

## **Providing solution to fish farmers: A tale of a successful entrepreneur**

### ***Entrepreneur Background:***

Nalinikanta Bhoi a resident of village Sunari under Lakhanpur block of Jharsuguda district. He was a good student in his carrier though after graduation he was not able to get a good job as per his wish. This did not deter him to earn a livelihood, he was doing some odd jobs to meet his personal as well as family expenses. Though his job was going on well till pre COVID time but then tragedy came in as he lost his job during COVID pandemic. After job loss he was searching for an option to earn the income. During this time, he decided to utilize his land to set up an Ice factory as he felt a need of this that can be a viable business proposition that could not only give employment to him but also to other persons of his area. He came across a scheme namely Mukhyamantri Krishi Udyog Yojana (MKUY) from his fellow villagers. He examined the scheme and found out this potential scheme to take up.



### ***Constraints faced in business:***

The only constraint he is facing in his business is that his plant is only operational for 6 months and remaining 6 months he has to do fish cultivation to earn his livelihood.

### ***Convergence and support through MKUY scheme:***

He applied for Ice Plant project under MKUY through block fishery officer in 2020 and he received the support under the scheme in the same year. He started producing ice from that year and he is running the unit successfully. His project is Unique as no entrepreneur has ever set up Ice plant before him in his area. He not only set up the plant but also employed 10 people in his plant.



### ***Enterprise Details and Impact:***

The ice plant has been built in 1.8 Acre Mr. Nalinikanta Bhoi received a loan of Rs. 34 lakhs from SBI, Jharsuguda branch. His total project cost Rs. 54 lakhs and he received his subsidy amount of Rs 19 lakhs in the month of January, 2023. His plant is producing 15 MT of ice daily and has employed 10 people.