

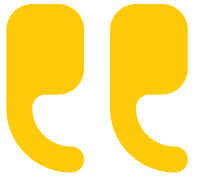


प्रधानमंत्री
मपवरेष
योजना



Seeding micro enterprises

Shaping macro dreams



The biggest asset of the poor is his / her integrity (imaan).

Combining their integrity with capital (मुद्रा), would become the key to their success —

पूँजी सफलता की कुंजी

Shri. Narendra Modi

(While inaugurating MUDRA and PMMY)



Foreword



Micro enterprises are the most important sector of the Indian economy providing jobs to millions of people and taking care of income generation. It is estimated that there are more than 60 million micro units which support over 100 million people for their jobs and livelihoods. Recognising the importance of the sector and the unserved need of this sector, Govt. of India launched Pradhan Mantri Mudra Yojana (PMMY) to provide funding support to these units

to help them in their growth and consequent employment creation for the millions of youth. The launch of PMMY is considered to be a big leap towards the avowed objective of financial inclusion of the unfunded.

In a short span of three years since the launch of PMMY, the scheme has been able to provide access to affordable credit to more than 10 crore entrepreneurs from formal credit delivery channels for

setting up new units or upscale their existing enterprises. It is a matter of great satisfaction that the banks, MFIs and NBFCs have together contributed to make it possible for PMMY to achieve the targets set by the Govt. of India. We appreciate the active contribution of the banks, MFIs and NBFCs to implement the scheme successfully ensuring that the benefits of the scheme reach the targeted micro enterprise sector.

I am happy to present a collection of success stories of some of the MUDRA beneficiaries who have been able to change their lives with the help of PMMY. I am sure the stories presented here will inspire a lot of budding entrepreneurs to see that their dream will not remain unfulfilled due to lack of finance for them.

Mohammad Mustafa

Chairman

Funding the unfunded

The NSSO Survey (2013) has observed that there are 5.77 crore small / micro units in the country, which employs around 12 crore people, mostly individual proprietorship / 'Own Account Enterprises'. Over 60% of units are owned by persons belonging to Scheduled Caste, Scheduled Tribe or Other Backward Classes. Majority of these units are outside the formal banking system and are forced to borrow from informal sources or use their limited own funds. With a view to bridge the gap in financing of this sector, the Hon'ble Prime Minister launched the Pradhan Mantri Mudra Yojana (PMMY) with Micro Units Development & Refinance Agency Limited (MUDRA) as a support institution.

Pradhan Mantri Mudra Yojana (PMMY), a scheme to finance income generating small business enterprises was launched on 08th April, 2015, along with the launch of MUDRA, wherein all banks are required to finance

micro entrepreneurs engaged in income generating activities with loan requirement up to ₹ 10 lakh. MUDRA provides refinance support to banks and other lending institutions lending under PMMY, as per their needs. MUDRA credit guarantee support is also available to all eligible institutions under the Yojana.

The lending under Mudra Yojana would focus on unfunded segments of the micro enterprises engaged in manufacturing, processing, trading, service sector activities and activities allied to agriculture by granting the loans in three categories which contribute significantly to the nation's GDP:

- Loans up to ₹ 50,000 (Shishu)
- Loans above ₹ 50,001 and up to ₹ 5 lakh (Kishor)
- Loans above ₹ 5,00,001 and up to ₹ 10 lakh (Tarun)

The programme is being implemented across the country by Banks, MFIs & NBFCs.

MUDRA, as part of its monitoring the programme, has developed a dedicated portal to monitor the progress of PMMY on a weekly basis.

To facilitate hassle-free and flexible working capital to the borrowers, MUDRA has also introduced the MUDRA card, a debit card on RuPay platform. About 8.30 lakh cards for an amount of ₹ 4,300 crore have been issued so far.

The programme has been a great success and has surpassed the annual targets set in each year. The programme has helped more than 11 crore loan accounts to avail of credit to the extent of ₹ 5.60 lakh crore from various formal credit institutions. The PMMY has thus helped many aspiring entrepreneurs to realise their dreams of finding employment and income generation, which had hitherto remained unrealised due to lack of funding support.



Name of Beneficiary:
Smt. Shila Nath

Smt. Shila Nath's journey of running her saree business began right from her home. Yet she always dreamed of having her own saree shop in town.

One day, fortuitously, while attending a Bandhan Bank group meeting, she heard about the PMMY scheme. Without further delay, she visited the Bongaigaon Bandhan Bank branch to enquire about her prospects.

The team helped her to understand the product and assisted her in the application process as well. She soon received a loan for ₹ 1.2 lakh.

With her zeal and business acumen, she tasted success early and expanded her business by setting up her own saree store – Saree Wall. The shop houses a variety of sarees viz. like Muga silk, Mekla chadar and the like.

Starting from scratch, Shila is now a successful business woman owning her own saree shop and lends a supporting hand to her family. She has enough business to enable her to employ 4 people in the shop.

Location:
Bongaigaon, Assam

Lending Entity:
Bandhan Bank, Bongaigaon
branch, Bongaigaon district,
Assam

Business Activity:
Wholesaler of sarees

Loan Category:
Kishore

Amount Disbursed:
₹ 1.2 lakh



Name of Beneficiary:

Smt. Pushpa Babaji Bansode

Location:

Kharghar, Navi Mumbai

Lending Entity:

Bank of India, Kharghar,
Navi Mumbai

Business Activity:

Manufacturing of silver coated paper bowls and plates used for distribution of prasad in temples

Loan Category:

Kishor

Amount Disbursed:

₹ 3 lakh

Smt. Pushpa Babaji Bansode, aged 40 years, hailed from a humble lower middle class SC family. With a dream to establish herself as first generation entrepreneur, she sought to venture into the manufacture sector. She had observed that the demand for manufactured products was immense and with the support of a bank loan, she would be able to cater this demand.

Seeking funding, she visited the Bank of India branch near her home where the staff briefed her about the PMMY scheme.

Today she has a flourishing business of manufacturing silver quoted paper plates and bowls, which are used in temples for distributing Prasad. She has received a five-year contract from Om Sai Enterprises and Gruha Udyog, New Panvel for supplying her products to them.

Smt. Pushpa is now a confident entrepreneur and manages her business efficiently, with the help of two people she has employed. With the revenue she generates from her business, she supplements her family income. This contributes to a better standard of living.



Name of Beneficiary:
Smt. Pooja Papil Nandagawali

29 year old Smt. Pooja Papil Nandagawali is a DMLT diploma holder. Her father is a retired employee from the Government Primary Health Centre. Armed with her diploma, for a period of over three years, this girl from a lower middle class family, worked at various Pathological Labs in the city to gain experience. But her dream was to open her own Computerised Pathological Laboratory and serve the people in the rural areas.

One day, Pooja saw an advertisement in the newspapers which contained information on the Mudra Scheme. Her Bank of India branch at Khadakpada also displayed the details of the Mudra Scheme.

She applied for a loan of ₹ 6 lakh, which she used to set up Pooja Clinical Computerised Pathological Laboratory at Gove Gaon (Village), which is situated in the Bhiwandi Taluka of Maharashtra.

With her expertise and hard work, her profession grew steadily. The residents of Gove Gaon trusted her pathological services and she began to get good support and referrals from Doctors and Medical Professionals in her locality. This helped her to garner adequate income.

As the proud owner of M/s. Pooja Clinical Computerised Laboratory, she employs 4 people - a technician, a peon, a receptionist and a marketing person.

Location:
Navi Mumbai

Lending Entity:
Bank of India, Khadakpada
Branch, District Thane,
Maharashtra

Business Activity:
Clinical Computerised
Pathological Laboratory

Loan Category:
Tarun

Amount Disbursed:
₹ 6 lakh



Name of Beneficiary:
 Smt. Kiran Kumari

Location:
 Atwal Colony, Bokaro Steel
 City, Jharkhand

Lending Entity:
 Bank of India, B.S. City, Bokaro,
 Jharkhand

Business Activity:
 Toy shop

Loan Category:
 Kishor

Amount Disbursed:
 ₹ 2 lakh

Smt. Kiran Kumari lived in a little house at Atwal Colony, Sector-4, Bokaro Steel City in Jharkhand. Along with her husband, to try and make ends meet, she would sell toys as hawkers. Her family, comprising her husband, three young daughters and herself, were so poor that they would sometimes find it hard to manage two square meals a day. Yet they never lost hope.

One day, the officials of Bank of India, B.S. City branch were on a drive to assist needy families by promoting entrepreneurship. Smt. Kiran Kumari and her husband signed up for a loan of ₹ 2 lakh and put it good use; they set up a Toys and Gifts Shop which was stocked with all kinds of toys and gifts for children at City Center, Bokaro.

Her shop is running well today and she has started getting good returns from it. Along with a better income, she earned a good reputation in the market and has become a successful woman entrepreneur who employs three store assistants.



Name of Beneficiary:

Shri. Manish Jagdish Mhatre

Shri. Manish Mhatre ran a small tailoring business but always had great dreams of becoming a big entrepreneur someday.

Fortune smiled on his the day he saw a banner propagating the Pradhan Mantri Mudra Yojna at Bank of India's Juchandra Branch. He approached the branch for details and was ably guided by the bank staff regarding the scheme. He applied for and received a loan of ₹ 5 lakhs under the PMMY-KISHORE category. This assistance boosted his financial capacity and enabled him to install stitching machines and printing devices. With this equipment, he began to make attractive T-shirts for youth and various other sports wear. He was also able to increase his capacity to supply his products.

Now he receives orders for his products from various parts of Maharashtra, which he services to their extreme satisfaction. He has not only turned his fate around but also provides employment to 4 other youngsters at his unit.

Location:

Naigaon East, Tal Vasai,
District Palghar

Lending Entity:

Bank of India, Juchandra,
District Palghar, Maharashtra

Business Activity:

Sportswear manufacturing unit
with stitching machines and
printing devices

Loan Category:

Kishore

Amount Disbursed:

₹ 5 lakh



Name of Beneficiary:
 Shri. Robert Roche

Location:
 Palvem, Chinchinim,
 South Goa

Lending Entity:
 Bank of India, Chinchinim,
 District: South Goa

Business Activity:
 Making and selling bakery
 items such as patties,
 chips etc.

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 50,000

Shri. Robert Roche, a resident of Palvem, Chinchinim, South Goa, had a small business which involved making and selling bakery items. He used to make these items at his home, on small scale, and sold them to local customers in the Chinchinim market area on a daily basis.

When the Pradhan Mantri Mudra Yojana Scheme was announced, he heard about it from his friends and came to the Bank of India Chinchinim Branch, which he is a patron of, to make enquiries. He had a very modest request of a loan of ₹ 50,000, which would enable him to start manufacturing his bakery products in a more professional way. The branch officials saw potential in this sincere and hard-working man and sanctioned the loan under the Mudra Shishu Yojana. He utilized the loan to purchase a professional oven and other bakery related equipment, which would help in enhancing his business.

In the time span of a little over a year, his sales had increased to ₹ 2,500 to ₹ 3,000 per day and his net income per month grew to ₹ 30,000- 40,000. Now, Shri. Robert Roche has employed 5-6 people to help in his business and rented a shop in the heart of Chinchinim market. His sales are all set to increase still further.

He admits that he never dreamt that all this was possible; it all happened simply due to the finance made available to him by Bank of India, Chinchinim branch under MUDRA Scheme, without collateral security.



Name of Beneficiary:

Shri. Timotio M. Mascarenhas

Shri. Timotio M. Mascarenhas, a resident of Ambelim village, has been in the business of fabrication of various items, including grills, etc. He had procured the necessary equipment, such as welding and fabrication machines. The business was running well until he had an accident due to which, he injured his leg. This injury rendered him unable to run his business.

Two years later, in 2016, he decided to restart the business. However, he needed working capital. Fortunately, he heard about the Pradhan Mantri Mudra Yojana through an active campaign of the scheme by the Bank of India the Velim Branch in South Goa.

As he was an existing customer, he approached the bank for finance. He was sanctioned a working capital limit of ₹ 50,000 and began his business once more and could earn a good living in addition to sustaining the jobs of his 2 existing labourers. In addition, he has been able to provide employment to 4 more labourers and indirect employment to other people.

