

Honey – it's my choice



A P R Manager for Leading Hotel in Bangalore, Chayaa Nanjappa, decided to be independent by doing something on her own and also hoped to empower other women in her hometown Coorg. Honey became her spontaneous choice. With an intention to specialize in quality control she took up a course at CBRTI, Pune, where she came to know about the PMEGP Scheme. After returning back to Bangalore she was ready to set up the Nectar Fresh unit at Bommanahalli, Bangalore under the umbrella of Khadi & Village Industries Board.

I never had any experience in marketing or manufacturing nor did I come from a business family. My parents were Teachers. I feel all we need is determination and belief that nothing is impossible to make our dreams come true, she says. The brand Nectar Fresh has given her the confidence and inner strength.

Nectar Fresh has also made a very strong presence in portion packs and today has the privilege of having a centralized contract and supplies to the TAJ, ITC, Leela Palace, Le Meridian and many premium properties across India. Their Clover Honey is approved by QSI for exports to Germany, she says.

With the growth of the brand a lot of recognition and awards have come by. The most recent recognition was from the Federation of Karnataka chambers of commerce and industry on the Women's day with the women achiever award she says with great pride on her face.

"I personally feel that all we need is determination to work hard and will to succeed against all odds", she adds.

Name & address of the Entrepreneur	:	Chayaa Nanjappa K.N. Hundi Kada Pola Post, Nanjangud Road, Mysore, Karnataka
Category of the entrepreneur	:	i) Social Category : Women ii) Sex : Female
Industry/Activity (Name of the Industry)	:	Bee-keeping Industry
Unit financed by the Bank(Name & Address)	:	State bank of Hyderabad
Project Cost (Rs.)	:	10.00 lakhs
Annual Turnover (Rs.)	:	130.00 lakhs
Employment provided by the entrepreneur in the unit	:	25 Persons