programs and revenue-sharing agreements, Vaishnavi Joil guarantees that the advantages of tourism are fairly dispersed among nearby communities, promoting inclusive growth.

#### **Expansion and Future Prospects:**

Vaishnavi Joil has excellent potential for growth and diversification as the first zipline enterprise acquires popularity and becomes an essential attraction in the Konkan area. Her ambition is to further enhance the region's appeal as a destination for outdoor enthusiasts by providing new adventure activities and eco-tourism experiences. Furthermore, her objective is to establish the Konkan region as a leading adventure tourist destination in Maharashtra through promoting partnerships with other tourism stakeholders and allocating resources towards infrastructure development.

### **CONCLUSION**

Vaishnavi Joil's entrepreneurial journey serves as an excellent example of creativity, tenacity, women entrepreneurship and community involvement. She co-founded the first zipline venture in the Konkan region that inspires so many women in the rural area. In addition to bringing in a fun pastime, her vision and perseverance have sparked the region's sustained growth and economic expansion. The legacy of Vaishnavi Joil as a pioneer in adventure tourism in the Konkan region is expected to motivate upcoming generations of business people as the zipline enterprise grows and prospers.