

## Success Story of Sushama Gouda: Turning ₹100,000 Loan into a Sweet Success

In the village of R. Udayagiri, R. Udayagiri GP, Mrs. Sushama Gouda of Sri Mahalaxmi SHG is a living example of how determination and hard work can turn dreams into reality. She is also a Lakhpati Didi with Member ID. **240207688576**. Her journey from taking a loan to building a thriving sweet shop is an inspiring tale of ambition, perseverance, and entrepreneurial spirit.



Sushama always had a passion for cooking sweet and snacks. However, starting a business required more than just skills; it needed capital. She dreamed of opening a sweet shop that would not only serve her community but also create a source of livelihood for herself and her family.

Her big break came when she approached the **One Stop Facility Center Jyoti Mahasangha in Chelligada GP**. Sushama was granted a loan of **₹100,000**. This loan was a lifeline for her, enabling her to open a small shop, buy ingredients, and invest in the equipment needed to start her business.

She began making a variety of traditional and local sweets, including rasgulla, laddu, and some of her own unique creations. At first, business was slow, but her commitment to using the finest ingredients and ensuring that every sweet was made with love paid off. Her customers soon began to appreciate the quality and taste of her offerings, and word of her shop spread

through the village and beyond. Over time, she also started taking bulk orders for local festivals, weddings, and celebrations, further increasing her revenue.

As her profits increased, Sushama was able to repay the loan ahead of schedule, a significant milestone that boosted her confidence. With the extra earnings, she reinvested in her business by expanding her product line.



Today, Sushama Gouda's sweet shop is a symbol of success in R. Udayagiri Block. She earns approximately ₹30,000 – ₹35,000 profit per month. She not only pays off her loan but has built a stable income for her family and contributed to the local economy.

Sushama's story is a powerful reminder of the positive impact that financial support, hard work, and determination can have on individuals and communities. Her success continues to inspire others in the village, especially women, to pursue their dreams and take bold steps toward financial independence.

Thanks to the support from the One Stop Facility Center, Sushama is now planning to expand her sweet shop further, hoping to reach even more customers and share the sweetness of success with others. Her journey is a true testament to the potential that lies within every woman when given the right support and opportunity.

## Success Story of Radha Madhab Producers Group: Empowering Women of Chelligada

In the small village of Chelligada, in the R. Udayagiri block of Odisha, a group of 30 determined women set out on a mission to create sustainable livelihoods and empower their community. Under the dynamic leadership of **Mamita Paik** (President) and **Sasmita Beherdalai** (Secretary), the **Radha Madhab Producers Group** was formed. Their vision was clear: to produce high-quality **Phenyl**, a disinfectant in demand across households and businesses, and create an opportunity for economic independence.

With the guidance and support of the **Odisha Livelihoods Mission (OLM)**, this group of women overcame many challenges, transforming their lives and the future of their village. Here's their inspiring journey:

### **The Beginning: A Shared Dream of Empowerment**

The women of Radha Madhab Producers Group came together with a shared goal: to break free from the cycle of financial dependence. Recognizing the growing demand for affordable disinfectants like **Phenyl** in their region, the group decided to start producing their own.



Despite having no prior experience in manufacturing, the group was determined to succeed. They began with basic training and gradually built their skills in production and quality control. The local support and guidance from OLM, helped them turn their ideas into reality.

## Key Support from Odisha Livelihoods Mission

A turning point in the group's journey came when they received crucial funding from the **Odisha Livelihoods Mission (OLM)**, a state initiative to support livelihoods in rural areas. The financial backing enabled the Radha Madhab Producers Group to scale their operations, improve their infrastructure, and secure working capital. The funding came in the following forms:

1. **₹104,000 for Institutional Building & Capacity Building (IB & CB) Fund:** This helped the group undergo essential training programs, learn production techniques, and develop business management skills.
2. **₹100,000 for Infrastructure Development:** With this fund, the group set up a well-equipped production facility, ensuring a safer and more organized environment for manufacturing their product.
3. **₹200,000 for Working Capital:** This critical fund allowed the group to purchase raw materials in bulk, expand their production, and meet growing demand without financial strain.

This funding proved to be a game-changer, allowing the women to run their operations efficiently, enhance product quality, and increase their market reach.

## Overcoming Challenges and Building a Strong Brand

Though the financial support was invaluable, the Radha Madhab Producers Group still faced significant challenges. The group had to navigate the complexities of sourcing raw materials, managing production timelines, and ensuring quality control in every batch of **Phenyl**. However, the strong leadership combined with the dedication of all 30 members, helped them rise above these challenges.



The women worked collaboratively, learning from each other and constantly improving their processes. Their commitment to quality and consistency ensured that their **Phenyl** quickly became popular in the local markets.

## **Economic Impact and Social Change**

The success of the Radha Madhab Producers Group has been life-changing for the women involved. Prior to starting this venture, many of the members were dependent on seasonal labor or small-scale agricultural work. Today, they earn a steady income, which has improved their quality of life and provided a sense of financial security.

For **Mamita Paik** and **Sasmita Beherdalai**, their roles as leaders have allowed them to inspire others. The positive impact is evident: families have improved living standards, children are attending school with better resources, and women are gaining respect and recognition as leaders in their community.

## **Looking Ahead: Expanding the Vision**

The Radha Madhab Producers Group is just getting started. With the success of **Phenyl**, they have begun exploring opportunities to diversify their product range. There are plans to expand into other hygiene products, such as surface cleaners, disinfectant liquids, and hand sanitizers. Additionally, the group is aiming to increase production capacity and reach wider markets beyond their local area.

## **Conclusion: A Story of Resilience, Leadership, and Empowerment**

The success story of **Radha Madhab Producers Group** is a powerful reminder of the potential of women when they come together with a shared vision. Under the leadership of **Mamita Paik** and **Sasmita Beherdalai**, these 30 women have not only created a thriving business but have also become catalysts for change in their village. Their journey exemplifies the power of financial support, community collaboration, and a strong entrepreneurial spirit.

Through the generous support of the **Odisha Livelihoods Mission**, the Radha Madhab Producers Group has proven that women, when empowered with the right resources and opportunities, can break barriers, build businesses, and create lasting change in their communities. Their story continues to inspire others, showing that with hard work, resilience, and leadership, anything is possible.