

## **LIFE OF MRS. RUMA PODDAR WITH SATRA DEVELOPMENT FINANCE PVT. LTD.**

Mrs. Ruma Poddar, 33-year-old, hard-working woman from the village of Krishna Nagar under Udalguri Development Block of Udalguri District (BTAD), Assam. Her husband, Mr. Sankar Das, aged about 45 years, has two young daughters, ages 14 and 8, both of whom are studying in school at classes X and II. Sankar Das has a tailoring machine and, with it, maintains his livelihood with his wife and two daughters. Mrs. Ruma Poddar has helped her husband in the tailoring unit. They wanted to expand their business but, due to a lack of funds, they were unable to do so.



In the month of March 2019, Mrs. Ruma sought a loan from Satra Development Finance Pvt. Ltd. (SDFPL) for the expansion of the tailoring unit. Considering her business with her husband

SDFPL granted a sum of Rs.30,000.00 (Rupees Thirty Thousand Only) as a loan in the first cycle. With that amount, she purchased some cloth and started making goods for women and children's school dresses. She and her husband both worked more time for expanding their business. Being a woman and member of a women's SHG/JLG, she got a response from local people. Ruma's commitment to her business, her amicable behavior, and sincerity have attracted more and more customers to their tailoring shop. Ruma earns an average of Rs.4,000 to Rs.6,000 more than earlier and she repaid her loan within 10 months to SDFPL.

At this moment Ruma and her husband feel that one plastic item shop demand is there, where their tailoring shop exists. So they decided to start a plastic item shop with the tailoring unit. Ruma requested SDFPL officials about her plan of opening a plastic item shop for which she sought another loan of Rs.50000/.Considering her dedication sincerity and good relationship and trust SDFPL sanctioned her 2<sup>nd</sup> cycle loan of Rs.50000/ on 30/06/2020.



Initially husband and wife together look after both the unit, tailoring and plastic shop. Later on Ruma fully involved with plastic shop and her husband busy at tailoring unit. Now Ruma get average income of Rs.300/-400/ per day and her husband get minimum Rs.500/per day. Now Ruma and her husband are able to generate minimum Rs.22000/ per month, before 2019 their monthly income was not more than Rs.9000/. Ruma dream to expand her shop in coming days enhancing her capital for which she requested SDFPL to grant her minimum Rs.100000/ in the next cycle. Presently they are repaying loan on time. Besides her repayment she saves Rs.2000-3000 at bank, post office and other savings.