

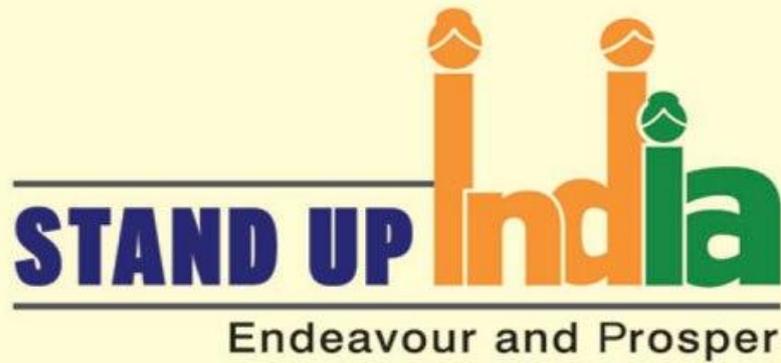
# Adversity Opening the Doors



Life was going well for Smt. G. Sreelatha. She was a freelance part-time journalist in ETV, the popular regional channel. But life is forever uncertain; a cruel blow was her husband's death. Suddenly, she had to take on the responsibility of running the house and ensuring the future of her two kids. It was an uphill task, but Sreelatha was a fighter, and she kept trying various options to ensure a stable life for the family. She heard from a colleague about training in Jute Technologies being provided by **National Institute of Micro Small and Medium Enterprises** (NIMSME).

She enrolled herself for a 45-day course and in addition to the core jute knowledge, went through detailed sessions on **Stand-Up India**.

The training also included interactions with various banks in the city and the process through which the loan can be applied.



**Stand-Up India** is exactly the right programme, providing the perfect platform for situations like this. Women, SC/ST, aspiring entrepreneurs who need that little bit of hand holding, capital money in easy loans and some confidence lifters, benefit immensely from this programme. Smt. Sreelatha did exactly that. After testing the markets and demand for jute products, she started out small.

The response from the market gave her the confidence to start dreaming big and she approached the Andhra Bank, produced her credentials which she earned at the NIMSME, submitted her project report, which was prepared with the constant inputs from the various stakeholders and secured a loan of Rs. 10 lakhs, as cost of machinery and Rs. 6 lakhs as working capital. She started her unit, the GSL enterprises, for making products from jute.

She trained and employed 8-10 needy women to take care of the operations, while she concentrated on finding markets and developing business. The orders are flowing in from various directions, the general bazaars, petty vendors, institutions (like the very bank which financed her), medium retailers, individuals and groups for specific events and functions, etc.

She is operating with a healthy margin even after the repayment of all the monthly installments of the loan and working capital payments. It clearly is a case for further expansion, and the district administration is constantly encouraging her to expand.

This story of Sreelatha, a resilient young woman, standing up and not only taking control of her life but also lending a helping hand to 10 other women like her,

while contributing to the productivity of the country, is the story of Stand-Up India.

Courtesy: <http://darpg.gov.in>

## Hyderabad, Telangana

Hyderabad District, situated along the banks of the Musi river, has 1,396 scheduled commercial bank branches.

### **BACKGROUND/ INITIATIVES UNDERTAKEN**

District has organized Stand-Up India clinics, in collaboration with Andhra Pradesh Industrial and Technical Consultancy Organisation Limited (APITCO), Small Industries Development Bank of India (SIDBI) and Lead Bank to provide handholding support, subsequent to the sanction of loan

Lead Bank has conducted a number of awareness camps at SC/ST colonies and with women Self Help Groups, State Level Federation (SLF) and Town Level Federation (TLF), etc.

Financial literacy camps were conducted at SC/ST basties to create awareness among young entrepreneurs.

Sessions were also conducted to resolve problems faced by borrowers at pre-loan stage

Submission of application is linked with AADHAAR, reducing the possibility of multiple submissions by one borrower

Beneficiaries of Skill Development Trainings and

Entrepreneurs programmes taken up in previous years, were intimated regarding this programme

Frequent interactions were held with Association of Lady Entrepreneurs of India (ALEAP) and Dalit Indian Chamber of Commerce and Industry (DICCI) in eliciting their support in implementation of Stand-Up India

### **KEY ACHIEVEMENTS/ IMPACT**

Out of 1396 bank branches in the District, 208 branches have sanctioned loan under the Scheme

In the district, loan amount of INR 104 Cr. has been sanctioned to 462 accounts, of which 393 are women, 46 are SC and 23 are ST

Total loan amount of INR 60 Cr. has been disbursed to 354 units, of which 315 are women, 22 are SC and 17 are ST

Online applications received by the bank are processed within 15 to 20 days