

SUCCESS STORY OF M/S. SANJUKTA FOOD PRODUCTS. GHATIKIA. BHUBANESWAR

Smt. Sanjukta Subudhi a house wife of Sankarpur area of Ghatikia, Bhubaneswar, while visiting the MSME Trade Fair during 2014, came across some machine suppliers on bakery and confectionery. The machine suppliers get her convinced about the profitability and bright future of the project. The machine suppliers arranged a trip for her to their Muzaffernagar factory at Uttar Pradesh. She also visited few small and medium units on bakery and confectionery from where she got motivated and thought of setting up of a unit at Bhubaneswar. She availed term loan amounting to Rs.41.00 lakh and working capital of Rs.9.00 lakh from IDBI Bank Limited for her project and set up a unit in the name and style of Sanjukta Food Products with an installed capacity of 5 ton per month.

According to her she had faced a lot of huddles starting from getting the technology, proper manpower, as well as marketing of her products. Presently her unit is producing 3 ton of bakery products per month. The product includes Cookies, Cakes, Pastries, Puff, Rusk, and various other products, which are being sold in other districts like Puri, Cuttack, Bhadrak, Angul etc. Recently, she is going to start the marketing of the bakery products through her own outlets in Bhubaneswar in the name and style of Italian Bakery and Café.

