

CASE STUDIES OF SUCCESSFUL ENTREPRENEURS TRAINED UNDER SCHEME OF ASSISTANCE TO TRAINING INSTITUTIONS (ATI)

Sponsored by



MINISTRY OF MSME,
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Periyar Technology Business Incubator
Periyar Maniammai University, Vallam, Thanjavur-613 403, Tamil Nadu

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ATI SCHEME OF
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Edited & compiled by

**Chief Executive Officer
Periyar Technology Business Incubator
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Foreword

Creating an environment for a strong culture of entrepreneurship is a key for economic development of the country. It is heartening to mention that India has been growing at a relatively high rate in the last few years, and is likely to be the largest economy in the world by 2050. Fortunately, India is a young country with about 63 percent population currently being in the working age group of 15 to 59 years and it is pertinent to mention that improved training and skill development is critical for providing wage employment or self-employment. The Ministry of MSME has been implementing skill training through National Institute for Micro, Small and Medium Enterprises (**ni-msme**) to help and assist potential people to become entrepreneurs or secure wage employment under the "Scheme of Assistance to Training Institutes" since 2009-10 onwards. We gratefully acknowledge the support of the Ministry in conducting the programmes.

It has been a journey of full of challenges. In general, most of youth are interested to go for wage employment as most of them are not aware of the policies and schemes of the Ministry. They are also not equipped with necessary skills to venture into business or secure wage employment. Therefore, there was a need for programme on entrepreneurship and skill development with practical learning. **ni-msme** has been privileged to be a part of this noble initiative through scheme of Assistance to Training Institutes since inception. **ni-msme** has been Implementing the scheme in Southern India through various esteemed partner Institutions. We are putting our best efforts to impart effective training, monitoring and follow up. The efforts of **ni-msme** and its partner Institutions is resulting in to success of our trainees. **ni-msme** has already brought one volume of success stories

Moving forward, **ni-msme** would like to bring out few more success stories to present a glance of the joint efforts of **ni-msme & its Partner Institutions** in nurturing entrepreneurship and enterprises in many locations of few States. The credits of this success goes to collective efforts of Ministry of MSME, ni-msme family & its Partner Institutions and our trainees for their efforts in learning, enhancing their skills and endeavor to start their business.

These cases will continue to inspire various stakeholders as well as the future generation of Trainees. In this context, we would like to thank the Heads of partner Institutions, Programme coordinators and **ni-msme** Faculty members for their commitment and effective implementation of the scheme for empowering the youth through necessary skills for self and wage employment.

Expecting many more such volumes from **Partner Institutions** in near future

M. Chandrasekhar Reddy

Director General

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Success story of Mr.A.Rafi Ahamed

Mr.A.Rafi Ahamed, an Engineering graduate was determined to start an industry in Trichy area as he was well aware of the opportunity in fabrication industry. He was able to mobilise two acres of land for this venture. He was well aware of the formalities required for obtaining loan under PMEGP and for getting vendor status with BHEL, Trichy Unit. His purpose of attending the EDP was to get the training certificate which is mandate for obtaining loan under PMEGP.



Rafi was very well aware of topics that are taught in an EDP. Hence he was very active and responsive to the questions posed to him. Whenever other trainees were not able to follow any lecture point, he used to explain in his style as if he was a practising entrepreneur. He also helped them to prepare business plans for the class.

As he was prepared with all formalities, he received the loan immediately after the training and quickly established the unit 'Engineering Fabrication Job Work'. He started doing fabrication jobs for tier I outsourcing industries of BHEL. He also gets job orders from other big private units in Trichy.

Name of the trainee	:	Mr.A.Rafi Ahamed
Address	:	S.F.No.133/1E, Vadakaadu, Rasipuram
District	:	Pudukottai
State	:	Tamil Nadu
Country	:	India
Programme dates	:	25.10.2010 to 10.11.2010

Success story of Mrs.R.Layaan Nisha

Mrs.Layaan Nisha is married to an entrepreneur and hence was much interested in having her own business. But as she studied only up to +2, she was not confident whether she could be able to do that. However she used to attend any programme in the city which talks about business. Hence when she was told about the ni-msme EDP at Periyar TBI, she was very much happy as the press news said that there would be hand-holding support under RGUMY after the training.



