



**Institute of
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Studies**

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Press Release

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Entrepreneurship needs leadership skills

Bhubaneswar: Excellence in entrepreneurship should be accompanied by excellence in leadership. A great entrepreneur should be a great leader. But a great leader does not have to be a great entrepreneur. Entrepreneurship needs leadership skills for its success, opined experts here on Tuesday.

Speaking at a seminar on 'Entrepreneurial Excellence in Today's Culture' organised by Institute of Media Studies (IMS), Chairman of Bharat Masala Surendranath Panda said entrepreneurs should proudly uphold the values of honesty, truthfulness and sincerity, while remaining fair and ethical in even the most difficult situations. Entrepreneurs should seek to constantly maintain a professional ethics despite facing critical decisions while conducting business, he suggested.

Sharing the journey of Zerokm, an e-restaurant service, its founder Biswa Ranjan Nayak said every entrepreneur should have a mantra, a code by which they conduct business. It's so important to believe in what you are doing and set your path using values which others also work with, he stressed.

Among others, Managing Director of Axess Medicum Kalyan Chhotray, Assistant Faculty of EDIL Bishnu Prasad Panda and director of IMS Prof Upendra Padhi also spoke.