

Aarogya – mantra of good health



The food Production Industry has grown rapidly in India in the past few years. Consumer's preference for higher quality products and variety in product range has stimulated the development of the small, medium high end segment in food production.

Their demand for better food products also encouraged Smt. M.Katyayani to establish enterprise of food production. He established his unit by availing bank loan for the project cost of Rs.10.95 lakh under the PMEGP scheme from Corporation Bank, Vijaywada Branch. The entrepreneur came to know about PMEGP scheme from a Newspaper advertisement.

Hygienic production, packaging and quality management has transformed the 'Aarogya enterprise into a success story. This has also helped in upscaling annual turnover graph of the business and provide employment to 16 persons.

“Quality assurance and food safety in addition to lower cost is the success and mool mantra of his

Name & address of the entrepreneur	:	Smt. M. Katyayani, Plot No 98, Aleap Industrial Estate, Surampally (V), Krishna-dist, Andhra Pradesh.
Category of the entrepreneur	:	i) Social Category : General ii) Sex : Female
Industry/Activity (Name of the Industry)	:	Food Products
Unit financed by the Bank (Name & Address)	:	Corporation Bank, Vijayawada Branch
Project cost of the unit (Rs.)	:	10,95,000/-
Annual Turnover (Rs.)	:	40,50,000/-
Employment provided by the entrepreneur in the unit	:	16 persons