Nisha was very curious person to know newer things. She attended the training programme at Periyar TBI during 25.10.2010 to 10.11.2010. During the EDP, she was able to relate her experience with her husband's business issues. She was very lively and sincere in doing the assignments given to her. She came up always with a bunch of questions for every session that other participants were also inspired to ask questions. She picked up her business idea on the second day of training itself and hence started preparing her business plan from the day onwards. She was then introduced to a local entrepreneur who was making arecanut plates. When he complained of some design problem in his machine, she consulted her husband and decided to do the manufacturing of machinery also for producing the arecanut sheath products. Thus she could be able to come out with a range of moulds.

Nisha was able to get the required support from her husband in terms of money, work place and manpower. Hence she established her unit immediately after the training. Her husband also extended his support by correcting the design flaws in the machine and by making moulds for new shapes, thus her products started getting demand in the market. Periyar TBI asked her to train women in the skill development, when the Incubator organised a two-day training at Andaman Nicobar islands in July 2012, Nisha was the master trainer. She carried a portable version of her machine to the island by airlifting and provided training. It was very much appreciated by the Island administration. Now she is procuring her raw material from the islands as the rate is very economic and there is an assured supply. Nisha is now very much a professionally performing entrepreneur, thus she has fulfilled her own dream of being an acclaimed business woman.

Name of the trainee	: Mrs.R.Layaan Nisha
Address	: No.24, Venus Nagar,Wireless Road Airport post
District	: Trichy
State	: Tamil Nadu
Country	: India
Programme dates	: 5.10.2010 to 10.11.2010

Success story of Mr.K.Gokulakrishnan

Mr.Gokulakrishnan, a fresh graduate with a degree in Science, was not serious about earning. Born into a middle class family, he was not in urge to search for a job, instead he was planning a business with low investment. Hence he took up the milk procurement as a part time assignment to meet out his expenses.



Mr.Gokulakrishnan approached the CEO, TBI through a friend and requested her to suggest him an innovative product for a new business. As per her advice, he enrolled for the Entrepreneurship Development Programme of the ni-msme, Hyderabad which was organised by Periyar Technology Business Incubator during 15.11.2010 to 01.12.2010. During one of the sessions in the EDP he underwent, the participants were asked to provide an alternate use for an existing product.

He got the idea of making corn as a human food (Gokulakrishnan was earlier involved in milk procurement for a company as a field staff. Hence he was exposed to corn as a cattle feed). When he was commented by the fellow participants, he took it as a challenge and made some sooji using the pulverizer machine available at the Incubator and cooked “Kitchadi”. It received a good feedback which encouraged him to continue the idea. For him, the EDP has helped to put things organised and gave the framework for a professional approach in the business. The EDP has not only helped him to find a new product idea, but also refined his earlier business that saved him his time and efforts.

Mr.Gokulakrishnan, then registered as a client with the PTBI and started using the facility to make the sooji in small scale. He registered “United Food Products” and began to produce the sooji and packed the product in a quality pack. He did not require much to invest in the business as he could able to avail the facility at the incubator on rental basis.

Name of the trainee : Ms. S.Jasmin Banu
Address : No.2/17, Pavalakadai Street
District : Trichy
State : Tamil Nadu
Country : India
Programme dates : 25.01.2012 to 22.02.2012

Success story of Mrs.A.Tamil Selvi

Mrs.A.Tamil Selvi was a humble home maker with two sons till her husband fell sick. She was educated only up to class Xth which cannot fetch her a job with a decent salary to meet out the family expenses and the medical expenses to treat her husband. Determined to handle the issues on her own, she quickly decided to apply her tailoring skill and started a stitching unit with three machines. The income was sufficient to handle the family core. When she was looking for expanding her income level, she came across ni-msme training at Periyar TBI through newspaper announcement.



She attended the ni-msme training at Periyar TBI during 15.11.2010 to 01.12.2010 which provided training in Jute products making to women. After the entrepreneurial inputs on achievement motivation, she realised that she got innate talents and felt confident about improving it a lot. She was very active during the entire training and was able to identify two of her core interest in jute products and women's parlour. She was referred to a jute product manufacturer for training. At the end of EDP, she was able to make arrangement to start her venture "Sri Sai Bags".

