## Media Coverage Index

**Arohan SFB: Transforming lives in Odisha through entrepreneurship**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Publication Name</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Orissa Express</td>
<td>Print</td>
</tr>
<tr>
<td>2.</td>
<td>Suryaprava</td>
<td>Print</td>
</tr>
<tr>
<td>3.</td>
<td>Hiranchal</td>
<td>Print</td>
</tr>
<tr>
<td>4</td>
<td>Amruta Duniya</td>
<td>Print</td>
</tr>
<tr>
<td>5.</td>
<td>Darsanna</td>
<td>Print</td>
</tr>
<tr>
<td>6.</td>
<td>Sanchar</td>
<td>Print</td>
</tr>
<tr>
<td>7.</td>
<td>Manthan</td>
<td>Print</td>
</tr>
<tr>
<td>8.</td>
<td>Mallhare</td>
<td>Print</td>
</tr>
<tr>
<td>9.</td>
<td>Kalinga Mail</td>
<td>Print</td>
</tr>
<tr>
<td>10.</td>
<td>Indian Era</td>
<td>Print</td>
</tr>
</tbody>
</table>
ୟାବ୍ୟ ପରିନିର୍ଭର ଧିବାରା ଗ୍ରାମର ଛାଡ଼ି ଯାଇବା ଜାଣାଇଶି ବାରନିର୍ଦ୍ଧାରି
খালিদা বহুবিধি: দূরপালা রাখালে শুরুতাতে দুরাছিদ করুণী

গৃহস্থা দুরাছিদি করুণাময়ী: দূরপালা রাখালে হাতে হাতে করুণাময়ী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী

দূরপালা রাখালে হাতে হাতে করুণাময়ী: দূরাছিদ করুণী


publication: Darsanna

Edition: Bhubaneshwar

Date: 14th November, 2019

Page No.: 05
Arohan SFB: Transforming lives in Odisha through entrepreneurship

Bhubaneshwar: Prabhasini Sahu is a resident of Ganjam district, a small village in Odisha. Her story portrays a life transforming experience of becoming a dignified individual in her family as well as in the village. Prabhasini’s family of 4, including her husband and two children who were struggling with a poor financial condition. The income contribution from her husband was limited to suffice the basic requirements of her family.

Prabhasini always had the zeal to start some business of her own in order to become financially independent but due to the lack of any savings, she was unable to initiate any sort of business. Despite all odds, she did not lose hope and was determined to support her family. To supplement her family’s income, Prabhasini took her first loan of Rs.20,000 from Arohan Financial Services where she was already a customer. After receiving her first loan amount, Prabhasini’s life underwent a transformation. She utilized her loan in establishing a small grocery shop at her house. With her consistent efforts, her business started gaining popularity and her monetary condition improved gradually with which she was not only able to fund her children’s education but also supported her husband in the household expenditures.

Her good credit profile made her eligible for a higher loan amount of Rs. 40,000. From her second loan cycle, Prabhasini was able to add more products to her shop which further increased her sales and her family’s income considerably. Prabhasini is very grateful to Arohan Financial services for their support. Having benefitted from the timely intervention by Arohan Financial services, Prabhasini actively advocates and educates her neighbours about the value of being self-employed and being an equal bread-earner to the family.
THANK YOU