



Success Story



Name of Enterprise : Sons Warsi Toys
Name of the Entrepreneur : Aqeeb Warsi
Mobile Number : 9473528413
Email ID : sonswarsi@gmail.com
Business Sector : Handicraft (Toys Manufacturing)
(eg Wooden/Leather/Handicraft etc)
Product Description : Soft Toys (Teddy Bear)
(Eg Wooden Toys/Furniture/Décor etc)

No. of Employees:

Before availing the benefits of GoUP scheme

02

After availing the benefits of GoUP scheme

18

Production (mention unit eg Kg/Pieces/Meter etc) Pieces

Before availing the benefits of GoUP scheme

3-6 Pieces Daily

After availing the benefits of GoUP scheme

50-80 Pieces Daily

Success Brief*

Aqeeb Warsi had started his enterprise in 2008 with his modest household savings and worked along with his wife in manufacturing of Soft Toys and could make barely 3-6 soft toys a day. Gradually he scaled up his setup and availed financial assistance under ODOP Program. Today he employs around 18-20 people in his enterprise and can manufacture around 50-70 pieces a day depending upon demand. His monthly sales are to the tune of Rs. 1.50 Lakh. He supplies Soft toys to Local market of Jhansi as well as cities of Lucknow, Kanpur, Allahabad and Varanasi among others. It was his contribution and dedication towards soft toys which ultimately led to the selection of this product as an ODOP product for Jhansi district. He has inspired scores of local women to join this enterprise. He is an expert soft toys trainer also for the local youth. Despite several hardships in early stage regarding finances and competition with cheap Chinese imported soft toys he has stood his ground with his impassionate zeal for the job.