Tamil Selvi had pledged few of her gold ornaments and mobilised a small amount enough to buy few sewing machines for handling jute materials. She also registered herself with the Jute Corporation so that she can buy the raw material at subsidized rates. She trained few women tailors in sewing jute materials using the power operated sewing machines. Periyar TBI has given her all the above advices which she followed meticulously. Periyar TBI also taught her to avail the internet services to see innovative designs for her products. She also got a bulk order for Rs.3.00 Lakhs from a Chennai based customer immediately after the cover story article on her in the leading Tamil Magazine "Aval vikatan". Now Tamil Selvi is a preferred trainer for most of the State Government Schemes. She cleared all her financial commitments she incurred for her husband's medical treatments. She has put up her son in fashion deigning course so that in future the Mother-Son duo will make the small unit into a big brand.

Name of the trainee	: Mrs.A.Tamil Selvi
Address	: 10/H, Vaanakara Street, M.Chavady,Thanjavur
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 15.11.2010 to 01.12.2010

Success story of Ms. K. Rani

Ms.Rani is a young and active woman. She was a home maker without any idea about business. She attended the EDP training conducted by Periyar TBI and sponsored by ni-msme, Hyderabad during the year 2010-11. After attending the training she realized the scope of food processing industry.



She examined the market demand and decided to produce ready mix upuma. Periyar TBI helped her to prepare the ready mix upuma by giving work space and machineries for grinding, blending etc. Also Periyar TBI helped her to pack the powder with neat label and cover. She started her unit named 'Rani's Products'.

Now her ready mix upuma got great demand in market and she is earning nearly Rs.8,000/- per month as profit through this business. After the success of this product she decided to expand her brand name by preparing number of products. Now she is also preparing Idly podi, Green leaves podi, and Milagu podi in the same brand name of 'Rani'.

Name of the trainee	:	Ms. K. Rani
Address	:	632, Vitoriba Koil Lane Kondirajapalayam Thanjavur
District	:	Thanjavur
State	:	Tamil Nadu
Country	:	India
Programme dates	:	06.12.2010 to 14.01.2011

Success story of Ms.Fathima Beevi

Ms.Fathima was married at a young age of 16 to her cousin with about 150 sovereigns of gold as marriage gift. After she conceived her son, the husband took away all the gold and disowned her. She had to return to her parents looking for her livelihood. At the beginning, she was assisting a women's parlour in her neighbourhood. But she had a determination to win back her lost glory and gold.



Ms.Fatima attended the ESDP on Imitation jewellery organized from 06.12.2010 to 14.01.2011, which helped them to understand the potential of imitation jewellery making as a business. Ms.Fatima with her daunting urge to prove her mettle, was very active during the entire training period. She organised field visits and convinced the fellow female trainees to take the training inputs further. As she was not qualified with a degree, she took the training as a great opportunity to earn and managed the attendance, lecture schedules and overall conduct of the programme. Thus she emerged as the most active participant of any training offered at Periyar TBI till date.

Fatima bought a new machine immediately after the training and engaged one of the fellow trainees to make the basic chain links. She travelled extensively to places where such works were done. She made comprehensive analysis on cost, quality, innovation and market preference of such jewels and type of customers and their likings. She was able to visualise many things in quick time. Now she engages more than 10 women to make unpolished chain links for her which she polishes in a way to make her product edge over others in the market. Thus she is able to get premium price for her products- both for quality and innovativeness. She also trains people and thus keeps herself busy. She was able to buy a two wheeler for Rs.55,000 and house for Rs.5,00,000 and settled the hospital expenses of Rs.2,00,000 for her ex-husband who divorced her just before he got hospitalised. Now her 'Bismi Imitation Jewellery's turnover is Rs. 7-8 lakhs per month and her customer base is expanding and they have become a recurring market for her novel items

Name of the trainee	: Ms.Fathima Beevi
Address	: No.377, Chinna Avarikara Street, M.Chavadi,Thanjavur
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 06.12.2010 to 14.01.2011

Success story of R.Elavarasi

Elavarasi was a homemaker before attending the EDP training done on December 2010 to January 2011. Her husband was a farmer. They have two school going children. With her husband's income, it was hard to run their family. When her husband met with an accident, their family got stunned. She didn't know what to do.



