

SUCCESS STORY

FROM WEAVING DREAMS TO EMPOWERING COMMUNITIES:

THE INSPIRING JOURNEY OF NILIMA DEORI

Entrepreneur: Mrs. Nilima Deori (45 Years)

Spouse: Mr. Bikul Deori (55 Years)

Location: Khangkhalabari Village,
Udalguri Development Block,
Udalguri District (BTR/BTAD), Assam

Partner Institutions: Satra Development Finance
Pvt. Ltd. (SDFPL) & Assam Financial Corporation (AFC)

Scheme Name: **Kanaklata Micro Finance Scheme**

Chapter 1: **The Struggle of Limited Capital**

In the scenic village of Khangkhalabari in Udalguri, Mrs. Nilima Deori and her husband, Mr. Bikul Deori, worked tirelessly to build a stable life for their 27-year-old son, who is currently pursuing his college graduation.

For years, Bikul ran a small local yarn shop. While the shop provided their primary source of livelihood, Nilima actively worked alongside him to manage operations. Deep within their hearts, the couple held a strong desire to expand their business. However, like many rural micro-entrepreneurs, they faced a steep barrier: a severe lack of sufficient capital. Without funds, their dreams of upgrading the shop remained out of reach.



Chapter 2: **The First Step with Satra Development Finance Private Limited (SDFPL) & Assam Financial Corporation AFC (2020)**

The turning point came in 2020. Determined to break through their financial constraints, Nilima approached Satra Development Finance Private Limited (SDFPL) for assistance. Recognizing the viable business model and the couple's sheer determination, SDFPL sanctioned their first micro-loan of ₹60,000. This loan was funded under the prestigious **Kanaklata Micro Finance Scheme** of the Assam Financial Corporation (AFC).

With this initial capital injection, Nilima and her husband immediately upgraded their yarn inventory. They poured long hours of hard work into marketing their products. As a dedicated member of a local women's Self-Help Group (SHG/JLG), Nilima received immense support from her community. Known affectionately as *Nilima Baideu*, her friendly behavior, absolute sincerity, and deep commitment to customer satisfaction drew an increasing number of buyers.



The Impact: The business saw an immediate surge, generating an additional average income of ₹5,000 to ₹6,000 per month. Exhibiting excellent financial discipline, Nilima fully repaid the entire loan within 20 months.

Chapter 3: **Diversification and Cultural Preservation (2023)**

Buoyed by their initial success, Nilima envisioned a grander goal: opening a dedicated garment shop. She wanted to create a platform to showcase and sell local embroidered ethnic designs made by rural artisans—specifically traditional Assamese Mekhela Chador and Bodo traditional attire (Dokhona).

Recognizing her flawless credit repayment track record, dedication, and strong relationship with the institution, SDFPL and AFC stepped in again:

The Second Loan: A loan of ₹95,000 was sanctioned for the garment venture, which was successfully liquidated (fully repaid) in 2023.

The Third Loan: To further scale up both businesses, she was granted a subsequent higher-tier loan of ₹1,50,000 under the ongoing Kanaklata Micro Finance Scheme.

Chapter 4: **A Flourishing Future**

Today, Nilima Baideu is no longer just a helping hand in her husband's shop; she is a successful dual-business entrepreneur. The couple proudly manages two thriving businesses—the expanded yarn store and the ethnic garment shop.

Through the timely joint intervention of AFC and Satra Development Finance Pvt. Ltd., their average monthly earnings have jumped by ₹10,000 to ₹15,000. This reliable income stream has securely stabilized their family's livelihood and guaranteed smooth financing for their son's higher college education. Nilima Deori stands out as a beacon of women's empowerment and economic self-reliance in Udalguri.

Impact Summary

Metric	Before Intervention (Pre-2020)	After AFC & SDFPL Intervention (Current)
Business Scope	1 Small-scale Yarn Shop	2 Shops (Yarn + Traditional Ethnic Garments)
Financial Assistance Received	Zero formal credit access	3 Loan Cycles (₹60K → ₹95K → ₹1.5 Lakhs)
Incremental Monthly Savings/Income	Barely meeting subsistence	Additional ₹10,000 to ₹15,000 per month
Community Impact	Individual survival	Preserving Assamese & Bodo traditional weaving art