

HARYANA



Name of Beneficiary	Smt. Kiran
Distt. & U.T	Sector- 7, Gurugram, Haryana
Scheme Name	Individual Loan
Year of Sanction	2022
Activity/Occupation	Tiffin Service
Name of State Channelizing Agency (SCA)	Haryana Backward Classes & Economically Weaker Sections Kalyan Nigam
Contact Details	-

Impact	<p>Kiran, a determined woman entrepreneur from Gurugram district, availed a term loan of ₹1,00,000 under the NBCFDC scheme in 2020 to strengthen her home-based kitchen service. With a clear vision for growth, she utilized the financial assistance to purchase essential kitchen equipment and expand the operational capacity of her enterprise.</p> <p>In addition to upgrading her infrastructure, Kiran strategically invested in marketing and outreach by registering her service on leading online food delivery platforms such as Swiggy and Zomato. This digital expansion enabled her to reach a broader customer base, resulting in increased visibility and a significant rise in daily orders. The enhanced reach directly translated into sustained growth in monthly sales and profits.</p> <p>As her business scaled up, Kiran created employment opportunities by engaging a woman helper, thereby contributing to women's empowerment and local livelihood generation. She attributes her improved standard of living, financial independence, and growing confidence to the timely support received through the NBCFDC scheme.</p> <p>Kiran's journey stands as a testament to how targeted financial assistance, when combined with entrepreneurial initiative and digital adoption, can transform small ventures into sustainable income-generating enterprises while promoting inclusive development.</p>
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