She came to know about Periyar TBI through newspaper contacted the same. The PTBI, gave her some idea about entrepreneurship and asked to attend the EDP training programme. Without any idea and with lot of confusion she attended the programme conducted during 20.12.2010 to 03.01.2011.

At the end of completion of the programme, she was very clear about entrepreneurship and got much hope to face the problems. With that intense she joined in Periyar BPO centre and earning Rs.5,000/- per month as salary. Now she is giving quality education to her children and caring her husband's health well.

Name of the trainee	:	R.Elavarasi
Address	:	Vannivadi, Ayyampet
District	:	Thanjavur
State	:	Tamil Nadu
Country	:	India
Programme dates	:	20.12.2010 to 03.01.2011

Success story of X.Elizabeth Rani

Elizabeth's family consists of five members. Mr.Xavier, her father is the head of the family. He worked as a gate security in Periyar Maniammai University, Thanjavur. Six months back he passed away due to ill health. As the elder daughter of the family, the responsibilities came to her head.



The Community Organiser of the Periyar TBI identified Elizabeth who had completed his 10+2 education and working as a house keeper in Vallam Village, and created awareness regarding importance of Entrepreneurship Skill Development Programmes which are being conducted with the collaboration of National Institute of Micro Small Medium Enterprises and the various skills being imparted. Elizabeth decided to join the Entrepreneurship Development Programme conducted from 20.12.2010 to 03.01.2011.

She attended the training eagerly and immediately joined the Periyar Maniammai University paper recycling unit. Now she is earning Rs.4,000/- per month and running her family with confidence.

Name of the trainee	: X.Elizabeth Rani
Address	: Vallam,Thanjavur.
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 20.12.2010 to 03.01.2011

Success story of Mrs.Kannagi

Indian Farmers Fertilizers Co-operative Organisation (IFFCO) has adopted Thirunarayanapuram village, Thottium Block of Trichy District and the Regional Officer of Trichy area was interested in imparting some skills to the banana growing community of the area. Mrs.Kannagi along with 24 farm women were chosen by the Secretary of Agriculture Co-op. Credit Society, Ms.Kannagi as the SHG lead was focused here as the candidate who was instrumental in making the unit to start.



When they approached, it was right time that ni-msme has sanctioned one ESDP in Banana product making to Periyar TBI in 2010. The area is one of the major contributors towards banana supply to the state. Hence most of the farmers are cultivating the crop and the women are engaged in farming operations which leave them many non working hours. In order to keep them engaged in productive role and to augment the income source, the ESDP was given to them. The farm women were trained in making banana fibre and pickles from banana flowers.

After the training, the Co-op society had given space and provided vessels to start the pickle making process. With the inputs given during the training and expert support from Local technical institutions, Mrs.Kannagi started the unit under the banner “ Sri Vetha Thokku”, engaging the rest of the trainees for employment. They are together now able to make 1000 pouches in a week and sell them within two days in the Trichy city stores.

Name of the trainee	:	Mrs.Kannagi
Address	:	Thirunarayanapuram village, Varatharajapuram Thottiyam(TK)
District	:	Trichy
State	:	Tamil Nadu
Country	:	India
Programme dates	:	24.12.2010 to 08.02.2011

Success story of Ms. T.Jeya Priya

Ms.T.Jeyapriya was a house wife, living with her husband and two children. Her husband was doing a small business in the town of Thanjavur. When she was searching for a job, she came to realize that she could not get a decent income with her SSLC qualification. Her friend suggested her to do some home based business, and to attend the training in Artificial Jewellery provided by Periyar TBI.



She attended the ESDP on Artificial Jewellery organized from 25.01.2012 to 22.02.2012, which helped her to understand the potential of Artificial jewellery making as a business. Since she had some exposure in selling of the artificial jewels, she requested for further inputs from the faculty during the training programme. Then she made up her mind to start making of her own products. She borrowed money from her neighbourhood bank and bought a machine for making chains.

She started selling her jewels in the name of “Jeya Priya Imitation jewels” and markets them directly to her regular customers who visit her home for purchasing her products. Her earnings from the sale of her own made jewels have now increased to Rs.25,000/- per month. Her networking skills bring new customers for the new and creative articles made by her.