Location:

Ambelim, Saclete, Goa

Lending Entity:

Bank of India, Velim Branch,
South Goa District

Business Activity:

Metal fabrication

Loan Category:

Shishu

Amount Disbursed:

₹ 50,000



Name of Beneficiary:
 Shri. Abdul Kareem Sabbeeraali

Location:
 Valpoi, Sattari, Goa

Lending Entity:
 Bank of India, Valpoi Branch,
 District: North Goa, Goa

Business Activity:
 Manufacture of cements
 blocks and other cement
 products

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 3 lakh

Shri. Abdul Kareem Sabbeeraali is resident of Valpoi, Sattari, Goa, who has been in the business of making and selling of all types of cement blocks and other cement products for the past 10 years. His company, named M/s. Sajida Cement Products, clocks a monthly sales turnover of ₹ 40,000 and he is left with an income of around ₹ 15,000. Initially, his business was confined to the local market of Valpoi but he wanted to expand to other parts of Goa.

He visited the Valpoi branch of Bank of India and enquired about a loan for the expansion of his business. He explained that he would have to purchase additional stocks of cement bags to make and sell additional cement blocks and other cement products, since he wanted to expand his supply to other parts of Goa.

The employees at the bank explained him the benefits of the Mudra scheme, with special emphasis on the "Loan without Collateral Security or Guarantor" advantages.

He applied for a loan of ₹ 3 lakh. The bank branch assessed his proposal and was satisfied with his revenue and income projections and sanctioned the loan under the Mudra Scheme – Kishore category.

With the additional funds, Shri. Abdul Kareem Sabbeeraali was able to open another workshop where cement bricks and other cement products could be made.

At present, his business holds stocks valued at ₹ 5 lakh. His monthly sales amount to ₹ 80,000 and his average monthly income is around ₹ 30,000. The timely finance, made available under the Mudra Scheme, helped Mr. Abdul Kareem Sabbeeraali to expand his business and increase his income. It also enabled him to employ about 8 labourers for his business.



Name of Beneficiary:
Smt. Gita Anil Chaudhary

Smt. Gita Chaudhary, aged 33 years, and her husband Shri. Anil Chaudhary hail from the state of Bihar. Shri. Anil Choudhary and his family have been staying in Mumbai since 1993 and moved to Boisar in 2010 in pursuit of a livelihood. Smt. Gita Chaudhary completed certified training in different aspects of tailoring.

Armed with these certificates, she hoped to start a small tailoring institute to empower other low income group women in the area. She observed that women around her locality, if trained in tailoring, could work to bring in additional funds and supplement their family income. Moreover, many industries like Siyaram, Kamadgiri, etc., which manufactured readymade shirts and trousers, required people with experience in tailoring. To enable her to set up an institute where she could train women, she would require financial capital.

At that time, various hoardings for PMMY scheme were being put up in her locality. Seeing them, she approached the Boisar Branch of Bank of Baroda, in September 2015, for financial help and the head of the branch personally explained the scheme to her. To set up the unit, Smt. Gita Choudhary would require a total investment of ₹ 1,57,000. The bank helped her secure ₹ 1,17,000 through the Mudra scheme, while she contributed the remaining amount. She purchased 15 sewing machines and started the tailoring institute.

Today, she has 30 machines and teaches 40 women at the institute in two shifts. Undertaking this venture has not only providing her with a remunerative livelihood but has also empowered other poor women (40 women so far) to stand on their own feet and financially support their families.

Location:
Keshav Nagar,
Near Water tank, Boisar

Lending Entity:
Bank of Baroda, Boisar Branch,
Mumbai

Business Activity:
Tailoring classes

Loan Category:
Kishore

Amount Disbursed:
₹ 1.17 lakh



Name of Beneficiary:
 Smt. Vaishali Parikh

Location:
 Kranti Maidan Surya Nagar,
 Vikhroli West

Lending Entity:
 Bank of Baroda, Gandhi Road,
 Ahmedabad, Gujarat

Business Activity:
 Manufacturing of Bakery
 Products

Loan Category:
 Tarun

Amount Disbursed:
 Cash Credit of ₹ 2.00 lakh and
 a Term Loan of ₹ 7.68 lakh

Smt. Vaishali Parikh had garnered two years of experience manufacturing bakery products, like chocolate, bread, toast, puffs, cakes, pastries, etc., on an order basis. But she was eager to launch her own brand and expand her business. She was keen to deploy state-of-the-art technology while manufacturing these products. But the scale of business that she was planning would require a good amount of investment in machinery, as well as working capital.

She approached her bank - Bank of Baroda, Gandhi Road Branch, Ahmedabad – and presented her project and funding requirements to them. The Branch Manager apprised her of the Pradhan Mantri Mudra Yojana (PMMY) and advised her regarding the quantum of finance she could avail under the scheme.

She borrowed ₹ 7.68 for machinery and ₹ 2 lakh as working capital. With this, she started Bake House, her own bakery. Her dream come true was possible only due the PMMY scheme launched by our honourable Prime Minister.

Today, her bakery shop which has a staff of 5 people, is renowned in the locality.



Name of Beneficiary:

Smt. Munirabanu Shabbir Hussain Malek

Smt. Munirabano from Surat is a housewife. She belongs to a middle class family from a minority community. Because of her poor financial condition, she and her family faced very difficult times. Yet she held on to the dream of a better livelihood and shifted to Surat from their small town. To make ends meet, her husband opened a Pan shop while Smt. Munirabano started a tiffin service. But life was still difficult in the city.

She heard about the LMV Driving training under the 'Pink Auto Project' by the Surat Municipal Corporation and RSETI- Surat (BSVS). It was then that Smt. Munirabano decided that she would have to become more independent and earn more money for her family. She summoned all her confidence, plucked up her courage and applied for this training.

After getting proper training and practice in driving auto rickshaws at RSETI- Surat, Smt. Munirabanu availed a loan of ₹ 1,77,650 from the Bank of Baroda, Limbayat Branch under the PMMY scheme. She used the funds to purchase her own 'Pink Auto Rikshaw'. This was the start of a new chapter in her life. As a Female Auto Rickshaw owner and driver, she became an inspiration to other women and an example of 'Women Empowerment'.

She now earns ₹ 25,000 per month and is grateful to RSETI, Surat as well as Bank of Baroda and SMC, Surat for her success.

Location:

Shastri Chowk, Limbayat, Surat

Lending Entity:

Bank of Baroda, Limbayat, Surat

Business Activity:

Auto Rickshaw Driving

Loan Category:

Kishor

Amount Disbursed:

₹ 1,77,650



Name of Beneficiary:
 Shri. Ashok Kumar

Location:
 Tosham, Bhiwani

Lending Entity:
 Canara Bank, Tosham Branch,
 Bhiwani, Haryana

Business Activity:
 Carpentry and wood work
 manufacturing and sales

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 4.50 lakh

Shri. Ashok Kumar is a Skilled Carpenter who had worked for a furniture manufacturing firm for a period of 3 years.

He always wanted to start up a workshop of his own but due to financial constraints his family faced, he was not able to garner the fund needed for a business.

Fortunately for him, the Tosham Branch of Canara Bank which was near his home was aggressively conducting MUDRA Camps, through which they were informing people about the benefits of the Mudra scheme and its modalities. Until then, he was hesitant to approach a bank for assistance as he was unable to provide any collateral security. But after what he had heard at the Mudra camp, he went to the Canara Bank branch and requested the officials there to consider his proposal under the scheme. He received a loan of ₹ 4.5 lakh loan under the Mudra scheme.

With this capital, he started his own enterprise - Baba Mungipa Furniture House – which has met with great success. He earns a net amount of around ₹ 25,000 per month manufacturing and selling wooden furniture. He has even employed 3 people to help him at his unit.



Name of Beneficiary:

Shri. T R Sajeevan

Shri. Sanjeevan is a Graduate with a BE in Mechanical engineering. Immediately after completion of college he began working with TVS gears. However, he always wanted to startup his own unit and become a successful entrepreneur.

During a Mudra Camp, conducted in Chennai by Canara Bank, Shri. Sanjeevan heard about the scheme and applied for a loan, with which he would start up his own unit.

With the ₹ 10 lakh loan that was sanctioned to him, he started an enterprise - Montero Steels - which comprised a unit engaged in providing job work to Hinduja Foudaries. The latter would supply scrap steel to the unit, where it was cut and shaped as required. Then it was sent back to the supplier and remuneration was received.

The business quickly picked up and is now running very well. It delivers a turnover of around ₹ 5-7 lakh per month, leaving the promoter with a surplus income of around ₹ 1.5 after paying the 15 people who are on his pay roll.

Impressed with his work, Hinduja Foundaries has offered him one more contract at their plant at Sriperumpudur.

Location:

James Road, No.1 Shakepet,
Chennai

Lending Entity:

Canara Bank, Ambatur Branch,
Chennai, Tamil Nadu

Business Activity:

Job work to Hinduja Foudaries

Loan Category:

Term Loan

Amount Disbursed:

₹ 10 lakh



Name of Beneficiary:
 Shri. Shanmugha Priyan

Location:
 Talakulam, Madurai,
 Tamil Nadu

Lending Entity:
 Canara Bank, Tallakullam
 Branch, Madurai Dist,
 Tamil Nadu

Business Activity:
 Engaged in Cable TV Operating
 and Networking Services

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 5.98 lakh

Prior to launching his own enterprise, Shri. Shanmuga Priyan is a graduate who was working for a Network services company that dealt in Data Networking and Cable TV Operating Systems. While he felt confident that he had gathered the experience to run his own company, he was unable to garner adequate funds to start a business venture. He was also aware that he was unable to provide any collateral or guarantees that would enable him to secure a loan.

After hearing about the PMMY scheme, he has approached Canara Bank's Tallakulam Branch and requested a loan. Considering his knowledge in the area in which he wanted to set out a business, the branch manager sanctioned a collateral free loan to him under the Mudra Yojana.

Today Shri. Shanmuga Priyan runs a Cable Operating and Net Working Services business in the Tallakulam area. He provides Cable and Network connections to the households and corporate offices in and around the area and collects a monthly fee, in exchange. He is able to earn ₹ 25,000 per month, after meeting his loan repayment installment and other expenditure, including paying salaries to 3 people he has employed.



Name of Beneficiary:
 Shri. Shyam Kishore Sharma

From working as an employee in a shop repairing gas regulator parts to becoming a first generation entrepreneur of a unit manufacturing gas regulator parts; the success story of Shri. Shyam Kishore Sharma is inspiring.

Hailing from a poor family but a sincere worker, Shyam always aspired for a better life. He approached Canara Bank, Faridabad Branch for a loan to start his own venture. Considering his skills and knowledge, the Branch Manager sanctioned him a collateral free loan under MUDRA Yojna Scheme.

With the financial support, Shyam founded M/s Vishal Die Casting Engineering Works, a unit engaged in the manufacture of gas regulator parts. Driven by his expertise, he has become a regular supplier to firms manufacturing gas regulators and is earning around ₹ 25,000 per month. Additionally, he has now employed 5 persons at his unit.

Location:
 Faridabad, Haryana

Lending Entity:
 Canara Bank, Faridabad SME Branch, Karnal Dist, Haryana

Business Activity:
 Manufacturing Gas Regulators

Loan Category:
 Kishor

Amount Disbursed:
 ₹ 5 lakh



Name of Beneficiary:
 Shri. Pawan Kumar

Location:
 Tosham village, Karnal Dist,
 Haryana

Lending Entity:
 Canara Bank, Tosham Branch,
 Karnal Dist, Haryana

Business Activity:
 Trading in tractor parts

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 6 lakh

Educated yet unemployed, the future looked bleak for Shri. Pawan Kumar till he approached Canara Bank, Tosham Branch for a loan to start his own small business. Having detailed knowledge on tractors and other farm machinery he wanted to start up a Tractor parts trading unit. Recognising his capabilities, the bank agreed to advance Collateral free loan under MUDRA Yojna Scheme.

The monetary assistance extended gave birth to M/s Jamidar Tractor Parts in Tosham village. Serving the farming community in the neighbourhood, generating employment for 2 more persons and himself earning ₹ 25,000 -30,000 per month, Pawan has achieved respect and dignity through his trading enterprise.

Encouragement and a little bit of support can go a long way in turning things around. The story of Pawan, a successful entrepreneur, is a perfect example.



Name of Beneficiary:
 Shri. Haribabu

Shri. Haribabu, a B.E. Graduate, was working for a network company. After gaining good experience in the networking field, he thought of starting his own business. Through advertisements and MUDRA camps conducted by Canara Bank, he became aware of Pradhan Mantri Mudra Yojana. When he approached the Tiruttani Branch for collateral free loan, it was immediately sanctioned to him based on his educational qualification and field experience.

With the financial loan, Hari set up M/s Sri Venkateshwara Net. The unit is successfully providing cable and network connection to households and corporate offices in and around the area. Business is going on smoothly and he is earning profits of ₹ 30,000 monthly. Further, he has also generated employment for 3 more persons.

