

MASTERCLASS IEF organises programme for 15 local business people

Small entrepreneurs 'most ignored' economic segment

CHRONICLE NEWS SERVICE

Shillong: Small scale entrepreneurs across the country are the most ignored segment of the economic sector despite them contributing 40 per cent of the national GDP, IEF chairperson Bhairavi Jani said here.

According to her, everywhere you look in the country, the small scale entrepreneurs are creating jobs, local livelihoods and creating an impact however small but when adds up together creates that kind of economic engine for 40 per cent of the 63 per cent NDP (national domestic product)



that private sector generates. "But these small entrepreneurs are the most ignored and why, it is because they are not the below poverty line,

they are standing on their own feet so they are ignored by the governments and others," Jani said.

The chairperson was addressing a press meet to announce the recent successful completion of the first ever 'IEF MasterClass' to be held in Shillong, which was conducted by IEF Entrepreneurship Foundation in collaboration with the Meghalaya Institute of Entrepreneurship. As many as 15 local entrepreneurs joined and completed the IEF MasterClass.

Meghalaya is the first state where the MasterClass was conducted and such classes will also be held in Na-

galand, Jammu & Kashmir and other states.

According to the chairperson, the IEF envisages creating a collaborative eco-system for small scale entrepreneurs in the country by reducing their time to success and increasing their chances to success. Subjects of expertise include personal ideation and entrepreneurship preparedness, human resource management and development, business planning, financial planning, accounting, branding, marketing, sales, distribution, funding growth and valuation.