Name of the trainee	: Ms. T.Jeya Priya
Address	: No:11, Kabilan Nagar, Keelavasthachavadi, Thanjavur
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 25.01.2012 to 22.02.2012

Success story of Mrs.P.G.Preetha

“Art in any form makes a person complete”- this holds true in the case of Preetha a Dance teacher who devotes herself to teach dance to the under privileged as a social cause. Her vision is to create a dance academy which will work to bring out the true talent by breaking the barrier of money. She was hesitant in collecting donations; instead she joined hands with her husband Mr.Binesh and looked for a revenue generation through business.



They attended the ESDP on Imitation jewellery organized by Periyar Technology Incubator a partner institute of ni-msme, Hyderabad from 14.09.2012 to 15.10.2012, which helped them to understand the potential of imitation jewellery making as a business. As their profession helped them to form a marketing network for the imitation and fashion jewellery, they procured the jewel made by their friends and sold them at the beginning. Now they have established a marketing chain which sells the products made by them and their friends.

This revenue model helps them to earn Rs.20,000/- per month. Preetha believes that this is first step towards her vision and sure to reach it 2020. She also adds that the ESDP on Imitation Jewellery making helped her to find the best business model which suits her and helped her to build a platform to reach her vision.

Name of the trainee	: Mrs.P.G.Preetha
Father's Name	: Mr. P.G. Prasath
Address	: No:51, First Floor, Bharathiyar Street
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 14.09.2012 to 15.10.2012

Success story of Mrs.D.Dhanalakshmi

Dhanalakshmi is a simple home-maker with a beautiful family of four in Thanjavur. Life was good till her two sons went to school, her husband was running a small shop from which they did not have enough money to afford a quality education. Dhanalakshmi basically had an interest in craft making but she was not selling it due to the traditional Indian mindset.



She attended the ESDP on Jewel making organised by Periyar Technology Business Incubator, Vallam, a partner institute of ni-msme, Hyderabad, from 14.09.2012 to 15.10.2012. Initially she was very conventional during the training. Later the entrepreneurial input sessions by the motivational experts in training helped her to come out of her traditional mindset. The market survey and other activities made her more social. Now after the training she groomed herself into a woman entrepreneur.

She makes imitation Jewellery, clay jewellery, beads jewels and sell them herself making a profit of Rs.15000 per month. Now she is happy giving her sons a quality education in a reputed institution in Thanjavur. Dhanalakshmi trains people to make jewellery and also procures it from them and sells it to her customers. She also plans to open a retail shop for selling the products made by her and her friends. The success story of Dhanalakshmi motivates the rural women to break the conservative mindset and emerge as successful entrepreneurs.

Name of the trainee	: Mrs.D.Dhanalakshmi
Father's Name	: Mr.K.Dhanapal
Address	: No:61, Sunnambukara Street, East gate
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 14.09.2012 to 15.10.2012

Success story of Mrs.R.Alamelu

R.Alamelu is a simple homemaker of a family of four members. Her husband's income is good enough to run the family. But she had an unquenched thirst in making craft items. She used to make gift items for her friends and relatives which always got her great appreciations. One of her friends asked her to sell the gifts from which she can have a good income. But she was afraid because she did not know anything about business.



At that time she came to know about the ESDP in Imitation Jewellery making organised by Periyar TBI partnered with ni-msme, Hyderabad from 14.09.2012 to 15.10.2012. She joined the programme. During the programme she used to make new and beautiful designs as she has a great interest in art. She learned to handle instruments and different techniques. From the general EDP she learned how to do a business.

With the very little investment she started making customised jewellery on order basis from her home and sells it. At this initial stage she earns a monthly income Rs.9,000/-. She also plans to open a retail shop especially for handmade jewels and crafts.

Name of the trainee	:Mrs.R.Alamelu
Father's Name	: Mr. K.Kaliyaperumal
Address	: No:519, Kurinchi Street, New Housing Unit, Sarafoji College
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 14.09.2012 to 15.10.2012

Success story of Mrs.S.Saravana Devi

Mrs. Saravana Devi is a young and dynamic women. She is a Degree holder and a trainee of EDP programme conducted by PeriyarTBI and nimsme, Hyderabad.



Mrs. Saravana Devi attended the training programme conducted during 14.09.2012 to 15.10.2012. PeriyarTBI allotted her a place to produce mixed fruit jam as an incubatee. The required plant and machineries including the pulp machine and sealing machine were bought through PeriyarTBI and the unit 'Kaas Products' started working from April 2011.