Mudra loans and Wifi connections have indeed enabled a seamless transition to a better future for Hari.

Location:
 Tiruttani town, Thiruvallur,
 Tamil Nadu

Lending Entity:
 Canara Bank, Tiruttani Branch,
 Thiruvallur, Tamil Nadu

Business Activity:
 Networking services

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 10 lakh



Name of Beneficiary:

Shri. Radheshyam Chimantbhai Padhiyar

Location:

Opp. Agas Ashram Main Gate,
Anand

Lending Entity:

Dena Bank, Sandesar, Anand,
Gujarat

Business Activity:

Cycle repair shop

Loan Category:

Kishore

Amount Disbursed:

₹ 1 lakh

Radheshyam, a 10 standard pass, was working in a cycle repair shop in Anand. His fondness for the work nurtured in him a dream to open his own cycle repair shop. However, financial crunch posed an obstacle. While his father gave him some money for making the shop cabin, he was still short of funds needed for the purchase of cycle parts and other equipment. He approached Dena Bank, Sandesar once he learnt about the MUDRA Yojana from TV channels. The bank branch readily sanctioned him a loan for setting up his own unit.

Today, Radheshyam is successfully running his own small business. He purchases cycle parts from wholesale dealers and assembles and sells new cycles in Agas and nearby villages. He also undertakes repairing of cycles. He is generating a good income from his venture as well as providing 2 more people an opportunity to earn their livelihood.

No brakes on dreams. Under the aegis of PMMY Yojana, many such enterprising Radheshyams are now independent, happy riders.



Name of Beneficiary:
Shri. Ashok Amrut Machhi

Shri. Ashok Amrutbhai Machhi, a trained Lathe Machine Operator, used to work in nearby Industrial area on temporary basis in various factories. Despite his best efforts, his earnings were not sufficient to meet his family expenses. Keen on improving his quality of life and using his skills effectively, he started saving money to open his own workshop. At the same time, through an awareness meeting conducted by Dena Bank, he learnt about the MUDRA Scheme. He approached the bank for a loan to purchase machineries as his savings were inadequate. His own workshop finally saw the light of day.

Ashok is now working as a third party contractor on item basis for nearby companies. Small works are assigned to him, which enables him to earn a good income. In his extra time, he also does self-generated work.

Autonomous work, an opportunity to use his skills in the best possible way and a better life for his family was what Ashok yearned for. Through the PMMY loan, he has been able to engineer his dreams successfully. At the same time, he is also providing gainful employment to his brother and four more people from his village.

Location:
Khattalwada, Umbergaon,
Valsad, Gujarat

Lending Entity:
Dena Bank, Khattalwada,
Valsad, Gujarat

Business Activity:
Engineering Workshop

Loan Category:
Kishore

Amount Disbursed:
₹ 2.75 lakh

Name of Beneficiary:

Shri. Dilip Pandurang Magdum and
Smt. Suvarna Dilip Magdum



Location:

Hagawane Nagar,
Wadgaon B.K., Pune

Lending Entity:

Dena Bank, Pune, Maharashtra

Business Activity:

Trading of hosiery and
undergarments

Loan Category:

Kishore

Amount Disbursed:

₹ 1 lakh

Dilip, hailing from a small village, had come to Pune in search of employment. Initially, he did odd jobs and even drove a tempo for transporting goods; however, he could not earn much. At the same time, his wife started from home a small business of selling hosiery and undergarments for women and children. Her business picked up and enthused by this, they thought of expanding the business. Awareness of MUDRA loan from a banner displayed in Dena Bank Baner Branch gave them hope. When approached, the branch sanctioned them a loan of ₹ 1 lakh.

With the loan, Dilip expanded the business and today, along with his wife, successfully runs his own shop. Their income has catapulted to more than ₹ 50,000 per month in a short span of just two and half years. The business also provides employment to two more persons.

Humble beginnings should not stop people from weaving big dreams. With self-determination and little bit of financial support, dreams can be translated into reality, as seen in the case of Dilip and his wife.



Name of Beneficiary:
 Shri. Duni Chand

Shri. Duni Chand was working as a waiter and later as a chef in various hotels in Manali. After gathering an experience of around three years in the food sector, being a young and dynamic person he wanted to start something of his own.

He approached the nearby bank for financial support to open his own food joint. The bank officials advised him to locate a suitable place where he could set up his own shop and serve items which were not readily available in neighbouring shops. Following their recommendations, Duni shortlisted a place near Mahindra & Mahindra showroom in Lunapani and decided to serve chicken items along with other fast food items. He also inquired from the market about the equipment and furniture which were required to set up the food joint. The branch officials helped him in preparing the project report and in obtaining GST number and Udhog Aadhar Number. Thereafter, the bank financed him a composite loan of ₹ 5 lakh for giving shape to his business.

Duni's fast food joint is up and running. The demand for his products is good and business is generating considerable income. He remains grateful to the bank for guiding him to avail the loan under MUDRA Scheme, which has made him financially independent.

Location:
 Lunapani, Himachal Pradesh

Lending Entity:
 Punjab National Bank, Ner
 Chowk, Mandi, Himachal
 Pradesh

Business Activity:
 Fast food joint

Loan Category:
 Kishor

Amount Disbursed:
 ₹ 5 lakh



Name of Beneficiary:
Shri. Umesh Kansal

<p>Location: Bawana DSIDC Industrial area, Delhi</p>
<p>Lending Entity: Punjab National Bank, Prashant Vihar Branch, Delhi</p>
<p>Business Activity: Manufacturer and trader of diagnostic kits i.e, Pregnancy card and Malaria card, etc.</p>
<p>Loan Category: Tarun</p>
<p>Amount Disbursed: ₹ 10 lakh</p>

Engaged in marketing of diagnostic kits, promoter Shri. Umesh Kansal always dreamt of graduating his proprietorship concern to undertake manufacturing activities as well. Despite adequate experience in the field, he was unable to proceed for the lack of financing. Desperate and not intending to approach relatives, he was in a dilemma.

But destiny had other plans. One day he saw an advertisement of MUDRA Scheme in the bank and immediately approached the Branch Head to learn more. The bank helped him avail a MUDRA loan of ₹ 10 lakhs in a record time of five days, which he effectively utilised for setting-up a manufacturing unit.

The unit is likely to commence operations from April, 2018. He is optimistic of achieving a turnover of ₹ 90 lakhs in the very first year and intends to employ eight people in it.



Name of Beneficiary:
Smt. Dalimi Rabha

Smt. Dalimi Rabha hails from a remote village in Kamrup district. Interested in tailoring and fashion designing since childhood, she struggled to materialise her dream given her poor family background. Determined, she made good of the limited opportunity in the region by initiating a tiny business from a single room in her home.

The challenge did not end here. She soon realised the need of having skilled manpower. She thought of providing skill training in tailoring and designing, which eventually would generate employment opportunities for youths as well. A fantastic idea, but she was short of fund.

She approached the SBI's Boko branch for assistance and was sanctioned a Cash Credit limit of ₹ 2 lakhs. She finally opened her skill school 'Baba Siba Sankar Silai School'.

Today, she is a successful region icon. With her pioneering initiative, she has created employment opportunities for many while directly employing 10 other women, thereby improving their lives.

Her success has been recognized by Government of India. She was awarded a sum of ₹ 3 lakhs by the Hon'ble Finance Minister in a function at New Delhi on April 2016 for her contribution.

Location:
Boko village, Kamrup district

Lending Entity:
State Bank of India (SBI),
Boko Branch

Business Activity:
Tailoring and fashion design
school

Loan Category:
Kishor

Amount Disbursed:
₹ 2 lakh



Name of Beneficiary:
 Shri. Dhaneswar Patangia

Location:
 Ghatuwa village, P.O. Tezpur,
 Dist. Sonitpur, Assam

Lending Entity:
 State Bank of India,
 Mission Chariali Branch

Business Activity:
 Ambulance Service

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 6 lakh

Dhaneswar used to be a daily wage driver earning somewhere around ₹ 4,000 - ₹ 5,000 per month. His income was not regular and insufficient to meet his family needs.

As fate would have it, he once happened to meet Mr. D. Chakravarty, Tezpur RBO's Credit Manager, from whom he learnt about the MUDRA scheme. Without wasting any time he applied for the loan. His loan for ₹ 6 lakhs for doing Ambulance business got approved by Mission Chariali Branch. Further, he was also financially helped by his landlord Mr. H. K. Borah for depositing the margin money of ₹ 2 lakhs with the bank to get the loan.

Dhaneswar is now a happy man. With his honesty and good behaviour he is successfully operating his ambulance service business. He nets a minimum monthly income of ₹ 30,000 and is able to take care of his parents and family.

Today, Dhaneswar not only maintains a good financial discipline towards his loan account, he is also repaying his landlord in lump sum on a monthly basis.



Name of Beneficiary:
 Smt. Harpal Kaur

Smt. Harpal Kaur got married into the village Uddat Bhagat Ram. The financial condition of her family was not good.

Unperturbed by the situation, she decided to take charge and financially support her family. She decided to open a beauty parlour, for which she took a beauty parlour training from Rampura Phool for an entire year.

Finally, she approached the SBI's Kot Dharmu branch seeking financial assistance under the Pradhan Mantri Mudra Yojana and was granted a MUDRA loan of ₹ 3 lakhs. With this money she opened her beauty parlour.

She is now successfully running the beauty parlour and earning good income. She is proud of supporting her family.

Location:
 Uddat Bhagat Ram village,
 Kot Dharmu, Mansa, Punjab

Lending Entity:
 State Bank of India,
 Kot Dharmu

Business Activity:
 Beauty parlour

Loan Category:
 Kishor

Amount Disbursed:
 ₹ 3 lakh



Name of Beneficiary:
 Shri. Kyrdaland Lyngdoh

Location:
 Mawngap Rim, Shillong

Lending Entity:
 State Bank of India (SBI),
 LPC Shillong

Business Activity:
 Hiring of Sound System

Loan Category:
 Kishor

Amount Disbursed:
 ₹ 4.84 lakh

Kyrdaland Lyngdoh used to work as a helper for others' sound system units. He had no social recognition and was running low on confidence.

One day he heard of the MUDRA loan under the Pradhan Mantri Mudra Yojana and decided to take his chance. His loan application for ₹ 4.84 lakhs got approved by the SBI's Mawngap Branch.

Overjoyed he purchased Sound System and commenced the business of hiring them. His confidence and self-motivation reached a new high. He engaged three people and was making an average monthly profit of ₹ 35,000 on a turnover of ₹ 700,000.

Within less than a year's time, Kyrdaland was a changed man. He is working hard and has achieved a good social status.



Name of Beneficiary:
 Shri. Prabhat Khurana

34 year old Prabhat Khurana is the son of an electrician. Driven by tough financial conditions, he had to drop his education after the 9th standard. To make ends meet he followed his father's footsteps and started working at an electrician shop. He did lighting work at marriage functions.

In 2005, he ventured into the business of selling electrical appliances and electrical goods. Sadly due to lack of funds the business did not survive and he had to close down.

However, on one fateful day as he was listening to Hon'ble Prime Minister's "Mann Ki Baat" on radio, he came across the Pradhan Mantri Mudra Yojana (PMMY) Scheme. He was excited and visited SBI's ADB Rudrapur branch to get more details about the scheme.

Prabhat got sanctioned a Working Capital Limit of ₹ 9.50 Lakhs under PMMY Scheme. He once again ventured the electrical appliances and this time with success. His shop now sales electrical appliances like electrical fan, motor, led light, electrical wire, switch, pvc pipe, etc. of branded companies.

He has achieved a sales turnover of ₹ 50 lakhs up to February 2018 employing five people. His fellow competitors appreciate his hard work and business growth. He is happy to turnaround destiny.

Location:

ADB Rudrapur, Udham Singh
 Nagar, Uttrakhand

Lending Entity:

State Bank of India,
 ADB Rudrapur

Business Activity:

Trading of Electrical Appliances
 and Electrical Goods

Loan Category:

Tarun

Amount Disbursed:

₹ 9.50 lakh



Name of Beneficiary:
 Shri. Rajendra Singh

Location:
 Dehradun, Uttarakhand

Lending Entity:
 State Bank of India, Defence
 Colony Branch

Business Activity:
 Manufacturing brooms

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 5 lakh

Rajendra Singh is ex-army personnel. In a bid to gainfully employ the locals in the community, he decided to try his hands with his broom manufacturing entrepreneurial venture.

He needed capital to materialise this vision. He was made aware of the MUDRA loan scheme by the SBI Mudra camp through which his loan for ₹ 5 lakhs got sanctioned.

