



Success Story Template



Name of Enterprise : M.Malwa Kela Resha
Name of the Entrepreneur : Ravi Prasad
Mobile Number : 6306353170
Email ID : raviparsad.1982@gmail.com
Business Sector : Banana Fiber & Handicraft
(eg Wooden/Leather/Handicraft etc)
Product Description : Banana Fiber Handicraft

(Eg Wooden Toys/Furniture/Décor etc)

No. of Employees: 250+

Before availing the benefits of GoUP scheme

30

After availing the benefits of GoUP scheme

250

Production (mention unit eg Kg/Pieces/Meter etc) _____45kg/day_____

Before availing the benefits of GoUP scheme

15 kg/day

After availing the benefits of GoUP scheme

45 kg/day

Success Brief*

Mr.Ravi Prasad, an economics graduate hailing from Hariharpur a small village in kushinagar district from Purvanchal region of the state (Uttar Pradesh) has been at the forefront manufacturing various eco-friendly banana fiber products. He has brought good news for banana farmers as well as for rural unemployed people, an idea for making carpets, slippers, caps, pooja seats, bags, flower pots, pen stands, doormats among various other goods from banana fibre. In 2015 while visiting an exhibition at Pragati Maidan he saw a stall of banana crafts from Coimbatore, Tamil Nadu. A thought, if goods can be made from banana fibre in Tamil Nadu, why can't we make such goods from the same product as banana is cultivated around 5,000 hectare landholding in kushinagar. Ravi urged for a help form District industrial office where under MSME skill development programme 1-month training at Coimbatore was awarded. After which he received a loan of Rs 500,000 from Union Bank of India under Prime Minister's Employment Generation Programme (PMEGP) to eastablish "Malwa kela resha utpadan kendra" with a small team of 15. In 5 years journey the team has grown to 250 people while skilling training many others under self-employment initiative in his village.

**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.*