She started her sales in our campus and THADMEA's marketing wing arranged exhibitions in potential marketing areas. Now bulk supply of jam is going to hotels and restaurants.

Name of the trainee	: Mrs.S.Saravana Devi
Address	: No.28, Annai Savithri Nagar, Rajaji Nagar Extn Thanjavur
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 14.09.2012 to 15.10.2012

Success story of Mr.M.Balachandran

Mr.Balachandran was an ITI holder from the rural side of Trichy. Being ITI qualified he tried jobs in various industries but most of the doors were closed for him. Reason behind his unemployment was very common as most of the graduates. His formal education did not give him industrial exposure.



Today around 73% of unemployed youth have formal education but lacking industrial skills. Mr.Balachandran is the only son in his family. The family situation of Balachandran made him to work for daily wage as an unskilled labour in a construction company, which was the only source of income to his family.

He attended the ESDP on CNC organised by Periyar TBI, under the Partnership Institute scheme with ni-msme, Hyderabad, during 02.11.2012 to 03.01.2013. This training helped him to understand the requirements of the industry; he sharpened his skills and groomed himself to be industrially fit.

The hands on experience he got on CNC, and personal skills developed during the training helped him to get a Job in Bharat Heavy Electricals Limited, Trichy. Now he is working as a skilled labour in BHEL getting a salary of Rs.18,000/- per month. He also motivates unemployed youth to improve their industrial skills and supports them.

Name of the trainee	: Mr.M.Balachandran
Father's Name	: Mr.K.Murugesan
Address	: No:3/156 Kaliyamman Kovil Street,Trichy
District	: Trichy
State	: Tamil Nadu
Country	: India
Programme dates	: 02.11.2012 to 03.01.2013

Success story of Mr.S.Manikandan

Mr.Manikandan from a rural background in Thambikkottai, in spite of his normal educational background has proved to be a successful entrepreneur.



He took up the ESDP in Sheet metal work organised by Periyar TBI, Vallam a partner institute of ni-msme, Hyderabad, from 28.11.2012 to 21.12.2012, as a skill development program but the training helped him to understand the entrepreneurial traits in him. Manikandan developed his welding skills through this training and got job in Amman Engineering Works, Thanjavur, where he sharpened his technical skills and exposed his sincerity. His performance was far better than the experienced workers of the firm.

At that point of time, the owner of the firm wanted to close the firm due to some personal reason which will leave seven workers including Manikandan. Manikandan requested the owner to give the firm to him and he will pay the money over a period of time. Knowing the potential of Manikandan the owner accepted to give the firm to him and the money should be paid within one year of time.

Now Manikandan is running the Amman engineering and Welding firm in Thanjavur giving employment to six workers. He earns Rs. 30,000 – 50,000 /- per month.

Name of the trainee	: Mr.S.Manikandan
Father's Name	: Mr.S.Subramaniyan
Address	: No.426, NR Estate, Thambikottai
District	: Pattukottai
State	: Tamil Nadu
Country	: India
Programme dates	: 28.11.2012 to 21.12.2012

Success story of Mr.K.Shankar

Being a first son of a poor family makes one responsible at young age, at the same time shouldering the family at very young is a very big burden. Mr.Shankar lost his father during his schooling but somehow managed to complete his twelfth standard. His family with two younger brothers needed his support, so he joined in a workshop as a fresh casual wage labourer for the salary of Rs.2,000/-.



He used to divide his salary into three parts in which one part was for the food, the second part for all other the living expenses and the third part was for the education of his brothers. At work he was professional and maintained a good customer relationship. This helped him to get into an industry in Trichy as an unskilled labour for a monthly salary of Rs.3,000/-. Working in the same industry for more than 12 years, he was able to get the maximum salary for his qualification i.e. Rs.8,000/-, beyond which he could not expect any hike. He was forced to improve his qualification on the technical skills to have a salary increment.

At this juncture one of his friends told him about the ESDP on Sheet Metal Works organised by Periyar TBI at Trichy partnering with the ni-msme, Hyderabad from 16.02.2013 to 12.03.2013. He applied for a medical leave and joined the training programme with lot of enthusiasm and expectation. During the training he showed a great amount of involvement, tried to get the maximum skill. He also used to come prepared with some questions and discussed with the trainer on the real time difficulties.

