

Manav Sadhan Vikas Sanstha's

Jan Shikshan Sansthan, Sindhudurg

Success Story of Sunita M. Naik



Profile

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- Name** - Sunita Madan Naik
- Address** - At-Post-Kalmath, Tal.Kankavali,
Dist-Sindhudurg, State-Maharashtra
- Age** - 45 Years
- Training Taken** - Agarbatti, Candle & Detergent Powder
Making
- Duration** - 5 Days.
- Period** - 23/03/2002 to 27/03/2002
- Place** - 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** Jan Shikshan Sansthan, Sindhudurg, which is sponsored by HRD Ministry GOI.
- Enrolled myself in incense stick making, candle & detergent powder making training.



The background image shows two women sitting on a red tiled floor in a room. One woman is wearing a yellow sari and the other is wearing a blue sari with white patterns. They are surrounded by several green elephant statues on pedestals. The room has a red wall and a doorway in the background.

Training – turning point in my life.

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.

Real change comes after the training.

- Formed Women Self Help Groups
- Gave training to these women.
- Registered my brand under the name TOP 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..



Challenges

- Marketing.
- Transport.
- Competition with big brand.



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

