

IEF Foundation Empowers State Entrepreneurs

SHILLONG: Small sector entrepreneurs will have a reason to cheer as IEF entrepreneurship foundation has given them the platform to empower their businesses by creating a collaborative ecosystem in the form of IEF master class that equips budding entrepreneurs in their areas of expertise.

Chairperson and founder, IEF, Bhairavi Jani said, “The master class has brought together entrepreneurs from various business backgrounds to acquire knowledge and skills on human resource management and development, business planning, financial planning, branding, marketing, funding growth and valuation.” She informed that Meghalaya is the first state in the North East where IEF started master class, indicating that entrepreneurs in the State are passionate and dynamic but the lack of opportunities here disappoints certain entrepreneurs.

“A small time entrepreneur faces numerous hurdles, be it while hiring people, marketing their product or patenting their product. The class will help them with the required know-how,” Jani added.

Commenting on the State Government’s role in helping the business class, she observed that the Government should create opportunities of market access, to bring incubators and accelerators who will mentor the entrepreneurs and to become more vocal of entrepreneurship in the State.

The IEF foundation in collaboration with the Meghalaya Institute of Entrepreneurship (MIE) has concluded the first batch of IEF Master Class at Shillong on December 4 with over 15 trainees.

Link: <https://theshillongtimes.com/2015/12/08/ief-foundation-empowers-state-entrepreneurs/>