

No Stopping this Trendsetter

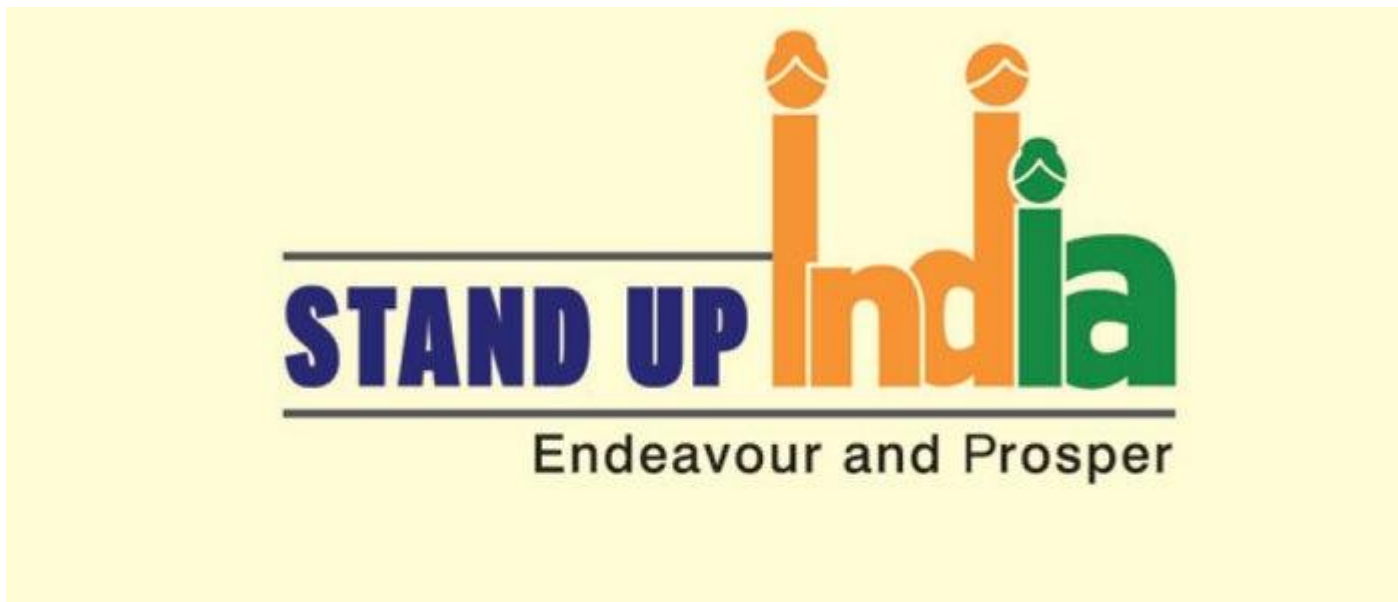


***SOURCE: E-BOOK ON SUCCESS STORIES RELEASED BY THE PRIME MINISTER
ON CIVIL SERVICES DAY 2017***

Entrepreneurship is a state of mind, a confidence that if some idea is well thought out, it can succeed. All it needs is conviction, belief and one helpful ear. Smt. Shradha Soni is a married woman from Arang block of Raipur. Though she came from a business family, she had never done a business herself. But, she had an idea which started growing inside her. Having visited large cities, she was

always amused by the convenience provided by supermarkets. Everything a family needs is available under one roof, in hygienic conditions, with helpful staff and seamless billing. She wanted to start a Supermarket in her town. The family had an area of 9,000 square feet vacant on Sadar Road in Arang; the thought was to set-up the enterprise at this location.

Smt. Soni convinced her husband to build a complex for her new venture. She called the Udyami Helpline Number and got information about [Stand-Up India](#) Scheme.



Then she approached IDBI Bank for assistance under Stand-up India. The Bank found the project unique and competent as there was no such local concept in the vicinity of Arang. Branch helped the borrower, not only in financing the project but also in expertise required in the establishment of setup and marketing strategies.

Today, the Supermarket is in the fifth month of operation and well on its way to profitability. She is providing employment to twenty people directly, thus, helping meet the objectives of the programme. *‘I couldn’t have done this without the support of my husband and my bankers. Thank you, Stand-Up India’*, says Shradha.

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

Raipur, Chhattisgarh

Stand-Up India was officially launched in Raipur on 24th June 2016, in a State Level Workshop, which witnessed a participation of 5000+ entrepreneurs. The district has 494 scheduled commercial bank branches.

BACKGROUND/ INITIATIVES UNDERTAKEN

A State-level launch workshop and 5 District level workshops have been conducted for all Lead District Managers (LDMs), Scheduled Commercial Banks and entrepreneurs

140 Stand-Up India Help Centers (SUHCs) have been set up in the district to provide handholding, training, infrastructure and certification support to the entrepreneurs

Various training programmes have been organised in the district by National Bank for Agriculture and Rural Development (NABARD)/ Small Industries Development Bank of India (SIDBI)/ State Level Banker’s Committee (SLBC) and Lead Bank with the support of District Industries Centre (DIC), Khadi and Village Industries Commission (KVIC) and Khadi and Village Industries Board (KVIB)

Udyami Helpline has been established for helping entrepreneurs by providing information on various aspects such as procedure, eligibility, formalities to be completed, etc.

Loan Camps have been organised by all Banks, DIC and NABARD for mobilising the Scheme and creating awareness about the Scheme in the district

District has taken measures for convergence of the existing schemes, such as PMEGP, MMYSY and Industrial Policy of State, with Stand-Up India

District Level Core Committee has been set up for Stand-Up India for regular monitoring of the progress made under the Scheme

The implementation of programme has been done through workshops organized under the aegis of joint programme of Stand-up and Start-up India

KEY ACHIEVEMENTS/ IMPACT

Out of 494 bank branches in the District, 83 branches have sanctioned loan under the Scheme

Loan amount of INR 25 Cr. has been sanctioned to 93 units, of which 83 are women, and 10 are SC/ST

Loans amounting to INR 8.88 Cr. have been disbursed to 59 units

The response time for handling requests is less than 15 days in the District