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CHAPTER THIRTY FOUR

A Study on Essar Bakery

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Impact of the business

Employment opportunities created: In the process of executing projects, Computer Labs are able to create employment opportunities in rural areas over 200+ every month for over a decade and has crossed 1500+ in the last two years.

Economic growth: Computer Lab has continuously been growing and profit making since inception and has complied with all the financial statutory compliance requirements. The 1500+ employees generated by Computer Lab are exclusively from poor or lower middle class families, those who could not pursue higher education due to financial bottlenecks. They are provided with decent earning opportunities at their localities with limited skills. The rural youth were enabled to avail citizen centric services through ITES culminating in bridging the gap between Govt. benefits and schemes and the common man.

Platform to interested parties: Computer Lab established itself as an ideal platform for cluster formation, conduct of conferences, seminars and spread of success stories to future entrepreneurs.

Advices to the future entrepreneurs

- Love what you do.
- Build a team immersed on your vision.
- Be creative and come up with innovative ways to solve your problem,
- Create a delightful work culture.
- Learn quickly from your mistakes.
- Never compromise with quality.

The capital city of Odisha has undergone a metamorphosis in the last two decades. Once earned the fame for its rich cultural heritage and architectural excellence through its noticeable temples and obscured forts, the city is becoming a major trading centre and commercial hub because of urban sprawl with an exponential rate of growth. The city has witnessed a 30% rise in the last decade (Census 2011). Average literacy rate of the city is 93%. The city hosts a plethora of opportunities for amusement, entertainment, shopping and dining for its dwellers. At the same time the city offers a vast opportunity for the new age entrepreneurs to set up and develop their business. Such opportunities are aptly visualised and harnessed by Essar Bakery.

The foundations of Essar Bakery can be traced back to 1965, when the city was lush green; the streets were less congested and neat. The inhabitants of the city were mostly government employees. During that time, Mr. K. Raghvan, a dynamic, suave and soft spoken gentleman sensed the opportunity of tourism and travel in the city and the business opportunity along with that. He then established Sajitha and Choice Bakery and a South Indian Hotel. In due course he established Hotel Venus which soon became a favourite destination for tourists, travellers and vacationers. In the year 1974 Mr. K. Mohanan a young, flamboyant and ambitious boy from Kerala joined Mr. K. Raghvan who was supposed to be his maternal uncle. Mr. Mohanan soon fell in love with the city. After his graduation from BJB College in 1978, he joined his uncle's business. Mr. Mohanan had the passion and appetite to take the business to a next level. He took active interest in the bakery business and led Choice bakery at Bapuji Nagar, Bhubaneswar. In due course choice bakery was renamed as Essar Bakery.

Mr. K. Mohanan, born on 30th October 1956 at Tellacherry, Kerala married to Mrs. P.V. Sunila and has two children Ms. Simna and Mr. Rohit. He ventured into hotel and bakery business since