

# The advantage of this liquid can be realized only after using it



Mustard is one of the major oil seeds, from which edible oil is extracted. Keeping in mind the demand, potential and economic viability of the project, Rupesh Kumar established M/s. Bhagwati Oil Mill, Mustard oil PMEGP unit by availing a bank loan for the project cost of Rs. 24.85 lakh from Bank of India, Branch Sakara, Dist. Muzaffarpur.

Rupesh Kumar had adequate experience in marketing, but not about this industry. The study before setting up of this project made him confident enough that it has enormous demand, as Mustard oil is one of the edible oils used as cooking medium in northern, eastern and north eastern India. With so many brands available in edible oils, quality is major factor in the market says Rupesh Kumar. The unit is providing employment to 13 persons. The turnover reached upto Rs. 70.00 lakh per annum.

The market for this oil is huge, as it is used in preparations of pickles by housewives and manufacturing units. Further, Mustard oil cake, a bye-

<b>Name &amp; address of the entrepreneur</b>	:	Shri Rupesh Kumar, M/s Bhagwati Oil Mill , Vill-Basantpur Jhitkahi, Post- Dholi, Dist- Muzaffarpur, Pin 843105, Bihar.
<b>Category of the entrepreneur</b>	:	i) Social Category : General ii) Sex : Male
<b>Industry/Activity (Name of the Industry)</b>	:	Edible oil (Mustered oil)
<b>Unit financed by the Bank (Name &amp; Address)</b>	:	Bank of India, Branch Sakara, Distt- Muzaffarpur
<b>Project cost of the unit (Rs.)</b>	:	24,85,000/-
<b>Annual Turnover (Rs.)</b>	:	70,00,000/-
<b>Employment provided by the entrepreneur in the unit</b>	:	13 persons