Hard work never fails

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Here is the story of entrepreneurs who overcame the hurdles and obstructions of poverty, disappointment of unemployment yet rose above all of them with their unrelenting drive and strong will power. Going through a difficult phase of life, Mrs.SipteemayeeSahoo and her group once expressed their woes to Mrs. Sumitra Barik {Anganwadi Worker-AWC-2, Bijigol}. Then AWW told them about professional training programs under **MEDP** offered by NABARD and Social Development Foundation,Talcher,Angul. This came as a pleasant news to them. As they had an aptitude for Phenyl **Making**, so they decided to visit the training center, which was held near their AWC Center. They attended the training program with new hopes, zeal and self confidence which they had never known before. They actively participated in training activities to acquire as much knowledge as they could on the subject. They found the training very informative, interesting and well-conceived. With an ambition to launch their own venture on completion of training, they started producing in small quantity from home for better experience. To launch their venture, they arranged capital from their group so as to avoid interest on loan. After doing a careful study of market potential, infrastructure and clientele base, they chose to base their venture at Bijigol, which is also the Block Head Quarter and frequented by many people. Initially they started producing phenyl in small quantity and distributed near their local markets, hardware shops and hotel etc. in the brand name of "Jivan Raksha". They got many positive response from their costumers and this made them more confident. They are also planning to visit NTPC Kaniha, Hospitals and Jindal steel plant for marketing. Now they are planning to make it to a larger scale, if NABARD, Banks, Govt agencies and coorporate sector support with a Semi automatic machine for Phenyl making. Now they are very happy with their new life which is due to NABARD, SDF and AWW and are very thankfull to them.