In May 2016, he commenced his business. He gets raw material from Shillong and Meghalaya to Dehradun where the brooms are manufactured and supplied to retailers.

Within a year of operation, his business was generating sales of ₹ 10.51 lakhs and employing six people. He expects his business sales to increase to ₹ 25 lakhs in FY17-18.



Name of Beneficiary:
Shri. Gajender Mahto

Gajender used to operate a small scale garments business under the name M/s Menka Garments from his relative's shop.

Having been in the business for quite a while and learning its nuances, he focused on expanding his business by setting-up his own independent unit. But he was short capital.

Exploring various alternatives, he finally got acquainted of MUDRA loan scheme from the Syndicate Bank's help desk. He opted for it and was granted a loan of ₹ 10 lakhs.

He is extremely happy to have established his own garments shop. His business is running successfully and provides employment to 25 people.

Location:

Village Old Seelampur, Delhi

Lending Entity:

Syndicate Bank, Gandhi Nagar Branch, East Delhi District, NCT

Business Activity:

Kids wear manufacturing

Loan Category:

Tarun

Amount Disbursed:

₹ 10 lakh



Name of Beneficiary:
 Mrs. Nisha Bajaj

Location:
 Sector 7, Rohini, Delhi

Lending Entity:
 Syndicate Bank, Pitam Pura
 Branch, Delhi Dist, NCT

Business Activity:
 Freelance videography

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 50,000

Nisha, a videographer, used to work in others' shop until she decided to set-up her own business. She came across MUDRA Yojana from a newspaper advertisement and applied for it. She was sanctioned ₹ 50,000 loan with which was able to establish her videography business.

Nisha now provides videography services at various functions and marriages. She has also employed three persons for the same.

She is proud of her entrepreneurial venture and earns nearly ₹ 20,000 - ₹ 25,000 per month. She now happily supports her husband in meeting household expenditure.



Name of Beneficiary:
Smt. Kunhibi K

In Lakshadweep capital city of Kavaratti, Smt. Kunhibi owned a small grocery store. From this little outlet, she sold all types of grocery items, stationery products and other daily necessities such as fruits and vegetables.

After three years of successfully running the store, she felt confident that she would be able to expand her business. Although scarcity of funds proved to be an obstacle to this ambition, providence smiled on her. The Kavaratti Branch of Syndicate Bank was widely publicising the MUDRA scheme and she learned about the scope and eligibility of the Pradhan Mantri Mudra Yojana.

She approached the Bank who promptly helped here in availing of ₹ 5 lakh MUDRA loan which she put it to good use to expand her business.

Today, she is proud of her thriving business and has, in fact, even had two employees to help her with it.

Location:

Kavaratti, Lakshadweep

Lending Entity:

Syndicate Bank, Kavaratti
Branch, Lakshadweep

Business Activity:

General Store

Loan Category:

Kishor

Amount Disbursed:

₹ 5 lakh



Name of Beneficiary:
 Smt. Basanti Devi

Location:
 Po-Kakori, Village-Kanar,
 Dist-Malihabad

Lending Entity:
 Syndicate Bank, Malihabad
 Branch, Lucknow Dist,
 Uttar Pradesh

Business Activity:
 Restaurant and Tiffin Service

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 10 lakh

Smt. Basanti Devi is a small farmer in the little village of Kanar in Malihabad district, who was also in the business of selling cow's milk. Summoning her entrepreneurial spirit, she set up a food stall by the side of the road.

While she sat there serving her customers with delectable delights, she always dreamed of setting up a modern restaurant and running it with a full service staff. She could see the potential for her dream to become a reality but was not sure how to make progress without an adequate flow of funds to back her up.

Then one day, she heard about the Pradhan Mantri Mudra Yojana and MUDRA loan facilities from an employee of the Malihabad branch of Syndicate Bank. She applied for the working capital facility under the MUDRA Tarun category.

Now she is the proud owner of Ganga Kewal AC Restaurant, which also offers its hall facilities for functions. Her greatest pride is that she has a full service staff of 10 people for the restaurant on her pay-roll.



Name of Beneficiary:

Shri. Nikhil Tyagi
(owner of Balaji Electrical and Traders)

Shri. Nikhil Tyagi is the industrious and enterprising owner of a fan manufacturing unit - Shri. Balaji Electricals and Traders. From his shop at VPO Morta, near the New Shiva Mandir on MTR Road in Ghaziabad, he manufactures a range of fans, including ceiling fans, exhaust fans, pedestal fans etc.

To expand his business, which had always been his mission, he would need access to more funds. However, in his business, keeping his material suppliers happy by making payments on time and giving clients some credit to encourage their patronage, usually tends to block any surplus funds that an entrepreneur may garner from the natural course of business. So until he had access to additional funds, growing his enterprise would be difficult.

Then, one day, he heard about the MUDRA Yojana from the staff at the Govindapuram branch of Syndicate Bank. They explained to him the benefits and qualifying criteria soon he had applied for a line of credit of ₹ 5 lakh.

Today, with his team of 30 employees and access to the necessary capital, steady business expansion is eminently visible. He is satisfied that he can tap the budding opportunities that emerge in the market for his products.

Location:

MRT Road, Ghaziabad

Lending Entity:

Syndicate Bank, Govindapuram
Colony Branch, Ghaziabad
Dist, Uttar Pradesh

Business Activity:

Manufacturer of different
types of fans

Loan Category:

Tarun

Amount Disbursed:

₹ 5 lakh

Name of Beneficiary:

Shri. Rajat Mittal
 (proprietor of Shreeji Enterprises)



Location:

Pilkhuwa, Ghaziabad

Lending Entity:

Syndicate Bank, Pilkhuwa
 Branch, Hapur Dist, Uttar
 Pradesh

Business Activity:

Trading of bed sheets and
 pillow covers

Loan Category:

Tarun

Amount Disbursed:

₹ 10 lakh

From an early age, Shri. Rajat Mittal helped his parents in their business venture. While he was happy to be of service to them, in his heart, he always yearned to prove himself by venturing out and setting up a business on his own.

He had plenty of ideas and followed them to their logical progression. But every time, he came to the same conclusion; without a minimum amount of capital, he would not be able to launch himself into a business of his dreams.

As if his prayers were answered, one day while he visited the Pilkhuwa Branch of Syndicate Bank, he met one of its most reputed customers. This highly respected man advised him to consider a MUDRA loan. Seizing the opportunity, he took a loan of ₹ 10 lakh under the Tarun category and after that, there was no turning back. He has successfully started his own unit which trades in bedsheets and pillow cases with a dedicated staff of 4 employees.



Name of Beneficiary:

Smt. Sunita Rani

Smt. Sunita Rani ran a small enterprise in Goraya, Punjab, which was made artificial flowers. As she had to manage with very little funds, the business could not grow and did not give much return either. She yearned to have a larger business but funds were her biggest constraint.

One day, an officer from the nearby HDFC branch told her about the Pradhan Mantri Mudra Yojana (PMMY). He explained to her that she would be able to access a loan without putting up any collateral. Filled with hope she applied for and availed credit support from the bank.

With the finance she received she started a garment business. She purchases different varieties of cloth for her business and was able to ramp up her production considerably. Now that her business is up and running, she is able to stand on her own feet and contribute to her family income.

Location:

Gobindpura, Goraya, Punjab

Lending Entity:

HDFC Bank, Goraya, Punjab

Business Activity:

Garments and artificial flowers businesses

Loan Category:

Shishu

Amount Disbursed:

₹ 20,161



Name of Beneficiary:
 Smt. Pushpa Paliwal

Location:
 Aryanagarsonipat, Sonipat,
 Haryana

Lending Entity:
 HDFC Bank, Sonapat, Haryana

Business Activity:
 Cosmetics shop

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 30,201

To help her family financially, Smt. Pushpa Paliwal used to take up tailoring assignments for her neighbours in Sonapat, Haryana. Although this work enabled her to earn some money, it was insufficient to contribute significantly to meeting her family's basic needs.

She was always on the lookout for an opportunity that would help her progress professionally and financially. The chance presented itself when an officer of HDFC bank told her about the option to avail a collateral free loan under the Pradhan Mantri Mudra Yojana (PMMY) scheme.

She promptly applied for a small loan, which was sanctioned based on her proposal. With the credit support she received, she set up a cosmetics shop in her neighbourhood. This activity has now given her a regular source of income and she is able to fulfil the immediate requirement of her family with ease.



Name of Beneficiary:
 Shri. Anta Mohammad

Shri. Anta Mohammad lives in the village of Noore Ki Bhurj in Tehsil-Phalodi, Jodhpur. Part of a family of 6 members, he used to work as an agriculture farmer and also undertook job works at other agriculture fields.

Due to the unpredictability of their agricultural produce, as the fields were rainwater fed, the family always faced financial difficulties and lived a hand to mouth existence.

While speaking with a tractor dealer, he learnt about the PMMY scheme, which completely changed his life. He confirmed the scheme details with an officer from the Phalodi branch of ICICI Bank. Then he set about arranging for the margin money and once ready, he applied for a loan.

With the tractor he purchased, he has started undertaking job works at Solar Power Plants at Bhadla which involved logistics for equipment used in Solar panels. With that he earns ₹ 1,500-2,000 per day, which enables his family to live a much better life. In fact, they were able to construct a new house with his income. Most importantly, he is now full of hope and confidence as he considers himself an entrepreneur.

Location:

Baap, Phalodi, Jodhpur,
 Rajasthan

Lending Entity:

ICICI Bank, Phalodi, Jodhpur,
 Rajasthan

Business Activity:

Agriculture farmer

Loan Category:

Farm equipment

Amount Disbursed:

₹ 3.79 lakh



Name of Beneficiary:
 Smt. Mufida Bano

Mufida Bano, wife of Mr. Ali Ahmad, is a resident of Pahadiya village in Chandauli region. Her in-laws hailing from a humble family were financially challenged. She decided to overcome her financial troubles by starting a saree handloom and weaving business.

She came to know about the Pradhan Mantri Mudra Yojana through a center meet conducted by Cashpor's staff. Interested, she opted for MUDRA loan and was granted a sum of ₹ 50,000.

With this money Mufida opened a saree handloom and weaving shop and with the help of family members is running it successfully. She is earning around ₹ 6,000 every month.

Since then there was no looking back for Mufida. Her financial condition improved and she was able to build her house and get all amenities. She also has an NPS account.

Mufida works with six members of her family and plans to further expand the business.

Location:

Virabhadra nagar, Hoskerhalli,
Bangalore

Lending Entity:

Cashpor Micro Credit,
Chaubeypur2, Varanasi,
Uttar Pradesh

Business Activity:

Saree handloom and weaving

Loan Category:

Shishu

Amount Disbursed:

₹ 50,000



Name of Beneficiary:
Smt. Baby Chakraborty

Smt. Baby Chakraborty was never satisfied with merely doing her daily household chores. She knew life was meant to be much more than that for her. Since 2011, she tried her hand at a range of small-time projects until she finally hit the bull's eye with her canteen and catering business.

Being a social person, she attended meetings of various types and at one of these, she heard about the PMMY scheme at the Bandhan Bank group meeting.

She immediately got down to completing the paperwork and received financial assistance from Bandhan Bank. With that, she set up her catering and canteen services beside her residence. People flock in daily to sample her delicious food which is available at a reasonable price. From breakfast in the morning till dinner at night, she has kept the menu filled with choices. The canteen also accepts catering orders on a regular basis for birthdays, anniversaries, weddings, parties, etc. Her enterprise gradually flourished and gained a good reputation in her neighbourhood. With her fast growing income, she supports her family, pays for her son's education and manages her tough job with ease. She has even employed 11 - 12 staff to run her canteen effectively and is looking to hire more.

Location:
Subhas Uddyan, Budge

Lending Entity:
Bandhan Bank, Budge Budge,
Parganas district, West Bengal

Business Activity:
Catering & canteen services

Loan Category:
Kishore

Amount Disbursed:
₹ 1 lakh



Name of Beneficiary:
 Smt. Jharna Dey

Location:
 Rabindra Nagar village, North
 24 Parganas, West Bengal

Lending Entity:
 Bandhan Bank, Dumdum,
 North 24 Parganas district

Business Activity:
 Manufacturing of electric
 boards & electric extension
 cords

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 1 lakh

Smt. Jharna Dey's husband was a well-known electrician and the sole bread winner in the family. Due to his erratic income and increasing family responsibility, the financial situation became tougher each passing day. One day, Jharna suggested to her husband that they should start their own business to overcome this financial crunch. She heard about the PMMY scheme at a group meeting of Bandhan Bank and immediately discussed the details with her husband.

