

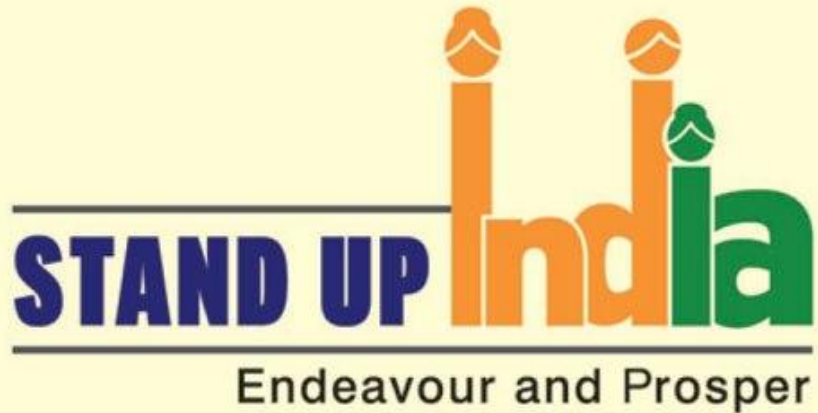
Providing Employment is a Joy



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

M/S Govinda Creations is into manufacturing and processing of hosiery items. Operating from North Yashwantganj, Indore, the unit is run by Smt. Sudha Kothari.

Smt. Kothari learnt of the **Stand-Up India** Scheme from newspaper and decided to avail it to fulfil a burning desire to start a business.



She approached the local Central Bank and enquired about all the formalities. Indore is a hub of business in the Malwa region and there is a lot of potential for a business specialising in ready made garments.

Smt. Kothari had a sound business plan and the experience that she and her husband possessed, gave the bank the confidence that they will run a successful enterprise. With a term loan and also a credit facility for working capital, Sudha was ready to take the plunge.

The early success has given Sudha the confidence to expand her business and provide facilities like imposing of stickers and labels on the garments and also doing 'job work' of printing on the hosiery clothes. The present staff strength of four is sure to expand in the coming months, thereby, providing employment to people of the region. And that seems to give Smt. Kothari a high, as she says, '*I am not running my establishment for income but for giving employment, and that makes me very happy.*'

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

Indore, Madhya Pradesh

Indore is the most populous city of Madhya Pradesh and is located on the Southern edge of Malwa Plateau. The district has 549 scheduled commercial bank branches.

BACKGROUND/ INITIATIVES UNDERTAKEN

District Administration coordinated with Audyogik Kendra Vikas Nigam (AKVN) Indore, Indore Development Authority (IDA), District Industries Center (DIC) Indore, all nationalised and private banks, Start Up community of Indore and Indore IT Companies Associations to conduct seminars, meetings, etc. for creating awareness about Stand-Up India

District Administration continuously followed up with bank coordinators and Government sponsored agencies to accelerate the implementation of Stand-Up India programme.

A number of cluster based schemes were started in the district by Banks to ensure focused approach.

Readymade Garments cluster was identified for Old Indore Area, for which Bank has identified four branches situated in the area, to extend credit facilities to the potential borrowers.

New Loha Mandi has been identified for Iron and Steel Furniture and Fabrication Work and Bol has identified five branches of the same area for extending credit facilities to beneficiaries.

Six branches were allotted to Ranipura Electronics complex for the creation of employment in the manufacturing of electrical and electronics goods in the district.

District has successfully conducted 14 Seminars, 4 Rojgar Melas and 22 other orientation programmes, witnessing participation of more than 6,500 participants

KEY ACHIEVEMENTS/ IMPACT

Out of 549 bank branches in the District, 76 branches have sanctioned loans under the Scheme

Loan amount of INR 30.12 Cr. has been sanctioned to 166 accounts, of which 115 loans have already been disbursed