



## Success Story Template

**Name of Enterprise** : U G Ceramics  
**Name of the Entrepreneur** : Mr. Ankit Goyal  
**Mobile Number** : 9045000015  
**Email ID** :  
[info@ugceramics.com](mailto:info@ugceramics.com)



**Business Sector** : Pottery/Ceramic items  
(eg Wooden/Leather/Handicraft etc)

**Product Description** : Cup, Cup Sets, Coffee & Milk Mugs, Bowls  
(Eg Wooden Toys/Furniture/Décor etc)

### No. of Employees:

Before availing the benefits of GoUP scheme

~~20 People~~

After availing the benefits of GoUP scheme

**50 People**

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

Before availing the benefits of GoUP scheme

~~15000~~

After availing the benefits of GoUP scheme

**45000**

### Success Brief\*

I, Ankit Goyal S/o- Mr. Rajendra Kumar started my ceramic unit at A/13, Industrial area station road khurja. I had taken 3156 square Meter land in this industrial area which is under UPSIDA. During some meeting at DIEPC office Bulandsahar, I got to know about the ODOP Program. Further to the guidance of DIEPC Officials I took a loan of 199.56 lakh. By taking loan under the ODOP Program my production has increased by three times and 50 peoples are directly & 30 people are indirectly employed in my unit.

*\*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.*