

Since 1994, the organisation's motto has been "to be genuine in what we do". "This approach has given us the rewards to be big, to be visible & to be stable which are the three important ingredients to be successful" says Mr. Panigrahi. Support from IREDA, BHEL, BEL, OREDA, CII, NSIC, OSIC, IDCO, SDA, GOLDWYN, Invest Bhubaneswar, TIE and financial institutions has made them stand in a firm footing.

Impact of the business

G-ON and Gayatri Solar represented Odisha at Silicon Valley, USA. They have been awarded with a showcase of Odisha medal for creating awareness on energy conservation among people/organization by 37th Indian National Science Congress.

G-ON Energy Controls has participated in Confederation of Indian Industries (CII) organized Expo as a core team of the forum and was awarded as "Best small Scale Industry" since last four years.

The key factors leading to Mr. Panigrahi's achievements include:

1. Clarity of purpose, passion, perseverance and open mind; and
2. Flexibility and team approach to work

Getting acceptable in the market, which almost did not exist for solar energy, was the challenge when Gayatri Solar ventured in 1994. "Consistent product awareness, creating new milestone projects and orders led to overcome the problem of market creation. Identifying the correct market on hit & trial method took a long time initially" says Mr. Panigrahi unhappily. "Hotel Industries in and around Puri was a sizeable market for us, but we miss the bus from 1994 to 1999 and we focused it in the year 2000 – 2001 and we achieved a sizeable success; the learning's were to find out and explore the solutions within our nearby areas and talent before we go and find solution elsewhere" says Panigrahi.

Energy sector is going to play a critical role for the next 20 – 30 years. Green energy is need of the Globe; hence sustainable business model in the energy sector with different product mix is the future. The company is determined to re-define the energy services for the masses in future.

Mr. Panigrahi is passionate about young entrepreneurs entering in to the wonderland of opportunities. Being aware of the pitfalls that an amateur is likely to face, he has taken up mentorship of young entrepreneurs as a hobby.

Advices to the future entrepreneurs

He believes entrepreneurship is a natural instinct of human being. Success can come if one is passionate about his/her work and knows how to optimise time and resources. One needs to understand one's self and the power within. Risk taking and facing challenges with patience and smile makes one stronger. The future Entrepreneurs require to master these abilities.

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CHAPTER THIRTY TWO

A Study on Integrity Infotech Private Limited (IPL)

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Unlike many engineering students of Odisha who aspired to be employees of reputed companies, Mr. Balakrushna Dixit, an electrical engineer passed out from BPUT in the year 2009, had a different vision altogether. He is born in a middle class family with no family business background dreamt of becoming an entrepreneur. The father who worked as an engineer with SOUTHCO wished his son will follow his footsteps and join any PSU and lead a comfortable life. But, Mr. Dixit with his challenging and never accepting defeat spirit could able to convince his parents and near and dear ones to be an entrepreneur.

Mr. Dixit was an average student throughout his academic career. He is gifted with keen analysis power and self-confidence. While continuing his study as an engineering student, he developed interest in web designing. Mr. Dixit accepts that this interest had a profound impact on him and kept him busy with his laptop at the cost of other subjects taught at the Engineering College. The indomitable quest to get mastery on web designing forced him to sharpen his skills in the field by spending most of his quality time as he found dearth of experts in the field readily available to