

Chocolate Success



Name & address of the Entrepreneur	:	Sh. Atul Arora Nikean Industries, C-65, Near Primary School, Vill. Badli, Delhi
Category of the entrepreneur	:	i) Social Category : General ii) Sex : Male
Industry/Activity (Name of the Industry)	:	Manufacturing of Chocolate Confectionery
Unit financed by the Bank(Name & Address)	:	Punjab & Sindh Bank, Shalimar Bagh
Project Cost (Rs.)	:	9,00,000/-
Annual Turnover (Rs.)	:	1,50,00,000/-
Employment provided by the entrepreneur in the unit	:	18 Persons

After achieving Master's degree in Business Management Shri Atul Arora decided to launch the business of chocolates making unit. But capital was a major hurdle in setting up his unit, not giving up and found the way, he applied for bank loan under PMEGP Scheme for setting up the unit by availing Rs.9,00,000 from Punjab Sindh bank.

Atul has shown his proficiency and competency through assorted tastes of chocolates being produced and sold by him. He strongly believes that success needs dedication, hard work and capability of risk taking. Besides, he also confesses that without financial supports of KVIC he would not have been able to do so. His judgment to understand the business, diligence, and energy made him not only a successful entrepreneur but also an efficient employer. Now he is providing employment to 18 people. His brand is superior in comparison to neighboring brands. Today, the annual turnover of his unit is more than Rs.150.00 lakhs.

" The credit of my sweet success goes to KVIC " he says with a smile.

