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Striving to make Odisha a hub for Electronics

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At 24, this young entrepreneur has set a goal to make Odisha an electronics hub of India. With several awards in his kitty for an innovation in LED lighting, Sruti Kanta Mishta has earned recognition at the national and international levels.

His company, Maiestas Luminaries, specialises in manufacturing a wide range of next generation LED products. Sruti envisioned the firm in 2010 and within a year's time he started it with a small setup while he was in the second-year of Engineering at Kalinga Institute of Industrial Technology (KIIT) University, Bhubaneswar.

Since then he has managed to make the firm one of the leading manufacturers of LED lighting systems in eastern India with an array of industrial clients like NALCO and OPTCL. He now manages a workforce of more than 30 personnel which includes graduate engineers apart from management trainees and industry professionals in his state-of-the-art manufacturing unit.

Quirkbox

Sruti's technical expertise in customising, renders an option for his customers to design the products as per their liking. This ability of the youngster has gained him a lot of industrial and institutional exposure. His innovation lies in designing the OPTICS of LED and Reliable hybrid driver circuits which run seamlessly, irrespective of the nature of power source. Using his design skills, Sruti has reduced the price of the products and quantum of electricity consumed without affecting efficiency of the products.

Sruti owes his success to his parents, mentors and colleagues. His journey has been guided and mentored by the KIIT Technology Business Incubator which provided Sruti the space for his initial R&D work as well as linked him to funding agencies for early funding into his research.

"Our state needs more MSMEs to establish its identity in the manufacturing sector. If the talent pool is rightly utilised, Odisha can soon nurture a new breed of young entrepreneurs," opines Sruti.

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