With small financial support in the form of loans and investing their life long savings, they started manufacturing electric boards and extension cords. Jharna, a fast learner and a smart lady, quickly picked up the work from her husband and started manufacturing the products at home. With time and dedication, today, the Dey family has overcome the critical situation. So much so that the education of their children is also secure. The couple has also purchased a TOTO (commercial e-cycle) for extra source of income. Today, Smt Jharna Dey no longer works along from her home; she has employed 5 people to help her in her business.



Name of Beneficiary:
Smt. Putul Karmakar

Smt. Putul Karmakar is a well-known Dokra Artisan in Bankura district today. But years back, the picture was quite different. She always wanted to mould her own Dokra frames; it was something she had learnt in her childhood days and enjoyed very much. This activity would also give her an opportunity to showcase her talent. But financial conditions always kept her back.

However, she did not let her skill die and sought monetary help from the local moneylenders. She tried her best to generate profits but the usurious rates charged by moneylenders dragged her down. It was then that she heard about Bandhan Bank and its various loan sizes at a group meeting in her locality.

She seized the opportunity and took a loan of ₹ 1 lakh. This gave her confidence and her talent shone with time. Soon she tasted success. Today her innovative products are sold in almost every market in Bankura. She now stands tall in her family, supporting everyone with her steady income. She also enjoys the occasional opportunity to exhibit her unique products in the local fairs/stalls.

Location:

Shilpodanga, P.O.- Keshiakole,
Dist- Bankura

Lending Entity:

Bandhan Bank

Business Activity:

Dokra Artisan, Asansol branch,
Bankura District, West Bengal

Loan Category:

Kishore

Amount Disbursed:

₹ 1 lakh



Name of Beneficiary:

Smt. Rituparna Mondal Debnath

Location:

Gosaba Market, South 24
Paraganas, West Bengal

Lending Entity:

Bandhan Bank, Gosaba branch,
Canning district, West Bengal

Business Activity:

Restaurant

Loan Category:

Kishore

Amount Disbursed:

₹ 1.5 lakh

Smt. Rituparna Mondal Debnath needed money to support her family and felt really helpless. She wished to start a business of her own. But for that she needed financial support and a good plan. She tried to get monetary help, but to no avail. She was very determined and did not quit.

She learnt about Bandhan Bank from her relatives and friends who had attended the group meetings organized by the bank. She took a bold step, availed a loan and opened a small eatery with bamboo fencing and a tin roof. Slowly, she expanded her business and now owns her own restaurant called 'Malati Hotel' in the Gosaba market area. She has also taken a soft-drink distributorship and built the 2nd floor of the restaurant.

Starting with just a dream of running a business, but with hard work and perseverance, she made her business grow and is now an established entrepreneur who employs 7 people in her restaurant.



Name of Beneficiary:
Shri. Ajay Kumar

Before he opened his own salon, Shri. Ajay Kumar worked out of a very small shop in Reasi, where he gave haircuts to customers. His daily sales were very low since he was unable to maintain stocks of a large variety of beauty products. Then one day he learned about the Mudra scheme announced by our honourable Prime Minister on the Radio. He approached J&K Bank, Reasi for financial assistance to expand his existing business. The bank found the idea of establishing Brideway Saloon Store (Unisex) at Reasi viable, since no other unit of Bridal Makeovers existed nearby. It is pertinent to mention that Reasi is surrounded by many villages and the main business activity is concentrated at Reasi.

Once Shri. Ajay Kumar received financial help he expanded his existing business. Now, he maintains a good stock of beauty products in his store. His daily sales have increased. His wife has joined him and helps him in running the shop during festivals and the marriage season. He is a happy man now. He is very thankful to the honourable Prime Minister for launching such a good scheme and to J&k Bank, Reasi, as well, for the hassle free disbursement of his loan under the Mudra Scheme. He has employed one person (besides his wife) in his shop.

Location:

Reasi, Jammu & Kashmir

Lending Entity:

J&K Bank, Reasi District,
Jammu & Kashmir

Business Activity:

Salon

Loan Category:

Kishore

Amount Disbursed:

₹ 1.5 lakh



Name of Beneficiary:
 Shri. Shankar Lal Yadav

Location:
 Kotputli, Jaipur, Rajasthan

Lending Entity:
 AU Small Finance Bank,
 Paota branch, Jaipur, Rajasthan

Business Activity:
 Conveyance services to school
 children

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 5 lakh

Father to a crippled elder son, Shri. Shankar Lal Yadav, had to manage his household and his job side-by-side as his son is not able to speak or move and the doctors had given up on him. Employed with Ultratech and drawing a meagre salary of ₹ 8,000 to ₹ 10,000 per month, he was unable to meet the daily household expenses, educational expenses of two sons and medical expenses of his eldest son. To earn a better income, he decided to leave his job of working on drilling machines. He decided to buy his own vehicle instead, as he knew how to drive. His entrepreneurial mind identified an opportunity in buying a School Bus.

He approached AU Financiers (now AU small Finance Bank) for the loan and they offered him a hassle-free loan under the PMMY scheme. Within a week, he was driving around 30 students' to-and-fro in a day. In his free time, he also took local travel bookings. In less than a year, he has raised his earnings from ₹ 10,000 per month to over ₹ 25,000 per month. He is now planning to buy more such pick-up vehicles and will be able to generate further business and employment.



Name of Beneficiary:
 Smt. RJ Sulochana

Smt. Sulochana is a graduate, who was always interested in designing interior furnishings. She wanted to convert her hobby into a business but due to lack of availability of funds, she could not invest her own capital and start a business. Instead, she was working for a designing boutique.

As if in answer to her prayers, the Tirupathi Jeeva Kona Branch of Canara Bank held a Mudra Camp through which it explained to people about the PMMY Scheme.

She applied for a loan at the branch and started up an enterprise in the name of M/s SJ Curtain Designer. This unit, which qualifies as a Micro Manufacturing Unit, was engaged in designing curtains and furnishings.

Her business is doing very well and after paying her staff of 5 people their salaries, she is left with an income of ₹ 35,000 to 40,000 per month.

Location:

Jeeva Kona Rd, Chittoor,
 Tirupati

Lending Entity:

Canara Bank, Tirupathi Jeeva
 Kona Branch, Chittor Dist,
 Andhra Pradesh

Business Activity:

Engaged in Furnishing /
 Designing

Loan Category:

Tarun

Amount Disbursed:

₹ 7.5 lakh



Name of Beneficiary:
 Shri. NSK Subhani

Location:
 Vijayawada

Lending Entity:
 Canara Bank, SME Branch,
 Vijayawada, Andhra Pradesh

Business Activity:
 Engaged in Carpentry and
 Wood work manufacturing and
 sales

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 5 lakh

Shri. NSK Subhani is a skilled carpenter who has worked for other furniture manufacturing firms for a total of 8 years. But it was his dream to have his own workshop and reap the rewards of his hard work and talent. Due to financial constraints that his family faced, he was unable to gather the capital required to set up his own business.

Then he heard about the PMMY scheme during a Mudra Camp conducted by Canara Bank's Vijayawada SME Bank Branch. He realized that he was eligible for a loan although he could not collect the collateral. So he approached the officers at the bank with a proposal and very soon they had sanctioned a loan of ₹ 5 lakh to him.

With the capital he received, he set up a manufacturing unit for the crafting and sale of wooden furniture. Today, his business is picking up nicely and he is able to earn around ₹ 25,000 per month. He provides employment to 3 people at his workshop.



Name of Beneficiary:

Shri. Viplav Singh

Viplav Singh is a young B. Pharma Graduate. Having worked with a private firm for two years, he decided to venture into pesticides and fertilizers trading business. With this intent of becoming self-employed, he also wanted to cater to local farmers in the agri-intensive Gadarpur.

He came to know of the MUDRA loan scheme through SBI's MUDRA camp. He then applied for a loan and got sanctioned a financial assistance of ₹ 5 lakhs under the PMMY in a hassle-free manner.

This provided the much needed boost to his business. In merely two years' time he gained distributorship of 14 renowned companies and his turnover surpassed ₹ 50 lakhs in FY17-18.

Apart from providing employment to eight persons, his venture has been instrumental in disseminating know-how of pesticides and fertilizers to increase farm output.

He is extremely satisfied to be making positive contribution to the country's agricultural sector.

Location:

Gadarpur, Uttrakhand

Lending Entity:

Canara Bank, Tallakullam Branch,
Madurai Dist, Tamil Nadu

Business Activity:

Trading of pesticides and
fertilizers

Loan Category:

Kishore

Amount Disbursed:

₹ 5. lakh



Name of Beneficiary:
 Mrs. Bindu Sunny

Location:
 Valakkavu, Thalikundu,
 Mulayam P.O, Thrissur

Lending Entity:
 ESAF Small Finance Bank,
 Thissur Branch, Kerala

Business Activity:
 Broom manufactur

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 60,000

38 year Bindu Sunny used to be a homemaker with two daughters. His husband is an auto driver. However, his income was not sufficient to meet the growing household income. She then thought of starting a self-employment unit herself, for which she started learning the skill of broom making, a household item.

In 2015, Bindu started her broom making unit with a small loan of ₹ 20,000 from ESAF and her savings of ₹ 10,000. She soon succeeded in the venture. Owing to its good quality, her brooms got instantly sold and she was unable to cater demand. So she hired two women from neighbourhood.

However, to grow business and procure raw materials she needed more money. Being an existing client of ESAF, she had already received information about the MUDRA loans.

Bindu applied for loan under the MUDRA scheme. The bank, post business evaluation, granted her a further financial assistance of ₹ 60,000 to expand business.

Bindu's venture has been inspiring. She started off working alone making 50 brooms per day to employing eight staffs and making 500 brooms on daily basis. She is extremely satisfied with the progress of her business and has even branded her brooms as Matha Grand Brooms. While she nets a profit of ₹ 30,000 - ₹ 40,000 monthly, she also benefits her staff by paying them ₹ 500 on daily basis.

Bindu has ambitious plans for her business and is currently ploughing back profits to grow it. She very soon plans to apply for a Tarun loan.



Name of Beneficiary:
 Linto KD

Linto used to work in a garage. His meagre income was not enough for meeting family expenses. In order to support his expenses, he learnt mushroom cultivation and started it as a side business alongside his job.

His mushrooms were instantly bought by most super markets, hospitals and direct buyers because of its medicinal value. And soon he realised the massive opportunity lying ahead. He was focused on expanding the business.

He got in touch with an ESAF SFB Staff and received all information relating to Pradhan Mantri Mudra Yojana (PMMY). He applied for a MUDRA loan and received a financial assistance of ₹ 45,000.

With this money Linto trained 10 people on mushroom cultivation and was able to meet the growing demand by sub-letting the orders received to these 10 people. He now earns a steady income of ₹ 30,000 - ₹ 40,000 from this venture.

He is proud of his achievement and happy to meet his family's requirements.

Location:

P.O Kainoor, Thrissur, Kerala

Lending Entity:

ESAF Small Finance Bank,
Amballur Branch, Kerala

Business Activity:

Mushroom production

Loan Category:

Shishu

Amount Disbursed:

₹ 45,000



Name of Beneficiary:
 Shri. Suhas Balkrishna Thakur

Location:
 Meghare, Bhardoli, Tal
 Shrivardhan, District Raigad

Lending Entity:
 Bank of India, Harihareshwar
 branch, District Raigad,
 Maharashtra

Business Activity:
 Cocopit brick manufacturing
 unit

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 9.5 lakh

Even while Shri. Suhas Balkrishna Thakur was an employee of Reliance Industries, he began making plans to set up his own unit for making cocopit bricks, which can be used as organic manure in agriculture, plantations, nurseries, tissue culture centres, etc. This product enhances the water holding capacity and acts as natural organic manure, while improving germination and saving electricity.

He heard about the Pradhan Mantri Mudra Yojana (PMMY) through a campaign by the Harihareshwar branch of Bank of India and realized that this would be the perfect way to garner the capital he needed to start his own business. He applied and received a loan for ₹ 9.5 lakh, with which he began to make his dreams into a reality.

Today he has a flourishing business although he makes his product available at a low costs to help farmers. He supplies his product to various nurseries. He also engages in propagating the use of cocopit and its importance. But his biggest measure of success is the positive feedback he receives from his clients about his product. He is also happy that he is able to contribute to social welfare as his product enables the production of natural/organic food products. He is also proud that he can provide livelihood to 6 people by giving them employment in his business.



Name of Beneficiary:
Shri. Nripendra Saikia

Nripendra Saikia is a passionate photographer. For the last 15 years, he had been earning his daily income from photography. But he was struggling to make ends meet. He only had a DSLR camera, which was not sufficient for this profession.

