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CHAPTER THIRTY NINE

A Study on Maa Ugratara Food Products

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In the year 2000, Mr. Panda at the age of 25 started his venture 'Maa Ugratara Food Products' at Badakumari, Bolgarh, Khurda in his own residential building. Initially, he was manufacturing only mixture products keeping eye on the local market. After three years from the inception of Maa Ugratara Food Products, Mr. Panda started manufacturing more snacks items like Mudki, Tara and Chips. Now he is having variety of Mixture products (Like *Jaae* Mixture, *Dali* Mixture, Special Mixture and Chips).

Mr. Panda born in a Brahmin family in Badakumari village of Panchagada Prangana, known for the peasant militia (*Paika*) of [Odisha](#), is under the Bolgarh block of Khordha district. Mr. Panda is the third child of Mrs. Haramani Panda and Mr. Nilakantha Panda. He was academically poor but had a passion to become a business man. That unceasing passion for business developed in him as a child made him to be a leading manufacturer of Mixture in the block of Bolgarh and Begunia.

Currently Maa Ugratara Food Product manufactures and sells 50 quintal mixture on monthly basis. He supplies his product to local whole sellers, vendors and retailers directly. The price of Mr. Panda's product is 35% - 40% less as compared to the other players like Ruchi, Saurashtra and Bharata. The price of the products ranges from Rs. 60 to Rs. 90 per Kg. The turn over of the business is Rs. 50 Lakhs per month. But Mr. Panda says that he needs only Rs. 4 lakhs to stand his operation cycle in a smooth flow. The policy of Mr. Panda is not to store stocks (raw material or finished goods) in his storehouse. He is practising the management strategy of Just in Time (Toyotism). He counts each day as a manufacturing cycle, the success mantra for his venture. Now, Mr. Panda has employed 4 workers in the business and indirectly continued to help a number of people for income generation. Mr. Santos, a vendor, opined that he had been selling the Maa Ugratara Food Products for the last 5 years but never found any disturbance in supply of product.

Why Dry Food products?

Though he was not well trained or had any experience in mixture firm yet the cooking style of his mother inspired a lot to open up the venture. He found that the local mixture products available in the market were not having good taste and quality. People of the locality were not able to buy the expensive branded mixtures to satisfy their taste buds. Finding the gap of a quality product which is also less expensive, Mr. Panda started the business with an initial investment of Rs. 20,000.

His dedication to work and his parents support in the factory will be an example in our area, one of the villagers Mr. Jagdis Nayak told in his view.

Challenges faced

The main challenge faced by Mr. Panda was on seed capital arrangement from the banks. He could not avail loan from bank and borrowed the money with higher interest rate from a private money lender to start his business. Availability of skilled manpower and modern techniques was another challenge for him. However, marketability of his product was never been a challenge to him. As big players are entering into the local markets, now Mr. Panda feels that to survive in the business he needs to adopt modern technologies to make the product cost effective.

Key Learnings

Great willpower and goodwill of all stakeholders can make an entrepreneur successful. To have goodwill one needs to be ethical in all business dealings.

Future of the business

As the market is open for all players and all products, Mr. Panda is planning to add more products in his basket, widen the area of operation and streamlining the distribution channel.

Impact of the business

- It provides a training ground for the young entrepreneurs those are interested to enter into the same field.
- It is providing directly and indirectly the employment opportunities for the rural youth.