



IRMA scholar Smt. Amrita Kumari, a successful Dairy Entrepreneur

This is the success story of an unemployed highly educated woman entrepreneur who has ventured to establish a commercial dairy and milk processing unit in Rajagangapur of Sundargarh district. Smt. Amrita Kumari of Jubilivilla, Rajagangapur having PGDRM degree from IRMA, Anand being inspired by her husband and especially her father-in-law who is a retired Indian Civil Service Officer decided to have a dairy enterprise of her own in the remote Sahajbahal of Sundargarh district with an aim to cater quality milk to Rourkela, Sundargarh and Rajagangapur town. She started a dairy farming and milk processing unit in the name and style of M/s. Diya Agro Processor (P) Ltd. Availed loan to a tune of Rs. 200.00 Lakh from IDBI Bank Ltd., Bomikhal Branch, having 200 no. of Crossbred Hulstein Friesian cow in her unit with daily average milk production of 2000 litres. Out of the total milk produced she is selling 1500 litres as whole milk and 500 litres as different processed dairy products. She has availed capital investment subsidy of Rs. 50.00 lakhs from APICOL and is quite happy with her unit. She has created employment opportunity for 20 people. Smt. Amrita Kumari is daring and ambitious to grow and expand her unit and desiring to process minimum 10000 litres of milk per day in near future