

# Pickles are his strenght



We all know that there is no substitute to Indian tongue delighting pickles and marmalade flavors used in Indian palate and outside India as well. Mr. Kishan Singh resident of Delhi knew this very well. Hence, he decided to take up these products for his business venture after completing his studies. With this ambition, he gained experience of 8 years in food Technology at Meerut. Subsequently, he started his unit of different varieties of pickles, juice, jam and marmalade etc. with the bank loan of Rs. 4,75,000/- from Vijaya Bank, Bhor Garh under PMEGP scheme of KVIC.

Shri Singh says that his brand has gained popularity in Delhi and surrounding district in past 2 years. The logo is prevalent in their market and today his annual turnover is more than Rs.10,00,000/- which is more than double of his project investment involved in the business. In view of demand of his products, he is planning to expand the unit. At present, 5 people are employed in this unit. He gives complete credit to PMEGP Scheme.

Shri Singh says "I was confident about my success, but it was not expected in such a short span of time".

Name & address of the Entrepreneur	:	Mr. Kishan Singh Tazagi Fresh Fruit Preserves Industry, H.No. 20, VPO Kureni, Narela, Delhi.
Category of the entrepreneur	:	i) Social Category : OBC ii) Sex : Male
Industry/Activity (Name of the Industry)	:	Agro based Food products
Unit financed by the Bank(Name & Address)	:	Vijaya Bank, Bhor Garh,
Project Cost (Rs.)	:	4,75,000/-
Annual Turnover (Rs.)	:	10,00,000/-
Employment provided by the entrepreneur in the unit	:	5 Persons