



## Success Story - Chitrakoot

**Name of Enterprise** : Balram Singh Wooden Toys Works

**Name of the Entrepreneur** : Balram Singh

**Mobile Number** : 7388235525

**Email ID** :

**Business Sector** : Wooden Craft

*(eg Wooden/Leather/Handicraft etc)*

**Product Description** :

*(Eg Wooden Toys/Furniture/Décor etc)*

Wooden Toys

**No. of Employees:**

*Before availing the benefits of GoUP scheme*

2

*After availing the benefits of GoUP scheme*

12

**Production** (mention unit eg Kg/Pieces/Meter etc) \_\_\_\_\_ Pieces \_\_\_\_\_

*Before availing the benefits of GoUP scheme*

500

*After availing the benefits of GoUP scheme*

2000

### Success Brief\*

Chitrakoot is known for its wooden handicraft, toys. Making of wooden handicraft is an age-old tradition in this small town, located in the border of Uttar Pradesh and Madhya Pradesh, about 132 km from Allahabad and 92 km from Satna. The jungles of Chitrakoot supply Dudhi Sundari and Koraiya woods, with which the handicrafts are made. The tapping, sawing and drilling sounds associated with woodwork that rang through the village has diminished.

Mr. Balram Singh learnt the intricacies of crafting toys from his father and this is the ancestral business which is in continuous production from generation to generation, but it was on the edge of losing its tradition and craftsmanship. Balram Singh's family have always considered their wooden handicraft as a prime art form, taking pride in making wooden toys since ages. However, since the intervention of the GoUP ODO Margin Money Scheme, Balram Singh's business has again revived. In woodcraft business since the intervention of financial assistance from the bank and woodcraft training provided to each artisan, Balram Singh and many other craftsmen like him in the cluster are satisfied by the initiatives taken by GoUP to save the craft from dying.