



Success Story

Year (2019-20)

Name of Enterprise : Wood Art, Nadeem Colony Eidgah Road, Saharanpur dist., Saharanpur division, Uttar Pradesh

Name of the Entrepreneur : Mr Mohd. Naved

Mobile Number : 9456607862

Website : <http://indianwoodart.com>

Email ID: : jozie@indianwoodart.com;
jozie.4u@gmail.com

Business Sector : Woodcraft/ Woodcarving
(eg Wooden/Leather/Handicraft etc)

Product Description : Wooden handicraft décor items
(Eg Wooden Toys/Furniture/Décor etc)



No. of Employees:

Before availing the benefits of GoUP scheme:

25

After availing the benefits of GoUP scheme

25

Production (mention unit eg Kg/Pieces/Meter etc)
Before availing the benefits of GoUP scheme

2.25 Crore Exports

After availing the benefits of GoUP scheme

3.10 Crore Exports

Success Brief*

My name is Mohd. Naved and I am a manufacturer and exporter of Wooden Handicraft furniture and décor items. I am from Saharanpur district and have been working in woodcraft industry for last 6 years. Our firm "Wood Art" (Indianwoodart.com) registered in 2013 is based out in Nadeem Colony, Eidgah Road, Saharanpur. Given the fact that my father Mr Khursheed Ahmed has been into woodcraft & wood carving business from last 35 years and I have also worked in this cluster for 6 years, we still faced a lot of issues related to marketing that hampered the growth of our business. I was looking for opportunities to expand my export business and increase the buyers in the international market.

I found out participating in international handicraft fairs provide the best platform to increase the number of international buyers however a lot of money is required to mark a presence in such fairs.

I thought of applying for subsidy in marketing assistance schemes of Govt of UP, although I did not have enough capital to still pay for overall participation costs after the subsidy. Amid the doubts, I connected with DIC - District Industries Centre, Saharanpur and inquired about all the schemes and made up my mind to apply for loan under ODOP's financial assistance scheme. My application was accepted by Bank of Baroda, Dehradun Road, Saharanpur and after the due diligence, the bank sanctioned me the loan of INR 25 Lakh.

Once I received money, I started the application process for a very prestigious international fair - The Christmas World, Frankfurt, Germany and participated during 24-28 January 2020. My stall with fascia "Wood Art" in Indian Pavilion was much appreciated by the audiences and participants from the Indian Embassy. (Photos shared) It was a fruitful investment as I scored 65 new leads from international buyers and to-date I have completed 5 international orders worth INR 1 Crore and more orders are in pipeline. I would like to thank ODOP Scheme, office of DIC, Saharanpur and the Govt of UP for ease in getting quick financial support for businesses like ours. My export of this year might have a growth of 1.0-1.5 Crores.

**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.*

Photos from The Christmas World International Fair, Frankfurt, Germany (24-28 Jan 2020)

