

Empowering Growth, Nurturing Seeds: A Trailblazing Entrepreneur in Seed Processing

Entrepreneur background: Ms. Sunanda Satapathy, a visionary entrepreneur hailing from the capital city of Odisha, Bhubaneswar has established a large-scale Seed Processing unit under MKUY. With a passion to work for development of farmers of the State, Ms. Satapathy along with her husband always wanted to do something impactful in the agriculture sector. In these lines, she began with an idea of establishing a seed processing unit along with seed production for ensuring direct connection with farmers. This brief story reflects on the vision of a woman entrepreneur dedicated for ensuring quality seed production and supply to farmers of Odisha through the support of MKUY scheme.

Constraints faced by entrepreneur: Mrs. Satapathy was very keen to establish the processing unit but majorly faced the constraint of high investment and marketing activities. The total investment estimated by her was around INR 2.5 Cr. where she had to explore banking options for providing the financial support. She then finds support from her husband who helps her to apply for bank loan as well as link with different market players for the operational activities of the unit. Then with the assistance from Indian Bank for bank finance and marketing & operational support her husband, she started the establishment of the unit after receiving the Go-Ahead from APICOL under MKUY.

APICOL and MKUY intervention: Mrs. Satapathy got to know about MKUY scheme and process of application from the block level officials and immediately applied through NIC portal with project cost of INR 2.26 cr. in February 2023 and received the Go-Ahead letter on 26.03.2022. She took loan of INR 1.6 cr. from Indian Bank, Nayapalli and arranged INR 60 lakhs from own source for establishing the unit. She was able to complete the project within the timeline on 07.01.2023. All the necessary verification and documentation was completed by the department officials promptly for the release of subsidy. She received a subsidy amount of INR 50 lakhs in her bank account from APICOL on 20.05.2023.

Establishment of Seed Processing Unit and benefit: Mrs. Satapathy established a well-equipped Seed Processing Unit named Sansar Agropol Private Limited (Pre-Cleaner, Gravity Separator, Grader, Packaging machine) with annual production capacity of 6000 MT. She has started the operations in the unit and has processed around 600 MT of paddy seeds till May 2023 and looking to finish on 1400 MT by end of the year. She is currently producing paddy seeds to meet the demand of dealers through her unit and contract farming from farmers for growing of foundation seeds. She also deals in maize, wheat, vegetable, mustard, Bajra and jowar seeds through third party procurement and packaging. She has



tied up with dealers across Odisha and other states like Jharkhand, Madhya Pradesh, and Uttar Pradesh for sale of seeds. The unit processes and sells paddy seeds in various customized packet starting from 1 kg to 20 kg in own brand name of Sansar Seeds. She also deals with Farmer Producer Companies (FPCs) for supplying quality paddy seeds directly without any intermediary. She is expecting an annual revenue generation of INR 8 Cr. from the business with a profit margin of 15%. She is dedicatedly involved in the business along with her husband and 20-25 staffs thus creating local employment opportunity and revenue generation for women too. She quotes “*The release of INR 50*

lakhs subsidy amount has given us a big boost and rebate on the capital investment which motivated me to establish such a large-scale unit. The dept. officers and APTT District coordinator have helped me to complete the documentation process within the timeline and receive the subsidy amount”.

Future Plans and way forward: Mrs. Satapathy also thank her husband for providing the full-fledged support in running the unit. Mrs. Satapathy is now focused on increasing the processing capacity year by year with a complete business plan for each year and operate at the optimum capacity. She is also planning to work more on the marketing front and increase dealer portfolio for better penetration in the market creating a brand of image of good quality seed production and processing from Odisha. Surely Mrs. Satapathy is a great example of women entrepreneurship involved in large scale business and managing it along with her household for getting support and sustain the business for longer period. She enthralls a lot of aspiring women entrepreneurs in her region to start business through the support of MKUY scheme.