He desired to open a professional photography studio. This required heavy investments in sophisticated equipment such as camera, laptop, lights, printer, lenses, etc and importantly a place to sit and continue the business with a tag. He was already struggling with finances.

He came to know about MUDRA loan and contacted SBI for the same. With technical and mental support from SBI's General Manager and Branch Manager, he learnt more about the scheme and applied for a loan.

He was ultimately sanctioned a loan of ₹ 5 lakhs from SBI's Nagaon Bazar branch in a quick time and without any security. This loan turned around his fortunes. He is now able to continue his passion for photography and run business successfully. He even employs six youths which is a great achievement.

Within a short span of time, he has earned fame as an established photographer. He even contributes a part of his earnings to social works. He is now a satisfied person with an improved social status.

Location:
South Haibargaon,
Dist. Nagaon, Assam

Lending Entity:
State Bank of India, Bazar
Branch, Nagaon, Assam

Business Activity:
Photography

Loan Category:
Kishor

Amount Disbursed:
₹ 5 lakh



Name of Beneficiary:
 Shri. Ketan Ashok Panchal

Location:
 Visnagar, District Mehsana,
 Gujarat

Lending Entity:
 Bank of Baroda, Visnagar Main
 Branch, District Mehsana,
 Gujarat

Business Activity:
 Manufacturing of dies used in
 steel vessels

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 8.5 lakh

Shri. Ketan Ashok Panchal, Aged 39, is a resident of Visnagar Town. Born in a middle class family, he completed his ITI in mechanical engineering after standard 10th. After that, he took up a job with a company at Mehsana. Yet he always wanted to be an entrepreneur.

He eventually launched a business at Visnagar which was involved in the manufacture of dies, which are used in the colouration of steel vessels, in 2011. His company, called Ashok Industries, made a good start as he began to receive orders for his products from Ahmedabad, Surat, etc. But as time went by and his machinery became rather outdated, he could not keep up with the demand and began to face the problem of not being able to deliver goods in time.

One day, a friend of his told him about the Pradhan Mantri Mudra Yojana. He approached the Visnagar Main Branch of Bank of Baroda and applied for a loan under the PMMY scheme. The branch sanctioned him a term loan of ₹ 8.50 lakh and he was able to purchase new machinery in March 2017.

With the help of the hydraulic press machinery unit that he purchased, his efficiency increased once more. Now he is able to complete his orders in time. In fact, he has begun to manufacture vessels as well. He has achieved a unit turnover of ₹ 7 lakh per and he earns a profit of about ₹ 1 lakh from selling of vessel and dies.

His company employs a total of four people: two technicians and two helpers.



Name of Beneficiary:
Shri. Bhagwati Lal Gameti

Shri. Bhagwati Lal Gameti's family consists of his parents and two sisters. Being the only son, the responsibility of his family falls squarely on his shoulders. As there were negligible opportunities for him at his native place, he shifted to Udaipur to make a living around 8 years ago. With limited education (8th standard) his hopes were shattered when he applied for work and faced multiple rejections. Nevertheless, he managed to find work as a waiter /helper/ sales person, to make ends meet. In the meantime, he got married and had to support his new family with 4 children along with his 2 sisters and parents.

One day, after going about his daily chores, he came across a campaign activity jointly conducted by ICICI Bank and CK Motors, Udaipur. With no ITR /banking or collateral to offer he was astonished to find that under the PMMY scheme, he was eligible for a loan of upto 90% of the ex-showroom price. Accumulating all his savings, he made up his mind to go ahead and try to claim his destiny.

After purchasing a truck with the financial assistance he received, he contacted various traders of plywood, hardware and tyres, etc., which whom he had work in the past. He began transporting materials for them. Being a very hard worker, his business circle expanded fast with recommendations and repeat assignments from clients.

With this venture, he is now earning ₹ 30,000-40,000 per month and is able to take good care of his family. He has put his children in good schools and is comfortably saving for his sisters' marriages. With a little financial help he was able to truly embody the spirit of an entrepreneur.

Location:
Udaipur, Rajasthan

Lending Entity:
ICICI Bank, Udaipur main branch, Udaipur, Rajasthan

Business Activity:
Purchased TATA ACE for transportation business

Loan Category:
Kishore

Amount Disbursed:
₹ 3,89,700



Name of Beneficiary:
 Shri. Dinesh Kumar Kirad

Location:
 Jawahar Nagar, Jaipur

Lending Entity:
 ICICI Bank, Jawahar Nagar,
 Jaipur, Rajasthan

Business Activity:
 Embroidery

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 25,000

Shri. Dinesh Kumar Kirad has seen hard times. Coming from a BPL family, there were days when it was difficult to put two square meals before his family. He worked hard and found a job that paid him ₹ 8000 a month. But he longed to do better in life. He dreamed of starting an embroidery business.

Then one day, he approached ICICI bank's Jawahar Nagar branch and requested a loan for setting up an embroidery unit. The manager advised him to apply for the loan through Nagar Nigam Jaipur, under the NULM scheme.

With a manageable loan of just ₹ 25,000, he was able to scale up his income to ₹ 20,000 a month by setting up an embroidery workshop. He also employed 4 people in his business. Today, he is proud of the example he has set for other young men like himself.



Name of Beneficiary:

Shri. Bhaveshgiri Mukundgiri Goswami

Shri. Bhaveshgiri owned four cattle but was not able to fetch the required quantity of milk despite his hard labour and expenditure on fodder. He came to know about the MUDRA Scheme through a literacy camp conducted in his village by Dena Bank. To take a leap forward in dairy farming, he approached Dena Bank Vadagam Branch for MUDRA loan. The bank granted him a loan of ₹ 10 lakh for his small scale dairy unit.

After availing the MUDRA loan, Bhaveshgiri purchased 20 Holstein Friesian (HF) cows, the world's highest-production dairy animals. He also employed 6 more people for maintaining the dairy unit. These combined efforts resulted in increased milk production of 15 tonne per month having a market value of ₹ 4,00,000. The increased milk production boosted his income from ₹ 12,000 per month before the MUDRA loan to an impressive 1,30,000 per month currently.

Mr. Bhaveshgiri Mukundgiri Goswami has become a role model for the others in his village. He has proved that underprivileged people can be empowered to become the masters of their own destiny. All they need from the outside world is a little bit of financial support.

Location:

Vadagam, Dhansura, Aravalli

Lending Entity:

Dena Bank, Vadagam Branch

Business Activity:

Small scale dairy unit

Loan Category:

Tarun

Amount Disbursed:

₹ 10 lakh



Name of Beneficiary:

Shri. Yasinkhan Hameedkhan Pathan

Location:

Fatehwadi Sarkhej Road
Ahmedabad

Lending Entity:

ICICI Bank, Nehrunagar,
Ahmedabad, Gujarat

Business Activity:

Transport business

Loan Category:

Kishore

Amount Disbursed:

₹ 283,545

Shri. Yasinkhan Hameedkhan Pathan lives in a slum in Ahmedabad, with family comprising of 7 members. He worked as driver with a small time transporter for around 5 years. He constantly faced financial difficulties as his income was low and he was responsible for the upkeep of the entire family.

Finally, he decided that he had to do something to overcome his current situation. It was then that he heard about the PMMY scheme through a transporter. Filled with hope, he approached the Nehrunagar branch of ICICI. The staff explained to him how the scheme worked and gave him the product information. He readily agreed to raise the margin money in order to avail the funding.

With the money he purchased his own truck and is now operating as a market load operator in in Ahmedabad and surrounding areas. He earns a handsome income of 35,000-40,000 per month, which enables him and his family to lead a better life.

Most importantly, he has a clear sense of self-worth as he considers himself an entrepreneur. He is able to provide a good education to kids and ensure the well-being of the other members of his family. He is an inspiration to many in his locality and he tells hopeful and enterprising people like himself about the benefits of the PMMY scheme.



Name of Beneficiary:
Smt. Gulsan Ara

Smt. Gulsan Ara helped her husband to establish an aluminium kadai and tawa manufacturing and distributing unit at Kulti. Her husband used to work in a factory from which he received an income that was inadequate to take care of his family's needs comfortably. He wished to start a business independently but due to financial constraints he was unable to do so. Taking a loan was not an option due to the exorbitant interest rates.

Then, Smt. Gulsan Ara heard about Bandhan Bank and applied for a loan under the PMMY scheme. It was a life-changing decision for the couple. At present, the duo has an established a kadai and tawa manufacturing and distributing plant. They source the raw material from Kolkata and their goods, aluminium kadas and tawas, are sold in the markets of Purulia, Asansol, Bankura and Durgapur.

With sheer willpower, entrepreneurship skills and timely financial support, they now have their own kadai and tawa manufacturing and distributing plant, which employs 10 workers at the plant.

Location:
Neamatpur Bazar, Kulti,
West Bengal

Lending Entity:
Bandhan Bank, Kulti branch,
Burdwan district, West Bengal

Business Activity:
Manufacturer and distributor
of aluminium kadai and tawa

Loan Category:
Kishore

Amount Disbursed:
₹ 1.4 lakh



Name of Beneficiary:
 Smt. Chumki Pal

Location:
 Murutia, West Bengal

Lending Entity:
 Bandhan Bank, Mahishbathan
 branch, Nadia district,
 West Bengal

Business Activity:
 Making and selling conch
 bangles (called sankha in
 Bengali)

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 1.25 lakh

Smt. Chumki Pal and her family ran a business of making and selling of conch bangles (known as sankha in Bengali), which are worn by married Hindu women in Bengal. All was well until her mother-in-law became terminally ill in 2009. The medical expenses kept shooting up and eventually forced them to close the business. After a rough patch, they started looking for financial assistance from all and sundry.

Then one day, Smt. Chumki Pal attended a Bandhan Bank group meeting at which she heard about the PMMY scheme. She took a leap forward, availed loan from Bandhan and restarted their business.

She now supports her family, has paid for her children's education and paid for the pucca house that they have built. While she has employed 3 people in her workshop, she plans to expand her business further.



Name of Beneficiary:
Shri. Mohammed Iqbal

47 year old Md. Iqbal was engaged in the real estate business. However, poor market conditions made it difficult for him to make a living. He saw an opportunity in the growing snacks industry and decided to give it a try. Iqbal intended to differentiate by producing good quality snacks enriched with essential vitamins. But he was short of necessary capital.

As fate would have it, one day he came across a newspaper advertisement relating to Pradhan Mantri Mudra Yojana. He considered it the right moment and approached ESAF for a MUDRA loan. After completion of all necessary formalities, he was offered a loan of ₹ 6,00,000 two years back.

He made an overall investment of ₹ 10,00,000 for setting-up shop, obtaining FSSAI license and other registrations. Today, his shop in Palakkad is not only amongst the most profitable, but is also the only one in the entire village to be employing 16 people, including nine women.

He is gratified of his achievement and makes a monthly profit of ₹ 1,00,000.

Location:
Noorani P.O, Palakkad, Kerala

Lending Entity:
ESAF Small Finance Bank,
Palakkad Branch, Kerala

Business Activity:
Energy food products i.e,
banana chips, potato chips,
tapioca chips and other
savouries.

Loan Category:
Tarun

Amount Disbursed:
₹ 6 lakh



Name of Beneficiary:
Smt. Pooja Katkar

Location:
Tumsar, dist. Bhandara,
Maharashtra

Lending Entity:
ESAF Small Finance Bank,
Bhandara Branch, Maharashtra

Business Activity:
Ironing and dry cleaning unit

Loan Category:
Shishu

Amount Disbursed:
₹ 20,000 and ₹ 40,000

Pooja Katkar got married to a family which had ironing and dry cleaning shop. The problem was that her entire family was dependent on just this one shop.

She rightly thought of setting-up another unit of her own that can generate additional income for the family. She wanted to establish a chain of dry cleaning shop to create goodwill for family business as well as provide employment.

Pooja started her quest for sourcing money and it was at this moment she came to know about Pradhan Mantri Mudra Yojana through a staff at ESAF. She enquired about the eligibility and applied for loan. She was initially granted a MUDRA loan of ₹ 20,000 from ESAF Microfinance and later ₹ 40,000 from ESAF Small Finance Bank.

She made a total investment of ₹ 1,00,000 to set-up her new shop and even employed two people. Pooja is delighted to be making an essential contribution to the family with her monthly earnings of ₹ 20,000.

Her family's living standard has greatly improved after this venture.



Name of Beneficiary:
 Smt. Samiksha Shende

Samiksha is unmarried and the only breadwinner of her family. Her father passed away fighting cancer and her brother committed suicide. With no support from family and friends, Samiksha had no option but to start from scratch to survive and take care of her ailing mother.

