



Entrepreneurs are not necessarily born. They can be self propelled entities having confidence and ability to sense opportunity and pursue towards achieving the status of an entrepreneur. This is the mission statement of the Institute of Entrepreneurship Development, Orissa (IEDO), a Government of Orissa initiative since 1987. In Public Private Partnership mode with Leelavati Institute of Foreign Trade (LIFT), this Nodal institute of Orissa, aims to promote the micro, small and medium enterprises through innovative and need based entrepreneurship trainings. There is a clarion call for entrepreneurs in the parlance of present and future needs of setting up ancillary and downstream industries for the large industries.

Entrepreneurship Business Management, one of the courses garnered by this institute offers a highly flexible training session of one year where the interested candidates can learn via full-time, part-time and distance leaning programmes. At a nominal fee of Rs 12000, the students are given of age study materials churned out of an efficient R&D faculty of the institute.

Explaining the identifying strength of the institute, Shakti Prasad Mohanty, Chief Executive Officer, LIFT, said, "The same business knowledge and information is taught at major business schools but what sets us apart is the practical nature of the programme." In service domain experts are preferred as faculties to the academicians to facilitate learning from the experience of real life business transactions and thought evolution. Authentic materials are used for teaching which include genuine case studies. The students can avail of the after training guidance from the institute on various financial and non-financial aspects before starting entrepreneurial ventures.

The candidates can appreciate the following requirements at the end of the course:

Using the internet as both a source of opportunities and resource for generating revenue

1. Creating business plan
2. Financing a business
3. Managing for growth
4. Consolidating a business platform

But inspite of a competent coterie of teaching staff and holistic course structure, the response for this programme has not been too encouraging, pointed out Mohanty, CEO, LIFT. He added that Indian life style and line of thinking is not pro-entrepreneurship.

The Institute has close tie-up with District Industries Centers and its affiliated organizations in every part of the State for implementation of the various types of assignments. Its linkage with Industries Associations and Chamber of Commerce elicits field oriented activities and support services.

The other courses: Import and export management, Logistics and supply chain management and materials management have also been designed with an objective to create freelance consultants in these domains which are still unknown to many. The CEO said that there is a huge scope of employment in this sector. But due to the lack of awareness and absence of expertise training programme, negligible percentage of students pursues this career.

The job prospects for entrepreneurs in the MSME sector in Orissa figures out to be very bright if the Orissa MSME Development Policy 2009 is implemented efficiently.

According to the CM, Naveen Patnaik, every mother industry must have the ancillary and downstream industry to generate handsome employment and revenue.