



Tamil Nadu Corporation for Development of Women Ltd.
Tamil Nadu State Rural Livelihood Mission - Madurai
Madurai District
Thirumangalam Block

Start-up Village Entrepreneurship Programme (SVEP)

ROHINI – ROHINI PANDI PAPER PLATES – A SUCCESS STORY UNDER SVEP

1. Basic Details

Sl. No.	Description	Outcome
1	Name of the Business	ROHINI PANDI PAPER PLATE
2	Category	Manufacturing
3	Name of the Beneficiary	P. ROHINI
4	Age	45
5	Qualification	9 th
6	Mobile No	7305170875 / 9789366964
7	Name of the SHG	Pinniammal SHG
8	Name of the Panchayat	A. Kokkulam
9	Amount Received from SVEP	Rs. 40000/-
10	Product Description	<u>No 5, No 6, No7, No 8, No 9, No 10, No 12 and Thonnai</u>

Product Mix of Rohini Pandi Paper Plate (Each box contain 40 Nos.)

Plate Size	Whole Sale Rate	Retail Selling Rate
No. 5	Rs.12/-	Rs.15/-
No. 6	Rs.20/-	Rs.12/-
No. 7	Rs.22/-	Rs.25/-
No. 8	Rs.25/-	Rs.30/-
No. 10	Rs.43/-	Rs.50/-
No. 12	Rs.70/-	Rs.80/-

11	Market Location geographical coverage area	Whole sale and Retail Bakery shops Nearby Villages of Chekkannurani, Karaikal, Kodaikanal, Nagapattinam and Madurai Registered in expertsindia.com for Online Marketing
12	Per Month Income	Rs. 100000/-
13	Legal certification	1.Udyam Certificate now available 2.GST Available
14	Investment	Own Fund and Own Place Amount Rs. 5,25,000/-
15	Identified by CRP EP Name	Mrs. Revathi

2. Current Livelihood Activities:

1.	SHG Product	Manufacturing of paper plates
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3. Rohini – The entrepreneurship journey

I am happy to introduce myself as R.Rohini, aged 45 years. I have studied upto IX standard. I belong to Pinniyammal SHG. My husband Pandi is my strong supporter in my business. We have been manufacturing paper plates of different sizes and Thonnai (a cup made of plant leaves and considered as hygienic) for the past five years.

I am running a proprietorship business under the name and style, “Rohini Pandi Paper Plates” since 2019. I have taken the GST registration and UDYAM registration. With much struggle, I have mobilized and invested as much as Rs.5.25 lakhs and I have started the business in my own place. I was struggling to meet the working capital requirements and I was counseled by the Community Resource Person – Enterprise Promotion (CRP-EP) Mrs.Revathi who is working under the SVEP scheme implemented by TNSRLM Madurai Office with CED (Tamil Nadu) as PIA.

With their support I underwent a rigorous training programme in Management, Entrepreneurship and Skill Building and I availed a financial assistance of Rs.40,000/- under the SVEP scheme. This came as a big relief to meet my working capital requirements. I am manufacturing paper plates of different sizes and Thonnai and I am able to generate a monthly income of Rs.1 lakh. A total number of 3 persons including myself are working for running the business. I am grateful TNSRLM, Madurai, CED (Tamil Nadu) and Thirumangalam Block Office for their sustained support and encouragement.

