

Format

Bank Details:

Name of the Bank : STATE BANK OF INDIA
Branch Name and Address : NORTH PARUR BRANCH, MAIN ROAD NORTH PARUR,
ERNAKULAM DIST.

Unit Details:

Name of the borrower and address: Mr Sauda Salim , Konathkunnu, Thrissur

Unit Name, if any : Variety Tailoring Centre Konathukunnu

District : Konathukunnu, Thrissur.

State Kerala

Date of Sanction of the Loan : 01/8/2016

Photograph – 2 good quality

Details of the Unit (Around 300 words) ; The unit started in shop room of about 120 sq ft, close to her house. The shop is fully used for tailoring works. Storage of clothes and products are still in her house. Sales are mostly to women in the local area. Most sold items are night dresses. The quality of clothes and stitching are ensured by the promoter. The shop gives partial employment to three other women.

Type of the activity : Tailoring Job Works, Manufacturing of clothing for women. Term loan for machinery : Rs 60,000/- and CC for stocking of clothes : Rs 90000/-

Total turnover : Annual receipts : 360000

Number of persons engaged : 4 Including borrower

Average income / Net profit per month Rs 30000/- Avg Rs 7500/- per month.

Why it is a success Story (Around 500 words)

Mrs Sauda, a house maker was finding it difficult to carry on with family finances, as expenses on education and marriage of her children mostly dried up their savings. The family was depending on the income from her husband, who was employed as a clerk. The EMI to the housing loan availed for constructing her house, left no balance to meet other financial needs of the family. She thought of several occupations, which can keep her engaged but which will also boost the income of family. She had learned the art of tailoring in her younger days but she was not in a position to make the necessary investments. Then, she thought of starting a unit at a small level by which she would be able to do job works and also have some display items of clothing's for women. Her husband was all too willing to support her initiative. She thought that the area, quite far from the town, would create sufficient demand for her product. They could get a shop room which can accommodate 4 machines, two cutting tables. Few women who were in her neighborhood were willing to be part of such venture and became workers of the unit. This strengthened her resolve and she approached North

Parur branch of SBI. She got a loan of Rs150, 000./- and with that amount she could shape her dreams into business unit.

Now she finds her occupation challenging and she is managing the sales of apparels, collection of dues from clients. A good response from the local people, got her more number of customers and now she is confident of further expansion of business. She is happy now with reasonable income which allows her to carry on duties as homemaker easily and have better standard of living . From being a timid women, she has grown into an entrepreneur. She is grateful to the Bank for granting the loan in time and helping her transform her life.

KEY SUCCESS FACTORS

Own skills, support from husband and neighbors and prompt financial help from BANK