

Struggle and Success: Inspiring story of two young entrepreneurs who grow their business from scratch

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On everyone's daily life the outbreak of COVID-19 and the lockdown have had a huge impact. It certainly has given some people ample time to think while some have plainly turned their passion into entrepreneurship amid the pandemic. And here is the story of two youth who come from a small village. Saikat Roy and his friend Sudip Malla, both from Thakurcherra under Jolaibari RD Block in South Tripura have floated a path of their own and co-founded a start – up enterprise. Their success has enabled them to bring positive change in the society and their lives.



It was in January 2021, the two friends have set out to try their luck in business by setting up a small unit of LED Electronics factory under the Micro, Small & Medium Enterprises (MSME) sector and founded “S.S. LED Industry”. They have rented out two rooms for Rs 3,000/- on a monthly basis inside the compound of Thakurcherra Gram Panchayat from where they operate their day to day business.

Saikat Roy, with a degree from a leading pharmacy institute says, “My inclination towards entrepreneurship developed in my mind when I was studying in Bangalore”. “After completion of my degree in pharmacy I could have easily got a job in any corporate sector but my instinct of becoming entrepreneur was always there”, He said. Sudip Malla a graduate in forestry from a reputed institute who now looks after the management of the business, says, “At first our journey was not so smooth since the venture is totally a new subject to us and we were struggling to get a niche in the market and our firm is also bootstrapped with limited investment but it still did not deter us from taking our business in the forefront”, says, Sudip Malla.

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In the initial days they would receive orders of about 10-15 LED bulbs from the local customers. However, in a very less time their LED product has been recognised and they have sold thousands of LED bulbs and tubes under the brand name “SHINE ME” in the markets as they are also offering one year replacement guarantee.

“We offer Low-cost products with better quality that outperforms other brands in the markets” says Saikat Roy. They have also added various categories of LED electronics items like T-Bulb, Tube, and colored tube bulbs etc. in their catalogue. They are also planning to introduce some more exciting LED product range in the coming year. At present the firm offers LED bulbs in the watt range of 7, 9,12,15,18 and 20 with a capacity of manufacturing one thousand of LED bulbs in a day. Sudip Malla handles the management part while Saikat Roy handles the marketing and business affairs. The duo has been at this venture for the last eight months. To realize the true potential of their business they have scaled up their production as quickly as possible as per market demands.

Biswajit Ghosh, Vice-Chairman of Thakurcherra Gram Panchayat says, “The entire community is happy that for the first time such LED factory is being set up by our local boy”. Currently the S.S. LED factory is employing four locals with each taking home salary of Rs 8,000 – 9,000 per month. Meanwhile, their LED items are supplied to Assam and West Bengal and the products are also in higher demand locally and there are two approved dealers across the state dealing with their products. Start with whatever you have, that is what they would always recommend to other young people who are trying to become independent and self-reliant. Since day one they have invested about 20 lakhs for the venture and profiting Rs 1 lakh per month.

“With limited resources we now have the opportunity of reaching out to thousands of customers inside the state, says an exuberant Saikat Roy. While sharing about customer feedbacks Sudip Malla says, “We not only have good sales but have also earned a brand value and reliable customer base”. Moreover, the S.S. LED factory is using and following eco-friendly technology while manufacturing the electronic items shouldering the responsibility of clean and greenery environment. The Micro, Small and Medium Enterprises (MSMEs) authority have played a significant role in providing innovative, creative ideas and training to S.S. LED Factory.

The two young entrepreneurs have shown their zeal to excel towards success and their vision is unmatched and certainly they have full confidence to meet any kind of challenge on the path of their entrepreneurial journey and to convert their business into a reality in more days to come.
