



Success Story Template



Name of Enterprise : M/S G R Handicrafts
Name of the Entrepreneur : Mr. Abhishek Khanna
Mobile Number : 9528432574
Email ID : abhishekkhanna86@gmail.com
Business Sector : Metal Craft (Pooja Items)
(e.g. Wooden/Leather/Handicraft etc.)
Product Description : Lamps, Statues, Flowerpots, Decorative Dishes & Bowls,
(e.g. Wooden Toys/Furniture/Décor etc.) and other gift items

No. of Employees:

Before availing the benefits of GoUP scheme: 15

After availing the benefits of GoUP scheme: 25

Production (mention unit e.g. Kg/Pieces/Meter etc.)

Before availing the benefits of GoUP scheme: 20 ton/month

After availing the benefits of GoUP scheme: 30 ton/month

Success Brief*

I am a bulk supplier of metal pooja items, specially to South Indian markets. I have availed a loan of Rs.15.00 lakh under ODOP scheme. The loan has helped me in funds availability, which I use to purchase raw material and settling payments, which was not streamlined earlier. Either I had to purchase raw material at high cost or had to decline client orders. This has helped me in growing my business in terms of product volumes and cost efficient.

My production capacity has increased by nearly 50% and my total turnover has increased from 80 Lakhs last year to Rs.1.00 crore this year. The ODOP scheme is very helpful specially for artisans and traders as it has provided easy access to finance.

**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.*