On completing the training successfully he created a good network of people in the industry to have a better job. After joining back in his company he briefed them about the training he undergone, and shown the certificate provided by ni-msme, Hyderabad. ESDP on Sheet metal works helped him to develop his technical skills and also got him a salary hike of Rs.6,000/- which made his total salary Rs.14,000/-. He also plans to start his own small workshop in the near future with the help of the network he created during the training

Name of the trainee	: Mr.K.Shankar
Father's Name	: Mr. K.Kullavandu
Address	: No:348, Ayyanallur,38 Maharajapuram
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 16.02.2013 to 12.03.2013

Success story of Mrs.M.Vijayalakshmi

Mrs.M.Vijayalakshmi is a mother of girl children in a middle class family. The income of her husband was just enough to run the family and attend to children's education. She prepared small snacks and supplied it to local shops for the future savings of the family.



She joined the Bakery training offered by Periyar TBI Partnering with ni-msme during 08.12.2012 to 02.01.2013. During the training she used to observe not only the given content, but also used to ask for more tips which will be useful to add taste to the products she was preparing already. She made use of the training to groom her cooking skills.

Now in addition to snacks, she bakes biscuits and other baked snacks. As she supplies these items very fresh and at low price, which are not commonly available in the local stores there is a good demand. The varieties she makes, and the taste and quality of her food items grabs new customers every day, who then become her regular customers and order for their home functions. From this business she makes a monthly income of Rs.15,000/-.

Name of the trainee	: Mrs.M.Vijayalakshmi
Father's Name	: Mr.Manickam
Address	: 7A Gandhi Nagar, Jawan Street, V.O.C Nagar
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 08.12.2012 to 02.01.2013

Success story of R.Pramapathi

Being a homemaker living in Trichy, Mrs R.Pramapathi wanted to start a firm to quench her thirst of entrepreneurship, but was not having any clear ideas about the business. At this point of time one of her friends suggested her to take up the artificial jewellery making training. She came to Periyar TBI and joined the training.



Mrs R.Pramapathi attended ESDP on Artificial Jewellery making sponsored by National Institute of Micro, Small and Medium Enterprises and conducted by Periyar TBI as a partner institution of ni-msme, Hyderabad from 20.08.2013 to 13.09.2013. During the training she was very attentive and showed at most interest in learning the potential of artificial jewellery. The training helped her to understand the aspects of implementation of a business.

Mrs.R.Pramapathi identified the potentials in the area of imitation jewellery production. Now she is in the early stage of starting her business. After learning the various styles of imitation jewels, she plans to focus on the production of artificial chains and ear rings. She started selling the Jewells through her friend's network and earns a monthly income of Rs.2,500/- per month.

Name of the trainee	: Mrs.R.Pramapathi
Father's Name	: Mr.Nagan.C
Address	: No:25, Railway Colony , Srirangam
District	: Trichy
State	: Tamil Nadu
Country	: India
Programme dates	: 20.08.2013 to 13.09.2013

Success story of Mr.E.Saravanan

Being a B.Sc. Bio-Technology graduate, Mr E.Saravanan wanted to start a firm in his own field, but was not clear about the business. At this point of time one of his friends suggested him to take up the Bio-Tech training. He came to Periyar TBI and joined the training.



Mr E.Saravanan attended ESDP on Biotechnology sponsored by National Institute of Micro, Small and Medium Enterprises and conducted by Periyar TBI as a partner institution of nimsme, Hyderabad conducted from 30.09.2013 to 24.10.2013. During the training he was very attentive and showed at most interest in learning the potential areas to do business in biotechnology. The training helped him to understand the aspects of implementation of a technology business.

Mr E.Saravanan identified the potentials in the area of enzymes production. Now he is in the early stage of starting his business. After making a survey of various applications of enzymes, he plans to focus on the production of food enzymes. Now he has started his research and development work with the support of Periyar TBI.

Name of the trainee	: Mr.E.Saravanan
Father's Name	: Mr.S.Elangovan
Address	: No:173/2. Piranthai, Kudiyana Street
District	: Thanjavur
State	: Tamil Nadu
Country	: India
Programme dates	: 30.09.2013 to 24.10.2013

