

Mr. Dixit gives utmost importance to trustworthiness to become a successful entrepreneur. The trust has to be built not only with the clients but also with the employees.

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## CHAPTER THIRTY THREE

### A Study on M/s. Computer lab

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Mr. Santosh Kumar Sahoo, a budding entrepreneur from Cuttack, Odisha is a disciplined, hardworking, chivalrous gentle man with a strong conviction to provide employment opportunities to millions of rural youth. To accomplish the mission he is relentlessly pursuing activities in his Computer Lab for the last twenty years.

Mr. Sahoo was born and brought up in a lower middle class joint family consisting of three paternal uncles with their family members in addition to his own large family. Mr. Sahoo's father (an ex-service man) was the bread winner and the mother was the home maker. After retirement from defence service, his father temporarily shifted to Jaipur and engaged as a supervisor in a private company. The financial burden to sustain the large family put pressure on the two elder brothers. Being the second child Mr. Sahoo after completing his PG Diploma in Computer Science joined as an employee of Computer Lab in Cuttack. His sincerity and hardworking coupled with business acumen made him the owner of the Computer Lab.

He cherished the idea of providing one stop IT Solutions & Services to the clients nationwide, across diverse areas of business. The process of building new products and services and implementing prudent business and technological strategies which are cost efficient and of high quality, has always been the objective of his Computer Lab. endeavour

The mission of Computer Lab is to be the most preferred partner for rendering IT Services to different Govt. Departments and actively participate in all e-Governance project initiatives in the State and Nationwide. His nature of business includes Bulk Data Digitization; Scanning &

Printing of Documents, Biometric Data capture, Customised Software Development, Call Centre Operations.

#### Why computer service business?

The IT-Services was an upcoming Business vertical in the advent of twenty-first century in India. The educational background (PG Diploma in Computer Science) coupled with employment experience had given Mr. Sahoo the orientation. The long cherished dream to provide employment opportunities to millions of rural youth, he analysed the relevance and scope of IT services and came to a conclusion that the future prospects of IT services were very bright and had potential for exponential growth for decades to come. Being knowledge and service driven vertical, Computer Lab's ROI is encouraging.

#### Challenges Faced

During the journey of these 20 years, the major challenges faced and overcome in sustaining the entrepreneurship are:

- acquisition of projects on a continuous basis;
- acquisition of skilled and dedicated manpower resources keeping in view the high attrition of trained resources;
- cash-flow issues and timely settlement of wage & payments;
- unhealthy business practices amongst competing entrepreneurs;
- meeting expectation of highest quality services against lowest price criteria;
- complying with the restrictive eligibility and other criteria for MSME-Entrepreneur; and
- Indian IT majors venture in local market competing with small entrepreneurs due to recession in US & UK.

#### Future of the business

Computer Lab is looking towards becoming one of the best ethical and successful enterprises of the country by 2020. Aspiring to become a role model for the future entrepreneurs.

#### Learnings

One has to scan the environment on a continuous basis to see opportunities. Adopting unethical means may provide success in a short run but cannot sustain the business over a long period of time.