

## 7. RITALIS LYNGKHOI: A TENACIOUS ENTREPRENEUR



Kong Ritalis Lyngkhoi a widow, who is 48 years old, lives in Umsumbah village with her seven children. Engaged in agricultural activities, her life began to change after 2014 when she started accessing WEEFI Loan. She received Rs. 20,000/- (Rupees Twenty Thousand Only) and started constructing a poultry shed with 50 chicks to begin with. The chickens were growing very fast, after which she bought another 100 chicks; however 10 chicks died due to sickness.

When a chicken attains 3kg, Smti. Ritalis sells the meat in her shop at Rambrai. She further purchased 200 chicks; but unfortunately all the 200 chickens died due to sickness. She had informed the Rambrai Branch Manager about the death of her chickens, for which the Branch Manager came to personally inspect the incident. Despite the loss, Smti. Ritalis was determined to expand her poultry farm. Taking a risk, she took another loan of Rs. 90, 000/- (Rupees Ninety Thousand Only). With the loan, she started construction of two new sheds with 100 chicks. After two weeks, she ordered another 100 chicks, and followed that with another 150 chicks the following week. The demand for chicken was so high in the market that despite the financial loss incurred due to the death of her chickens she could still meet the cost and gained profit as well. At the same time, Smti. Lyngkhoi was able to repay her loan regularly. To improve her poultry farm Smti. Ritalis attended a training programme on Poultry farming at Bethany society in the year 2016.

Smti. Ritalis also has a kitchen garden near her house where she cultivates different varieties of vegetables, using chicken waste as manure. Her vegetables are growing very well and along with the chickens, she sells her vegetables in the market. She also rears fishes in her pond with the help of her children.

Smti. Ritalis faced innumerable challenges but she never gave up. Instead she took the hiccups as lessons learnt, and that has paved the way for her to become a successful entrepreneur. She has a strong vision to expand her activities to other areas, among which includes aquaculture.

(Courtesy: [www.mbda.gov.in](http://www.mbda.gov.in))