### Manav Sadhan Vikas Sanstha's

# Jan Shikshan Sansthan, Sindhudurg

Success Story of Sunita M. Naik



Name Address

Age

**Training Taken** 

**Duration Period** 

Place

- Sunita Madan Naik
- At-Post-Kalmath, Tal.Kankavali, Dist-Sindhudurg, State-Maharashtra
- 45 Years
- Agarbatti, Candle & Detergent Powder Making
- 5 Days.
- 23/03/2002 to 27/03/2002
- Kalmath

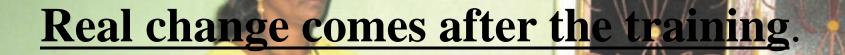


# **Background**

- Housewife
- Engaged in daily activities but eager to learn new techniques.
- Nursed a dream to become an entrepreneur.
- Came into contact with Manav Sadhan Vikas Sanstha I Jan Shikshan Sansthan, Sindhudurg, which is sponsored by HRD Ministry GOI.
- Enrolled myself in incense stick making, candle & detergent powder making training.



- 1. Need based training with more practical.
- 2.Life enrichment education
- 3. Training in entrepreneurship development
- 4. Guidance from JSS regarding govt. loan schemes.
- 5. Change in attitude.
- 6.Successfully completed the training; got a certificate and also confidence.



- Formed Women Self Help Groups
- Gave training to these women.
- Registered my brand under the name ☐OP☐ with DIC, Sindhudurg.
- Got loan of Rs.80,000/- from KVIC & Rs.40,000/- from Rawalnath Bigar Sheti Sahakari Sanstha.
- Started production and marketing and
  - Gave employment to others...



## **SWOT Analysis-**

#### S-Strength

- Good organizational support (MSVS & JSS)
- Good family support.
- Positive attitude & my optimism.
- Good SHG network.

#### W- Weakness

- Problem of finance.
- Problem of marketing. Problem of publicity.

#### O- Opportunities.

- To capture local market.
- To prove my self as successful lady entrepreneur.

#### **T- Threats**

- Without improvement in product it may be collapse.
- Big company competition

