



Success Story

Year (2019-20)

Name of Enterprise : Gujral International

Name of the Entrepreneur : Mr. Rajesh Gujral

Mobile Number : 9412203774

Email ID : Rajesh@gisco.in

Business Sector : Sports Goods

(eg Wooden/Leather/Handicraft etc)

Product Description : Discus throw, shorts Puts, etc

(Eg Wooden Toys/Furniture/Décor etc)

No. of Employees:

Before availing the benefits of GoUP scheme:

50-60

After availing the benefits of GoUP scheme

100-120

Production (mention unit eg Kg/Pieces/Meter etc)

Before availing the benefits of GoUP scheme

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After availing the benefits of GoUP scheme

10,000-11,000 Piece



Success Brief*

My name is Rajesh Gujral and I live in Meerut. After the launch of the ODOP Program I established a sports good manufacturing unit, as Sports Goods being the ODOP Product from Meerut. As capital was a challenge, I contacted District Industries Entrepreneurship Promotion Centre (DIEPC), Meerut for its support and guidance about various schemes of the ODOP Program. Further to which I applied for a loan under the ODOP Margin Money Assistance scheme. My application was sanctioned by the Bank and soon after I increased the production capacity of my Unit. Today my unit produces Sports Goods like , shot put, javelin, squashes and many more moulded sports equipment. With the increase in production and addition of new product lines I am now providing more employment to the local people and currently more than hundred people are directly employed in my factory. I want to thank DC-DIEPC, Meerut for their help & support and the UP Govt. for introducing ODOP Program and bring-in such helpful schemes under it.

**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.*