She considered opening a small utensils shop as there was none in the vicinity. Women had to travel long distance to a nearby town to buy even small utensils. She saw an opportunity here.

Samiksha availed a MF loan of ₹ 20,000 from ESAF Microfinance and established a shop in front of her house. Soon her business was doing good and sales improving. She now thought of expanding.

She got to know of MUDRA loans under the Pradhan Mantri Mudra Yojana by an ESAF staff. She applied for a higher business loan and was considered for Kishore loan of ₹ 60,000. With his Samiksha bought more goods and took a separate shop.

She is now a completely changed person. Her investment of ₹ 1,00,000 for procuring utensils and crockery is now generating a monthly income of ₹ 20,000 and providing employment to one person.

Samiksha is now independent and plans to further expand business by acquiring a nearby shop on rent.

Location:

Vayusena Nagar, Hajari Pahad,
dist. Nagpur, Maharashtra

Lending Entity:

ESAF Small Finance Bank,
Nagpur Branch, Maharashtra

Business Activity:

Utensil and crockery shop

Loan Category:

Kishore

Amount Disbursed:

₹ 20,000 and ₹ 60,000



Name of Beneficiary:
 Smt. Sapna Das

Location:
 Latma, Ranchi, Jharkhand

Lending Entity:
 ESAF Small Finance Bank,
 Ranchi Branch, Maharashtra

Business Activity:
 Event decorating

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 20,000 and ₹ 50,000

50 year old Sapna Das hails from Ranchi. She is fond of drawing and arts and craft. It was when she came across various decoratives used for weddings, functions and political events that an idea struck her. She thought of using her artistic skills to do business.

She availed a microfinance loan of ₹ 20,000 from ESAF to set-up an event decorating unit. She and her team of artisans worked on developing artistic decorations such as 'Welcome' signboards used in marriages and other occasions using thermocol and other materials.

In no time she started getting orders from across the city. To meet this additional demand she urgently needed to expand business and hire more people. An ESAF staff informed her about the MUDRA loan through which she was sanctioned another ₹ 50,000.

Sapna now hires two more people and procures additional materials to meet the growing demand. Her business is flourishing. With an overall investment of ₹ 1,00,000, she makes a monthly profit of ₹ 25,000 and provides employment to five artisans.



Name of Beneficiary:
Athira

Athira is from a middle class family comprising her spouse and a child. She resides at Pallan, Thrikkunapuzha a small village situated in Alapuzha district of Kerala. She did tailoring business. Nevertheless the financial condition of their family remained substandard.

To improve their financial condition Athira started extending support to her husband in running livestock business. They purchased a cow and began supplying milk. Gradually their lifestyles improved and were able to purchase more cattle. They were now the primary dairy suppliers in their area.

Steadily with their business improved, they were now accessible to financial resources. They decided to take business to the next level for which capital would be required. Athira came to know of the MUDRA loans under the Pradhan Mantri Mudra Yojana by an Ujjivan SFB staff.

She availed a MUDRA loan of ₹ 80,000 with which they bought more cows and extended business to poultry farming and animal husbandry. They now have 11 cattle and employ two people.

Athira and her husband are happy with this new found success.

Location:

Thrikkunapuzha, Alapuzha,
Kerala

Lending Entity:

Ujjivan SFB, Haripad Branch,
Alapuzha, Kerala

Business Activity:

Cattle farming and animal
husbandry – livestock

Loan Category:

Kishore

Amount Disbursed:

₹ 80,000



Name of Beneficiary:
 Cynthia Teresa Dais

Location:
 Ramanagara Taluk and district,
 Ramanagar, Karnataka

Lending Entity:
 Ujjivan SFB, Ramanagar, dist
 Ramanagar, Karnataka

Business Activity:
 Copper utensils manufacturing

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 1,50,000

Cynthia Teresa lives with her husband, two sons and a daughter. She runs the family business of manufacturing copper utensils. They procure raw copper and process it to a desired shape by heating and beating for making different utensils, ranging from copper tumblers to large sized copper vessels.

Cynthia leased a premise for manufacturing copper utensils. With the improving sales and growing demand, she focused on expanding the business. However, her savings was not enough support this expansion plans. She decided to avail a financial assistance of ₹ 1,50,000 from Ujjivan under the PMMY scheme.

Cynthia was now able to procure more raw materials and enhance utensil manufacturing. Through her confidence and efforts to growth the business, she achieved better financial stability while providing employment to three skilled labours.

Cynthia is now successfully carrying on the family legacy of manufacturing copper vessels in a traditional way (hand-made) which is the greatest achievement for her.



Name of Beneficiary:
 Smt. Haseena Taj

Haseena Taj's business story is encouraging. She started with a failure in silk business, but that did not pull down her spirit. She again started looking for business opportunities by understanding market trends and demand. After a proper analysis, Haseena decided to venture into the business of almirah and furniture manufacturing.

Assisted by an Ujjivan SFB staff, she took a MUDRA loan of ₹ 100,000 to begin a new chapter. Along with her husband, she started developing business and established a permanent unit in the vicinity.

Haseena was also assisted by one of her sons, who post completing his studies joined in and took care of procurement and order management, while she handled customer service. Together they were able to scale-up the business. Overtime they decided to focus on undertaking bulk orders for schools and offices that offer better margins.

Her family is proud of her and delighted with their new found success. Employing a total of seven people, they manufacture an average 20-25 steel almirahs weekly. Besides with her savings, Haseena has also been able to fund two cars for her sons' travels company.

She is overwhelmed and happy to make the right decision to enter this business.

Location:

Channapatna, Ramanagara, Karnataka

Lending Entity:

Ujjivan SFB, Channapatna Branch, Ramanagara, Karnataka

Business Activity:

Almirah manufacturing

Loan Category:

Kishore

Amount Disbursed:

₹ 1,00,000



Name of Beneficiary:
 Smt. Suvarna

Location:
 Virabhadra nagar, Hoskerhalli,
 Bangalore

Lending Entity:
 Ujjivan SFB, Chamrajpet,
 Bangalore, Karnataka

Business Activity:
 Pani puri manufacturing

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 1,50,000

Suvarna is an expert in making puris. If you are feasting on a delicious Gol-Guppa or a chaat made of puri in Chamrajpet and Hoskote, than there is a greater chance that you are savouring on the puris made in Suvarna's facility. She has been engaged in the business since 18 years and recives help from her husband and son who handle raw material procurement and vendor supply activities.

But things were not so smooth earlier. She initially used to make puri with hands from her home which was both time and cost intensive. Later on she moved into a leased premise in Chamrajpet and procured puri roll making machines. With this she was able to cut costs and speed-up production process.

In due course Survana's business started making healthy progress and the demand for her puris began growing. She looked forward to business expansion but was short of necessary funding. At this time, a staff from Ujjivan informed her of the new MUDRA loan scheme and she availed a loan of ₹ 1,50,000 through it.

This additional capital allowed Suvarna to procure more machines and establish a new facility in Hoskote to tap market in the outskirts of Bangalore. Today, she has a total of two facilities employing 10 people and five machines that manufacture anywhere between 150 to 180 kgs of puris each day. She also owns a luggage and a passenger auto for supply. Almost all retailers in the region procure puri from them.



Name of Beneficiary:
Smt. Latha

Hard working and fiercely independent, Latha is most happy while following her passion of making flower garlands. She came to know about the PMMY Scheme through the staff of BFIL, a bank offering loans and services to weaker sections of the society. Since 2016, she has availed various products of BFIL to increase her income from making flower garlands.

Her business is profitable and she now aspires to fulfil many of her dreams. She is also the role model for many other women of her centre. Latha encourages them to learn the skill of garland making to earn additional income and utilise the revenue for earning bread for their family.

With a little bit of financial push, passion can open the doors to a more meaningful life. Many women like Latha can now pursue their passion under the PMMY Scheme.

Location:

Sorba Sagar, Shimoga,
Karnataka

Lending Entity:

BFIL, Sagar Branch, Shimoga,
Karnataka

Business Activity:

Making flower garlands

Loan Category:

Shishu

Amount Disbursed:

₹ 15,010



लाभार्थी का नाम:
श्री. प्रमोद शर्मा

जगह:
बनखेडी, मध्य प्रदेश

बैंक:
सेंट्रल बैंक ऑफ़ इंडिया,
शाखा - बनखेडी

कार्यकलाप:
पतंजलि उत्पाद की दुकान

श्रेणी:
तरुण

ऋण:
₹ 9 लाख

श्री प्रमोद शर्मा की पतंजलि उत्पाद की एक छोटी सी दुकान थी जिससे उसके परिवार (वृद्ध माता-पिता, पत्नी एवं बच्चो) का खर्चा बमुश्किल चल पाता था. एक दिन उन्होंने सेंट्रल बैंक ऑफ़ इंडिया शाखा बनखेडी में संपर्क किया तथा अपनी दुकान को बढ़ाने के लिए प्रधानमंत्री मुद्रा योजना के तहत ऋण प्रदान करने हेतु अनुरोध किया. शाखा प्रबंधक द्वारा निरीक्षण करके एवं चर्चा उपरान्त श्री प्रमोद शर्मा को प्रधानमंत्री मुद्रा योजना के तहत रूपए 9.00 लाख का ऋण प्रदान किया. श्री प्रमोद शर्मा की लगन एवं मेहनत के कारण लगभग 10 माह के अंतराल में उनके व्यवसाय का टर्नओवर 50 लाख से अधिक हो गया एवं उन्होंने व्यवसाय को चलाने हेतु 04 युवाओं को अपने यहाँ काम पर भी लगा लिया. श्री प्रमोद शर्मा जो एक वर्ष पूर्व अपने घर का खर्च ठीक से चला पाने में अक्षम थे आज वह 04 लोगो को रोजगार उपलब्ध करा रहे हैं. श्री शर्मा का अपना रहन सहन अच्छा हो गया है एवं अब वह अपने वृद्ध माता-पिता का इलाज कराने में व अपने परिवार को अच्छा खान-पान देने में सक्षम है. उन्होंने अपने साथ साथ 04 अन्य युवाओं को रोजगार देकर उनके जीवनयापन के स्तर को भी ऊपर उठाया है.



Name of Beneficiary:
Smt. Rekha

Rekha, the first fisher woman of our country, according to CMFRI (Central Marine Fisheries Research Institute) has broken all myths and traditional conventions. She works hard in an overwhelmingly male-dominated profession to contribute to her financial responsibilities. Her efforts were recognised by the Government and she was presented with a memento by Sudarshan Bhagat, Union Minister of State for Agriculture & Farmers welfare in 2017.

Rekha came to know about PMMY from BFIL staff. Post that she has availed multiple loans from the organisation for last 4 years. The loans have been utilised for buying fishing equipment. Small weekly loan repayments are easily facilitated through her daily earnings. Leading a fulfilling and dynamic life, Rekha is the role model for other women in her society.

When there is a will, there is way; in this case the way being the Mudra loans.

Location:
Kerala

Lending Entity:
BFIL, Chavakkad , Thrissur,
Kerala

Business Activity:
Fisheries

Loan Category:
Shishu

Amount Disbursed:
₹ 53,575 (₹ 14940, ₹ 38635)



Name of Beneficiary:
 Smt. Sagarika Das

Location:
 Netaji Nagar, Cuttack

Lending Entity:
 BFIL, Cuttack, Odisha

Business Activity:
 Making agarbatti
 (incense sticks)

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 46,160 (₹ 20,010 & 26,150)

Smt. Sagarika Das, aged 37 years, resident of Netaji Nagar, Cuttack came to know about BFIL from the nearby villages. The BFIL field staff then informed her on the PMMY Scheme. She promptly availed multiple loan products from BFIL and invested the same in her agarbatti business.

Support from her husband paved the way for success. She also gets ample assistance from her family members for making incense sticks. Her products have gained popularity among the locals and vendors, and her business has expanded from Cuttack to the outskirts of Athagarh and Choudwar.

With business expansion, her enterprise has provided employment to 5-6 more people. More importantly, Sagarika enjoys good reputation in her society and has become a source of inspiration for many others. She has also coordinated with other locals to form groups and centre at their village. This centre is now considered strong enough to provide financial support and generate various employment opportunities.



Name of Beneficiary:
 Smt. Satya Bhama Sahoo

Satya Bhama Sahoo was living a very basic existence till she came to know about PMMY Scheme from BFIL field staff in 2012. Since then, she has been regularly availing the product and services of BFIL to grow her business and revenue.

