



Success Story Template



Name of Enterprise : M/s Indus Trading Corporation
Name of the Entrepreneur : Mr. Musharraf Hussain
Mobile Number : 8279509110/
Email ID : industradingcorporation@gmail.com
Business Sector : Metal Craft (Aluminum)
(e.g. Wooden/Leather/Handicraft etc.)
Product Description : Napkin rings, statues, lamps, Flowerpots, Decorative Dishes & Bowls, and other gift items
(e.g. Wooden Toys/Furniture/Décor etc.)

No. of Employees:

Before availing the benefits of GoUP scheme: 3

After availing the benefits of GoUP scheme: 12

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

Before availing the benefits of GoUP scheme: 2000 pieces/month

After availing the benefits of GoUP scheme: 10,000 pieces/month

Success Brief*

I have availed a loan of Rs.20.00 lakh under ODOP Margin Money scheme. I manufacture decorative metal gift items like lamps, statues, flower vases, napkin rings and other decorative items. I had a turnover of Rs.10.00 lakh last year but this year I have crossed a turnover of Rs.1.00 crore and employed 12 workers in my factory.

Earlier, due to limited funds, I had to purchase raw materials intermittently leading to high cost of production but now I can purchase a whole lot of raw material for the entire order, making my work more efficient. I used to get limited orders from a single exporter but with the help of loan under ODOP scheme I have added 4 new exporters from whom I take orders and ensure timely delivery. My production capacity has increased five times and the turnover has grown 10 times in this fiscal year. I am extremely happy to be a beneficiary under ODOP scheme and has also motivated others to get benefitted under the ODOP scheme.

**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.*