



Success Story Template

Name of Enterprise : M/s. M H Ceramics
Name of the Entrepreneur : Mr. Amir Mahmood
Mobile Number : 9837329208
Email ID :



Business Sector : Pottery/Ceramic items
(eg Wooden/Leather/Handicraft etc)
Product Description : Diffuser lamp/flowerpot
(Eg Wooden Toys/Furniture/Décor etc)

No. of Employees:

Before availing the benefits of GoUP scheme

2-3 People

After availing the benefits of GoUP scheme

9-10 People

Production (mention unit eg Kg/Pieces/Meter etc) : **Pieces/Day**

Before availing the benefits of GoUP scheme

140-150

After availing the benefits of GoUP scheme

350-400

Success Brief*

I, Amir Mahmood S/o- Mr. Mahmood Ahmad started my ceramic unit at near refieme Inter college GT road khurja with the help of taking loan under ODOP Margin Money Scheme. Earlier I was running a small unit with 2-3 people based on the demand but was never able fulfill the demand due to low production capacity. Then I got to know about the ODOP Program and went to DIEPC office Bulandsahar, to know further details. After availing the loan under the ODOP Margin Money Scheme now I employ 9-10 and cater to larger market.

**Note: Success brief should mandatorily include hardship faced by the company before GoUP scheme intervention, kind of intervention and the positive impact created by govt intervention. Please add extra sheet if required.*