In consultation with her husband, Satya used the MUDRA loans to purchase automatic machines and set up her handloom business. Prior to 2012, her husband used a handmade machine where the daily output was merely 2-3 pieces of weaved cloth. With handloom machines their revenue and profit has increased manifold. To put in perspective, their daily earning 5 years ago was ₹ 150 to 200, which has now increased to ₹ 1000. As a natural outcome, her living conditions have improved immensely.

Satya credits her success to the positive support from the bank and the timely loan availed under the MUDRA Scheme.

Location:

Barabati Village, Khurdha,
 Odisha

Lending Entity:

BFIL, Sunakhala Branch
 Barabati, Khurdha, Odisha

Business Activity:

Handlooms

Loan Category:

Shishu

Amount Disbursed:

₹ 39,950 (₹ 14850 and ₹ 25100)



Name of Beneficiary:
 Smt. Shanti Devi

Location:
 Gaya, Bihar

Lending Entity:
 BFIL, Gaya, Bihar

Business Activity:
 Book binding, Stationery shop

Loan Category:
 Shishu

Amount Disbursed:
 ₹ 29,565

Shanti Devi, with her husband Prasad, was running a small stationary shop. However, as her family size increased it became difficult to make ends meet with the shop income. Around the same time, she came to know about BFIL from the nearby village and received information on the PMMY from the BFIL field staff.

Shanti availed loans under the MUDRA Scheme and invested the same for business expansion. She started selling school books and other stationery items (apart from pen, pencils and copy). In no time her business boomed and she bought a Xerox Machine to support the stationery shop. She is now running an independent gift shop along with stationery shop.

Higher income and better lifestyle have made Shanti's family were happy and satisfied. They remain grateful for the assistance rendered to them under the Mudra Scheme.



Name of Beneficiary:
 Shri. Bhagat Chander

Shri. Bhagat Chander was unemployed and earning little or no income. After hearing about the Prime Minister's Mudra loan scheme, through electronic and print media, he approached J&K Bank's Chadwal branch in Kathua for financial assistance.

The branch vetted his proposal and sanctioned and disbursed a Mudra loan to the tune of ₹ 2 lakh, under the Saral finance scheme to small businessman. With the money he received, he set up a small business of selling and repairing mobile phones and selling mobile-related accessories too.

With his hard work and dedication, he is now able to earn ₹ 25,000 per month from his business. He has also provided employment to two people from his village. Now he is expanding his business to Samba District and has been allotted a service centre status by a reputed mobile phone company.

Location:
 Chadwal, Kathua

Lending Entity:
 J&K Bank, Chadwal, Kathua,
 J&K

Business Activity:
 Repair & Sale of Mobile Phones
 and related accessories

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 2 lakh



Name of Beneficiary:
 Smt. Neelu Kalsi

Location:
 Shanti Nagar, Jammu

Lending Entity:
 J&K Bank, Patel Nagar, Jammu

Business Activity:
 Beauty Salon

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 9.21 lakh

Smt. Neelu Kalsi had a small beauty salon - Natural Look Beauty Point – at Lower Shanti Nagar, Jammu, the heart of the city. With around three permanent employees working at her unit, she rendered services such as bridal make-up and personalized hair and make-up for special occasions. As the proprietor, Smt. Neelu Kalsi started this business on a very small scale. Due to her hardwork, strong will power, dedication and determination, she established her business, inspite of tough competition.

One day, she saw an advertisement for the Mudra Loan Scheme on television and decided that it was time for her to access funds and expand her business. She wanted to give her parlour the latest look as this would attract more clientele. She approached the Patel Nagar branch of J&K Bank and availed of a Term Loan. The Bank's timely finance infused a fresh lease of life into his dreams.

After utilizing the loan effectively, Smt. Neelu Kalsi has blossomed into an ace entrepreneur who has been able to establish her name in the beauty services sector. Based on her business profile, there has been a 100% growth in her turnover.



Name of Beneficiary:
 Shri. Surinder Kumar

Starlight Enterprises is a little stationery shop, owned by Shri. Surinder Kumar, located in the main market of Khour. An enterprising ex-serviceman, having retired from the BSF, he wanted to do something that could bring in extra money, which would help him and his family cope with the rising cost of living.

He heard about the Mudra loan scheme from a close relative and approached the Khour branch of J&K Bank for finance.

The bank helped him to set up his unit, which stocked and sold stationery and related items, and provided him with a cash credit limit of ₹ 3.50 lakh. Within a week's time, it was running satisfactorily and delivering a monthly sale of around one lakh per month. In addition, he was provided with a PoS machine as well, so that he could offer clients the easy of cashless transactions.

The stationery show has shown good progress, with a turnover of ₹ 1 lakh and is expected to touch a sales figure of ₹ 12 lakh for the whole year.

Location:
 Khour Tehsil, District Jammu

Lending Entity:
 J&K Bank, Khour District
 branch, Jammu, J&K

Business Activity:
 Retail Trade of Stationery
 Items

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 3.5 lakh



Name of Beneficiary:
 Smt. Hema Rathore

Location:
 Niwaru Road, Jaipur, Rajasthan

Lending Entity:
 AU Small Finance Bank,
 Mansarover branch, Jaipur,
 Rajasthan

Business Activity:
 Motor Driving Teaching School

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 275,000, ₹ 215,000 and
 ₹ 236,000

Smt. Hema Rathore's 32 year old son passed away due to a heart attack at the beginning of 2016. Shortly afterwards, in the next 2 months, she lost her younger son. Eventually, her husband also passed away by the end of that year. Suddenly, within a couple of months, her life seemed meaningless.

Despite this avalanche, Smt. Hema Rathore regained control over her live and kept her hopes alive. She went to work for the first time after she had lost everything in life, at the age of 54 as she had to provide for a family of two young widows and 4 grandchildren. Her husband had a motor driving school and within a month, she was struggling to even pay the EMI of vehicles, leave aside running the business. That was when she decided that she had to do something.

She contacted Au Financiers (now AU Small Finance Bank) as she was unable to pay the EMI for the vehicles' funded by them. She requested them for a loan transfer in her name and a few months to get things in order. To her surprise, they agreed and assured that they would assist in any way they could, during her difficult time. Slowly and steadily, she found her ground and understood the business. She started paying the EMIs after two months. With the help of the loan and flexibility given by AU SFB, she took a loan for 2 more vehicles to run her motor driving business better. They informed her about the PMMY scheme and its features and helped her to apply for loans under the scheme.

Today, Smt Hema Rathore has a fleet of 4 vehicles and employs 4 drivers in her motor driving school. The business is running better than ever and she earns around ₹ 1.5 lakh every month, after paying her employees well, paying her EMIs on time and providing a good education to her grandchildren.



Name of Beneficiary:
Shri. Kailash Meena

37-year-old Shri. Kailash Meena hails from the small the town of Rishabhdev, in Rajasthan. But his outlook and ambitions are far bigger. He was just a driver, earning a meagre ₹ 7,000-8,000 every month till last year. However, he always believed that his fortune is in his own hands. So, he decided to take the first step towards improving his lot by owning a taxi.

To buy his own taxi, Kailash approached several financing companies in Rishabhdev but none worked out. When someone introduced him to a representative for AU Financiers (now AU Small Finance Bank), the bank officials informed by the bank about PMMY scheme of the Government of India and the various features of the scheme. Suddenly everything seemed to fall in place. He got his loan approval in a single day and the car was delivered to him in the next 2 days.

Today Shri. Kailash Meena is an established taxi operator earning well over ₹ 40,000 per month and comfortably providing for all his family's needs. His business has made him more independent and he is able to provide for the education of his daughter. Now he wishes to expand his taxi business and provide jobs to other unemployed youth in the near future.

Location:

Rayana, Teh Rishabhdev,
Udaipur- Rajasthan

Lending Entity:

AU Small Finance Bank,
Savina Main Road branch,
Udaipur, Rajasthan

Business Activity:

Taxi Business

Loan Category:

Tarun

Amount Disbursed:

₹ 7.7 lakh



Name of Beneficiary:
 Smt. Renuka Patel

Location:
 Vastral, Ahmedabad, Gujarat

Lending Entity:
 AU Small Finance Bank,
 Satellite branch, Ahmedabad,
 Gujarat

Business Activity:
 Stitching & Embroidery
 Business

Loan Category:
 Kishore

Amount Disbursed:
 ₹ 4 lakh

Smt. Renuka Patel started working at the age of 40. From being one of the many workers in the stitching and embroidery factory of Mr. Nayak, her husband's friend, she went on to become a supervisor in a few years. With her hard work, within 6 years, she was supervising 4 of Mr. Nayak's factories and sometimes advised him on his business expansion. Mr. Nayak knew she was ready for her own flight. So, he offered to sell one of his factories to her and initiate her entrepreneurial journey.

She got to know about the PMMY scheme through her husband and then approached AU Small Finance Bank, where she was informed about the PMMY scheme and its various features in detail. She received a loan of ₹ 4 lakh to start her entrepreneurial journey on the auspicious occasion of Diwali in 2017.

Within the last 6 months Smt. Renuka Patel has set up two business units, one for stitching & embroidery in Vastral, Ahmedabad and another in the nearby village of Mahijeda for making cloth bags. Her household income has gone up from ₹ 50,000 per month (including husband's salary) to over ₹ 1,20,000 p.m. within this short span of time. She is already employing more than 13 full-time women workers and 5-7 women who work from their homes in Vastral. She aspires to employ every housewife (home-maker) in Vastral so that maximum women can become self-reliant.



Name of Beneficiary:
Shri. Vikas Chaudhary

27 years old Shri. Vikas Chaudhary knows how to adapt to changing times. During his early 20s, he had managed a second-hand vehicle, financed in partnership with a friend from AU. By delivering vegetables in this vehicle, he could earn a modest monthly income of ₹ 4,500.

Later, he realized that having his own vehicle would increase his potential to earn while making him financially stronger. Once again, he approached Au Financers (now AU Small Finance Bank) for this loan in 2017. His enthusiasm, business acumen and good track record convinced AU to offer him another vehicle loan, under the PMMY scheme, this time for himself. He got his vehicle in the same month that he had applied for the loan. Within 3 months, he multiplied his earnings over 5 times. From ₹ 4,500 per month, his income went up to ₹ 25,000 to ₹ 30,000 per month.

With age on his side, a vehicle as a steady source of income, his very own house under construction and an innovative spirit, there is no looking back for this progressive man. He is now planning to buy more such pick-up vehicles and will be able to generate further employment soon.

Location:
Jamwaramgarh, Jaipur

Lending Entity:
AU Small Finance Bank,
Ghatwari branch, Shahpura,
Jaipur

Business Activity:
Vegetable transport business

Loan Category:
Kishore

Amount Disbursed:
₹ 3 lakh



Name of Beneficiary:
 Shri. Jainath Patel

Location:
 Deendayal Ward, Jabalpur,
 Madhya Pradesh

Lending Entity:
 AU Small Finance Bank,
 Bhawartal Crossing, Jabalpur,
 Madhya Pradesh

Business Activity:
 Computer repair/ refurbishing
 shop

Loan Category:
 Tarun

Amount Disbursed:
 ₹ 8.5 lakh

After receiving computer hardware training from an institute in Mumbai in 2006, Shri. Jainath Patel worked to get experience too. In 2008, he returned to Jabalpur with the right training and a wide range of experience on diverse types of customer queries. He started visiting people's homes, cybercafés and offices to repair their machines. By 2013, he started getting overloaded with work. That is when he decided to setup a small shop and hire 2 people. In the next 2 years, his business gained further momentum and he was earning about ₹ 40,000 to 45,000 every month.

Even though he was earning well, he realized that about 1/3rd of his income was spent on paying the rent for the shop. Besides, the shop was also getting too cramped and there was no place to store spare parts, work and meet customers simultaneously. So, he decided to go for a bigger shop and this time, he wanted to buy one. Around the same time, he happened to meet a young sales professional for laptop repair. He turned out to be an employee of Au Financiers (AU Small Finance Bank), who got to know about Jainath's requirement while interacting with him. He told Jainath about the PMMY scheme and the very next day, he started processing Jainath's papers. Within a month, Jainath bought his own shop.

It was a life changing moment. His income has doubled, he has his own shop, his house is renovated and now, he can take care of all his family's growing needs better. Ever since he bought the shop, he has hardly gone out for customer calls. Now he has 4 employees managing outside calls while he plans for the next big leap to propel his business forwards.

Notes





Corporate & Registered Office:
MSME Development Centre, C-11, G-Block, Bandra-Kurla Complex,
Bandra (E), Mumbai-400 051.
www.mudra.org.in | Email: ceo@mudra.org.in