

of the rootstock like a saddle. These results in a strong union as a large amount of the internal stem surfaces are united, but it's critical to make the cuts match, which makes it difficult to do.

Future of the business

Apart from this project, he is doing research on hybridizing plants with special reference to Rose. He has grown rose plants successfully from the seeds. His dream is to do the research in in-vitro propagation of medicinal plants with her sister Smitaparimita Nayak, who is doing research on medicinal plant. He has plan develop a medicinal plant nursery and orchard. He has also keen interest on photography. He is well known nature photographer in both national and international level. His amazing photographs can be seen in the website "treknature.com" with his ID- 'haraprasan'..

Impact of the business

The market demands for these grafts are high in the state. Basically he supplies to the state level nurseries and he is trying to supply to the government. "This year we will get the approval from the state government to supply the graft" he says. "My dream is to become a successful social entrepreneur by 2020" he replies to a question related his future vision. His effort could able to provide a source of livelihood and afforestation in the barren lands. His vision of creating more employment opportunities for the rural people is fructifying.

Advices to future entrepreneurs

"Farming is charming but the only thing that it requires is full of dedication and persistent hard-work without any leisure" says Mr. Nayak. Giving answer to a question related to advice for the future generation, he says, "You should keep faith on yourself, be a hardworking person, concentrate on your job and accept the existence of God to fulfill your dreams". One needs to understand the nutrients requirement for growth and development of plants. A fair knowledge of plant diseases and pesticides is also needed to become a successful farmer.

Not only Mr. Nayak has created niche for himself in the social entrepreneur sphere but also he became the role model for the young people in that area. Basically, he is a well hearted person and full of confidence to achieve the goal, say the friends and relatives. Through this remarkable

project he can bring changes in the mind-set of the young educated youth in the rural as well as urban area. At the end we wish success in his life

ISBN: 9798691959554

CHAPTER FORTY ONE

A Study on Chapan Bhog

Dr. Monalika Rath & Dr. Anita Patra

Mr. Subrat Mohanty, a Management Graduate from Fore School of Management in 1992 developed a keen interest to be an entrepreneur while working in East-West Airlines. The Airline ceased its operation in 1997 and Mr. Mohanty returned Odisha to start a mineral water business under the banner of Green Life. The venture failed and he became bankrupt. "My father was very dissatisfied & wanted me to return back to Delhi to do a job there", says Mr. Mohanty. But, one failure could not stop Mr. Mohanty to become an entrepreneur. He rejuvenated his energy by analysing the problems faced in the mineral water business and convinced his father to start a new business in the food sector.

Why food business?

With a small survey he could find that food is the only sector where there is more chance of business survival. So, he approached his father to give his garage to start a "Mithaii" shop named as "Chhappan Bhog". After some inhibitions, his father allowed him to use the garage for the purpose. From the beginning his father used to warn him that a Mithaii shop in the residential area wouldn't work.

"I started my business with Rs.1 lakh taken as short-term personal loan from ICICI bank with interest rate of 15%" says Mr. Mohanty. He feels that the key supporters are his customers for the growth of his business. Mr. Mohanty says "We have been recommended by our initial customers to others, due to our quality products, honesty in dealings, cordial behavior and prompt services".