

# Packing the future



The design of the packaging greatly influences the ultimate consumer, when choosing one product over another, feels Sunita Bansal, Proprietor M/s Shree Balaji Packaging, Derabassi.

A post graduate degree holder, Sunita chose to establish her unit with a bank loan for the project cost of Rs. 25.00 lakh from Bank of India, Banur under PMEGP instead of going for a office job. “Choose your own way of life”, she exhorts.

Her unit has reached to the peak of its success with an annual turnover of Rs. 145.00 lakhs, which is around 6 times of the project cost, in spite of the competitive market with so many similar products. It is really inspiring.

She provides employment to 18 persons and she proudly informed that the unit was inaugurated by none

<b>Name &amp; address of the entrepreneur</b>	:	Smt. Sunita Bansal, M/s Shree Balaji Packaging, Derabassi,Punjab.
<b>Category of the entrepreneur</b>	:	i) Social Category : Women ii) Sex : Female
<b>Industry/Activity (Name of the Industry)</b>	:	Manufacturing of Corrugation boxes
<b>Unit financed by the Bank(Name &amp; Address)</b>	:	Bank of India, Banur
<b>Project cost of the unit (Rs.)</b>	:	25,00,000/-
<b>Annual Turnover (Rs.)</b>	:	1,45,00,000/-
<b>Employment provided by the entrepreneur in the unit</b>	:	18 persons

