



Success Story Template

Name of Enterprise : Pooja Shahi
Name of the Entrepreneur : Deoria Designer Pvt Ltd
Mobile Number : 7084325911
Email ID : artpooja108@gmail.com
Business Sector : Handicraft
(eg Wooden/Leather/Handicraft etc)
Product Description : Decorative Items
(Eg Wooden Toys/Furniture/Décor etc)



No. of Employees:

Before availing the benefits of GoUP scheme

20

After availing the benefits of GoUP scheme

100

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

Before availing the benefits of GoUP scheme

80 Pieces/Day

After availing the benefits of GoUP scheme

250 Pieces/Day

Success Brief*

Hailing from A small hamlet Surauli in Deoria ,30 year old Pooja Shahi founder of '**Deoria Designer Pvt Ltd**' which markets its handmade jewelries in global markets besides, providing jobs to 100 rural women .

Born and brought up in poor family she started preparing macramé products including TV covers, baby swings, sofa covers to support her family in 2009 after learning macramé craft making through videos on internet. During this period poor financial situation and lack of human resource constrained her potential. Year 2014 , she travelled across the country through an NGO called Jagrati Yatra, enhancing her skills while boosting her confidence to start her own company . She started making decorative items with a small group of 4-6 women in 2014 , where as today her enterprise has grown to a strong knit group of 100 women hail from rural areas. These women are from Self Help Groups under National Rural Livelihood Mission (NRLM) in the district are skill trained by various schemes run by the DIEPC office under ODOP Program.

**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.*