A success story of micro-entrepreneur from struggle to success

Being a good mother and home maker is the goal of every housewife, but this is not only the motto rather she balances work and family by setting up an example for destituted, poor, neglected tribal women and teaches them to live with pride and equality. She not only trained herself also gave training to others on behalf of foundation. With the help of Punjab National Bank, Talcher Thermal and Social Development foundation she opened a rural mart in the name of Mamata Udyog at Ballahar Chhak, Talcher and even employed 3 ladies. This mart has organic rice, manually pounded rice, pulses collected directly from farmers cold press oil, wild honey, tamarind, hill broom, oilseed crops, Millets (such as Finger Millet, Great Millet, Foxtail Millet, Ditch Millet, Pearl Millet, Barnyard Millet & Proso Millet). Various ready-made food items from millet and jackfruit such as Mixture, Cake, Rose Cake, Noodles, pasta, Arisha Pitha, Pickles, Papad, Chips etc. are available at affordable prices. Udyog also focuses on selling terracotta items, bamboo Crafts, jhute bags, palm leaf carvings collected from small and renowned farmers and skilled artisans. To enhance the productivity & increase the participation of women in business she installed 2 processing unit where varieties of flour and spices are processed at Banarpal and Chhendipada blocks and has employed 5 ladies. Besides this she also provides catering services to government and private institutes and corporate bodies. Students from National Institute of Technology Rourkela, SOA University Bhubaneswar and Gandhi Institute of Technology, Gunupur also visits her rural mart for their further learning on marketing, branding, packaging and business strategies etc. She made sure to provide income round the year to the WSHGs by providing a platform at her store. With the help of **NABARD** and in coordination with the local corporates NTPC, MCL she provide trainings on food processing to women of the SHGs in the districts and various rural areas of the KBK district. As for her this is just the beginning, there's more to achieve. We wish her best for her venture.