

# Delicious way to Success



Ice cream is one of the delicious and most preferred desert after every meal. B.Sc. degree holder in Dairy Technology, Vinay Kumar dreamed with open eyes to pursue this business of ice cream and dairy products. He availed a bank loan for the project cost of Rs. 24.80 lakh under Prime Minister's Employment Generation Programmes (PMEGP) of KVIC from Bank of Baroda, Branch Walmi, Patna. He could set up his unit i.e. "Sarvottam Dairy & Aprozan Products" after a long experience of 20 years in different disciplines at various places.

His dedication and hard work enabled him to reach an annual turnover of Rs. 40.00 lakh within a short period. The marketing network of the unit is spread in Patna and surrounding districts. He is thankful to KVIC's PMEGP scheme, which has turned his dream into reality. As a proud entrepreneur, he is also able to create employment opportunities to 9 persons. While ice cream is enjoyed by people worldwide, it has also been an Indian tradition.

If there was an ice-cream Bible, it would have probably contained the proverb:

"Give someone an ice-cream and you will make them happy throughout the day"

<b>Name &amp; address of the entrepreneur</b>	:	Shri.Vinay Kumar Sarvottam Dairy & Aprozan products. Rai Colony, Naya Tola, Phulwari Sharif, Patna, Bihar
<b>Category of the entrepreneur</b>	:	I) Social Category : OBC ii) Sex : Male
<b>Industry/Activity (Name of the Industry)</b>	:	Ice-cream & Dairy products
<b>Unit financed by the Bank (Name &amp; Address)</b>	:	Bank of Baroda, Barnch Walmi, Patna
<b>Project cost of the unit (Rs.)</b>	:	24.80,000/
<b>Annual Turnover (Rs.)</b>	:	40.00,000/
<b>Employment provided by the entrepreneur in the unit</b>	:	9 persons