



Entrepreneurship Development

Preparation of *Masala* (Spice powder) for Higher Income

Mrs. Manorama Verma, **Village:** Sargipalli, **Block:** Lefripada
Mobile no.: 7894569214

Profile	
Age	: 42 years
Education	: +3 Arts
Landholding	: 02 acres
Farming experience	: 15 years
Cropping Pattern	: Paddy- Mustard- Vegetable
Livestock	: 2 cows & 2 buffalos
Social recognition	: District President WSHG federation

Description of entrepreneurs: As a simple housewife, she started her business by selling spices. After taking training from SEET at Rourkela, she prepared spices powder i.e. masala powder without using onion & garlic meant for vegetarian purpose. She collected all the ingredients from local market, grinded at her own home and packed them in small plain polythene packet with a logo mark. Initially, she sold door to door with 5 gm packet each costing Rs.5/- without compromising on quality aspect. Now her business has grown up and she markets her products through out the district. Her products include different types of masala powder like meat masala, Tea masala, Chowmin masala, sambar masala, garam masala, Pickle masala, etc. She has named her brand as "Tulasi Masala"

Outcome of the entrepreneurship: She started her business with Rs.5000/- and after one year her turn over has gone up to Rs.60,000/-. She has provided good education to her children and her standard of living has improved with good social standing.



Spice raw materials



Packeted "Tulasi" spice



Entrepreneurship Development

Agarbati preparation for higher income

Muni Patel, **Village:** Darlipali, **Block:** Lefripada
Mobile no.: 9178603033

Profile

Age	:	32 years
Education	:	+2 Arts
Landholding	:	05 acres
Farming experience	:	5 years
Cropping Pattern	:	Paddy-vegetables
Livestock	:	4 cows, goats, hens
Social recognition	:	Secretary in a SHG

Description of entrepreneurs: After taking training from "Agarbati Inscent Sticks Center", she started making agarbatis. She brought all the ingredients from the local market, mixed with appropriate ratio with help of agarbati machine. She prepared agarbati and packed in a attractive polythene packet with nominal cost of Rs.5/- and sold in local market. Initially she faced problem in selling the agarbatis due to steep competition from existing market brands. But due to her quality product her agarbatis were accepted in the locality & also nearby town. She mainly targets the exhibitions & melas to market her product. Now her business has spread through out the district through a chain of wholesale & retail agents & in near future, she is planning to expand her business through out the state.

Outcome of the entrepreneurship: She started her business with a capital of Rs.20,000/- and after one year her turn over has gone up to Rs.1,00,000/-. By this she has gathered social recognition & is being called by various organisations to share her success story and help them as resource person to create more women enterpreneuers.



Agarbati in attractive packs



Agarbati on shop window



Entrepreneurship Development

Broiler farming

Mrs. Kalpolata Patel, **Village:** Darlipali, **Block:** Lefripada
Mobile no.: 9178726820

Profile

Age	:	42 years
Education	:	Matric
Landholding	:	02 acres
Farming experience	:	10 years
Cropping Pattern	:	Paddy- Mustard- Vegetables
Livestock	:	2 cows, 2 buffalos, chicks
Social recognition	:	Member in SHG

Description of entrepreneurs: As a housewife, she started her business with local chicks selling in her own village. Seeing the initial success, she made up her mind to start a broiler farm with a capacity of 1000 birds. Her husband had a background of working in ATMA scheme and inspired her to start this business. She procured chicks from local dealer and reared it for 5 weeks and sold them to chicken dealers. The growth rate of birds were encouraging i.e. after 5 weeks the weight of one chick became 1.5 – 1.8 kg. She has scientifically maintained the birds taking assistance of local veterinary personnel. Her B:C ratio is around 1.6. Now she has expanded her farm into 3 units of 1000 birds each.

Outcome of the entrepreneurship: She invested Rs.50,000/- and first batch was sold giving a gross return of Rs.80,000/-. She has now started supplying to social function e.g. marriages and other ceremonies. She has constructed a pucca building and purchased good household gadgets e.g. TV, Fridge, Washing machine and quality furniture. Also has given her daughter in marriage to a reputed family. She has learnt vaccination & other related health care measures and is asked for her advice from friends & neighbours.



Day old chicks



Two weeks old chicks



Chicks ready for sale