



## INDO-GERMAN DEVELOPMENT COOPERATION PROJECT

### Narayana Debnath

#### A self-made entrepreneur with training from IGDC project

**Shri Narayana Debnath** of Balaram village of Ambassa RD Block took interest in candle making. He attended one of the vocational trainings organized by IGDC where he got firsthand practical training on candle making, information on sources to procure the equipments, raw materials, marketing channels, and skills to run the business of candle making. He along with 5 other women formed a 'company' (as he fondly says) and named as "Andhare Alo", meaning 'Light in the darkness'. With an initial investment of about Rs. 13,000/-, and renting a shop outlet at Balaram Bazar area @ Rs. 250/- per month, the 'company' started first production on 1<sup>st</sup> August, 2013. He has been producing candles of two sizes priced at Rs. 5/- and Re. 0.50/- each. He says, "We shall not have any marketing problem as almost every household in our panchayat buys candles for worship. Particularly during Diwali and Christmas the supply always falls short of demand." As a part of his marketing strategy he said that he would sell his products one rupee less than the existing market price. He is expecting to make up this amount by getting the Paraffin wax, the main ingredient of candle at a concessional price after registering his company under Small Scale Industries scheme. He will be able to buy Paraffin wax at Rs. 95/- per kg instead of Rs. 125/- per kg as he is paying currently. He requests IGDC to help him in the registration process. The capacity of his company at present is to produce 1000 candles a day with only two sets of equipments. He has a dream to convert his small candle making 'company' one day into a very big mechanized company.

Shri Narayana sets an example of entrepreneurship development programme under IGDC project, where many enthusiastic villagers have not received any direct financial help, but improved their entrepreneurial skill through IGDC training support, and have successfully established small and medium-scale entrepreneurship units. Through these units, they have been able to provide employment to their fellow villagers, besides enhancing their own income substantially.

