

A Women Entrepreneur revolutionizing the Farm Business with Passion and Perseverance

Entrepreneur background: Mrs. Kiranbala Sahu, a self-motivated women entrepreneur, aged 36 hailing from the small village of Harshapur of Keonjhar district has established an Integrated Farm under MKUY. Belonging to a family where “Go-Sewa” had a very important cultural belief which in turn later converted into a business opportunity for her. Mrs. Sahu and her husband then began with the idea of establishing an Integrated Farm under MKUY. Her family always had a connection with the farmers and local community which gave them a good market base for their business activities. This brief story covers the journey of a women entrepreneur from managing a family to successfully running an integrated farm for supporting her family income.

Constraints faced by entrepreneur: Mrs. Sahu along with her husband was always keen to establish the farm but it needed a huge capital investment which became a major constraint for her. As around investment of 1 crore was required for the farm, she had to explore sources from where she could get finance for the project. At the same time, she faced another major constraint in the form of COVID which totally disrupted the process and timeline of the project progress and completion. But she was determined to establish the unit at any cost. Later through the support of her husband and bank finance assistance from Odisha Gramya Bank (OGB), she finally started the work of her unit.

APICOL and MKUY intervention: Mr. Sahu assisted her to know about and apply in MKUY scheme as he was in regular contact with the veterinary officers and participated in District level Grievance meeting. She applied through NIC portal in Integrated Farm with a project cost of INR 98,64,441 in Feb. 2019 and received the Go-Ahead in May 2019. Though she faced difficulty in arranging the necessary capital she started her project with her own capital and later she got financial assistance from OGB of 40 lakhs loan amount for the completion of the project. She completed the project in December 2022 and then the joint verification from Govt. officials and bankers was completed. In the month of May 2023, she received a subsidy amount of INR 30,06,834 for her Integrated Farm from APICOL.

Establishment of Integrated Farm and Benefit: Mrs. Sahu has three components in her farm – Dairy farm (60 cows), Milk processing plant, and Vermicomposting which she operates along with her staff. She is now successfully running her unit with daily milk processing of around 400-450 litres of milk through her processing plant. She is selling the processed milk through 4 retail counters which they have tied up at the district level. Through this business, she has been able to generate around annual income of INR 55 lakhs. She is also able to generate additional annual revenue of around 4-5 lakhs. In total, she has been able to generate around 60 lakhs of revenue through her farm. She has been engaging 16 families (30 people) in her farm continuously thus providing local employment opportunities and contributing towards the local economic development. She is happy to receive the subsidy amount from APICOL and quotes *“The release of subsidy amount has helped in the cost recovery of the huge investment made in the farm and is also attracting other aspiring entrepreneurs to take up enterprises under MKUY. I am thanking APICOL also for extending the completion period during COVID which helped us to establish the farm”*.



Future Plans and way forward: Mrs. Sahu thank her husband for his support to establish and run the farm. She is extensively involved in day-to-day activities and maintenance of the farm which is very crucial for her farm. She also looks after the sales and vendor management part of the business along with her husband. Further, she wants to keep the Sahiwal breed of cows which are known for giving high-quality milk with high butterfat content and produce milk and milk products through organic methods to create a distinctive image of the farm. Surely Mrs. Sahu is a living example of exemplary women entrepreneurship by displaying her sheer determination and confidence to establish the farm even in tough times of COVID. She is also encouraging her fellow native people around the village to take up agri. and allied enterprises under MKUY.