

Siddharth, an MBA graduate said, “Our next step is to launch our product in the international market” with a vision to be more success and a mission to open a chain of outlets with Odia food delicacies, synchronizing with promotion tools of web, e-marketing. “But the greatest hurdle is the meagre resource”he laments.On an average they earn rupees ten thousand per day, which touches rupees twenty thousand during marriage season. With increase in cost of raw materials and labour, Tara and her son are scouting for someone who can finance their endeavour. She rues that no financial institution leave along the Government has come forward with financial assistance. “We had approached the Government to allot us a shop in Ekamra Haat where we can sell as well as promote our cakes, but the Government has paid no heed,” she rued. Das is eager to participate in various food shows in foreign countries. “I would like to urge the state tourism department to help me market this mouth watering delicacy in foreign countries” Das said.

At last she urged the youth generation that “we have to work hard, work dedicatedly, and never say ‘I can’t, rather say I can do this work’. There will be many hurdles in each and every aspect but onehas to cross it effectively. If one wants to achieve something then he/she must do it whole heartedly”.

Some Food Facts:

- Tara began her journey on 16th August 1999.
- She makes *ArisaPitha* for her clients based in India and abroad.
- Clients include NRIs, NRO’s, and Foreigners.
- Das has won awards for making and reviving Odia delicacy.
- She operates from her home in the capital’s Sailashree Vihar.
- Each *Pitha* weighs around hundred grams and costs Rs.7/-.
- Special *pitha* costs Rs.16/- made up of Desi Ghee.
- She sells around 2000 pieces of cakes daily.
- During Festive season, production touches 3000 pieces a day.

Tara wants to register “Rajamoni Foods” as a company and wants to open a second unit only for large scale quantity orders.

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CHAPTER FORTY THREE

A Study on Bakul Foundation

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Bakul was founded by Mr. Sujit Mohapatra, an activist and a researcher from Odisha. Sujit, like many other individuals had a dream of working on something that provoked him the most and that was ‘cynicism’, the cynicism of so what if one does not do anything, things are being done anyway. But unlike others he followed a path less chosen by others. His idea of change was to activate people so that they may put in collective effort for the social good. People should feel the need themselves and should volunteer for the effort. This philosophy has been followed in every activity of the organization where each individual feels Bakul is his/her own child. Bakul Foundation promotes volunteerism and organizes efforts towards community development. It is an attempt to pool together the small individual efforts of all the people interested in the social and cultural development of India, starting with the state of Orissa. As the first initiative, the movement has mobilized a thousand people to contribute to set up an excellent children's library and creative learning centre in Bhubaneswar on April 1, 2007. It has used interactive and interesting reading methods for inculcating the habit of reading among the children.

The tag line of the Bakul spreads a spirit of encouragement with the words:-‘Alone we can do so little; together we can do so much’. To achieve the above said aim it has collaborated with UNICEF and goes places spreading the message of book reading. Bhubaneswar , the state capital of Orissa was its point of initiation.

The working mantra of Bakul is- “Making this world a better place is not restricted to philanthropists. All of us can contribute in our own way, by way of funds, time and effort, or even a 'pat on the back'! Get involved!”