

they work hard and with honesty. It is also helping kids by giving donation to them and helping them in their education in nearby area. That's how Jagadamba has set a shining example for others to emulate.

Mr. Pradeep Agarwal is never after any award. However, he received many awards for his excellence in business. To enumerate few

- Best management in Odisha for 3 years from Odisha Textile Association
- Best seller in Odisha by Pan America brand of clothing in the year 2002
- Awards from All India Merchants Textile Association for customer support.

Advices to future generation

Mr. Pradeep Agarwal with his experience and knowledge in the field has some advices for future aspiring young entrepreneurs.

- Work with dedication to fulfil dreams in life.
- Do genuine and honest work. Nothing is impossible if you have single minded determination and focus on your work.

He is also members of various social clubs and organization in this area like the Marwari club and the rotary club. He spends his spare time contributing to various social causes. Mr. Pradeep Agarwal is a shining example of an entrepreneur who has faced so many challenges and has come out in flying colours and has made a name of his own as well as Jagadamba in Jatni and other nearby areas in the minds of the customer as well as the general public.

He is leaving a legacy of his own for others to follow and emulate. As he says in his own words "Nothing is impossible if you dare to dream and go after it with full dedication and focus"

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CHAPTER THIRTY EIGHT

A Study on Bob N Harry's

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Delighting the customers with delicious bakery products, BOB N HARRY'S is known as one of the finest bakers in Bhubaneswar. It is a specialist in preparing various types of Biscuits, Cookies, Cakes, Breads and many other products that suit the taste buds of the consumers. Started in the year 1997, BOB N HARRY'S is known as one of the leading manufacturer, retailer of a wide assorted bakery items.

Mr. Hari Prasad Sharma & Mr. Biswa Ranjan Acharya aged about 43 years are friends from their school days. Both of them were engaged in different industries prior to the beginning of this enterprise. After completing their PGDM, Mr. Hari was teaching Accounts and Financial Management and Biswa Ranjan was into sales and marketing. They could not utilize their potential properly while working with different organizations. This realization germinated the seed of becoming entrepreneur in them and culminated in the creation of BOB N HARRY'S.

Why Bakery Business?

Mr. Hari said "When we thought of starting a business, it was quite a difficult task to identify the appropriate one". After carrying out quite a bit of research, they found out that essentials would be always in demand i.e., *Roti, Kapda & Makan*. Since finance was major constraint for both them, they tried to find out a business where working capital requirement and working capital cycle would be comparatively less. They scanned the then business environment of Bhubaneswar and found very few players in bakery industry which had a huge growth potential as people's eating habit was undergoing change to cope up with the busy and fast moving city life. They determined to start bakery business even though they had no experience on this. Both of them did a short term course from IHM, Bhubaneswar which was a pre-requisite to sanction loan from the bank. To start this business their Parents, Bank of India, SIDBI and friends were key supporters. They started with their own contribution and some amount of loan from a bank. The mission of the enterprise is, as stated by Mr. Hari, "to serve fresh products, ensure warm environment, great value and friendly service to make the customer simply feel good".

Challenges faced

They started the business with initial investment of twelve lakhs and one employee in the workshop. They were managing the store without engaging any employee at the beginning which