MICROFINANCE INSTITUTIONS NETWORK

Media Visibility Report

Case Study: Growing Opportunity Finance (India) Pvt Ltd:
Transforming the Lives of Aspiring Individuals

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## Media Coverage Index

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பல்கலா நபர் சுருக்கு நோக்கிய குழிப்பு செய்யும் போது

என்று வந்து வெளியேறுவதற்கு முன் நோக்கிய குழிப்பு செய்யும் போது

நூற்றாண்டுகளுக்கு முன்னர் நோக்கிய குழிப்பு செய்யும் போது

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வா கிருஷ்ணை நூற்றாண்டு மாதங்கள் நடந்த தனி தொடர்பும் இறுதியால் கூறும்:

கையிலே இருப்பது ஒன்றை கொண்டு வந்தே இருப்பது மூன்றை கொண்டு வந்தே...
நாள் கருத்து செய்துக்கொள்வதில் இருந்து விளக்கும், ஆற்றம் உள்ளாக்கிய வேலாசுகள் வெளியிட்டு அமர்ந்ததை இல்லாமல் விளக்கும்.
From small tea shop to grocery store, Salem woman scripts unique success story

SALEM, AUG 18

The story of success through hard work and determination of SyedaliFathimaa resident of Hasihampatti is inspiration to many aspiring women.

Syedali Fathima along with her husband ShadhikBasha used to run a small tea stall in Natesan Colony of Hasihampatti. Despite putting in all the ingredients that would put their venture into a surplus generating trajectory, their income was hardly sufficient to make ends meet. They decided to expand by adding snacks to their list of offerings. But lack of funds proved to be stumbling block for their progress. Syedali happened to meet the field officers of Growing Opportunity Finance (India) Pvt Ltd and learned about their financial offerings and secure loan procedures. With the optimism she joined the group and took a micro-credit of Rs. 5000 in her first loan cycle.

With the help of the first loan, the couple expanded their business and gradually, started making modest income. With time, they repaid their loan and applied for more, to further grow their business.

She is now on her tenth loan cycle. By timely repayments of all previous loans, her credit score significantly improved and later she became eligible for a larger loan amount. Eventually, she received an individual MSME loan of Rs. 1,00,000 said officials of Growing Opportunity Finance.

Growth has never stopped and she has now expanded her small tea stall into a grocery shop, adding vegetables and other household items as part of their offerings. She also owns a Tata Ace Mini load vehicle for the timely delivery of her products.