



MICROFINANCE INSTITUTIONS NETWORK

Media Coverage Report

Case Study: Empowering Women Entrepreneurs: Growing Opportunity Finance (India) Pvt Ltd

Region: Thiruvallur, Tamil Nadu

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Growing financial opportunities empower women entrepreneurs

Thiruvallur, Jan 23: Faridha Bee belongs to a small locality of Manavalanagar situated in the Thiruvallur district of Tamil Nadu. Her life-transforming journey from a small scale beautician to a successful entrepreneur is an inspiration to many.

Faridha lost her husband at an early age and had to manage the responsibility of her children, single handedly. She was a proficient Beautician but had inadequate capital to open her own Beauty Parlor to pursue her entrepreneurial journey. Having no other option, she started offering door to door services as a beautician in her locality.

The meagre income generated from her work was insufficient to cater to the needs of her growing children.

The situation was grim until 2008 when she came across a client relationship officer of Growing Opportunity Finance in her area. The relationship officer apprised her about the Joint Lending Model and collateral-free microfinance loans. She gathered adequate information about the financial offerings and immediately became a member of Growing Opportunity receiving her first loan amount of Rs. 5,000.

She utilized the loan

amount to rent a space and start her own Beauty Parlour. Soon after she received skill development training by Growing Opportunity Finance that further helped her to expand her business. With constant dedication and financial support she is now making a stable income.

With timely repayments, Faridha became eligible for high-value loans. In 2017, she received an MSME loan of INR 100,000 from Growing Opportunity Finance and started a cosmetics shop alongside her beauty parlour. She further employed two assistants on a salary of Rs. 10,000

each to support her at the beauty parlour.

With the transition in the financial stability of Faridha's family, she was able to provide education of repute to her children. She now generates Rs. 60,000 – 70,000/month and is training women in her neighborhood. Expressing her gratitude towards Growing Opportunity Finance, Faridha says "I am grateful to Growing Opportunity Finance (India) Pvt Ltd, who helped me achieve all my visions. I would recommend Growing Opportunity to all those women who would like to pursue their dreams."

Publication	Makkal Kural
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ஏழை அழகுக் கலை பெண் சொந்தமாக பியூட்டி பார்லர் நிறுவ கடன் வழங்கி ஊக்கமளித்த குரோயிங் பைனான்ஸ் நிறுவனம்

சென்னை, ஜன. 27- அழகுக் கலை திறமை இருந்தும் சொந்தமாக பியூட்டி பார்லர் நிறுவ வசதி இல்லாத பரிதாபி, என்ற விதவை பெண்ணுக்கு குரோயிங் ஆப்பரேட்டிவ் பைனான்ஸ் ஊக்கம் அளித்து ரூ. 1 லட்சம் கடன் வழங்கியது. இன்று 2 ஊழியர்களுடன் அவர் மாதம் ரூ. 60 ஆயிரம் சம்பாதிக்கிறார்.

கணவனை இழந்து குழந்தைகளுடன் தவித்த திருவள்ளூர் மணவாளன் நகரைச் சேர்ந்த பரிதாபி, என்னும் பெண், சிறந்த அழகுக் கலை நிபுணர் ஆவார். இவர் பியூட்டி பார்லர் திறக்க போதிய முதலீடு இல்லாததால் வீடு தேடிச் சென்று வாடிக்கையாளருக்கு அழகுக் கலை பணி செய்துள்ளார். இதனால் கிடைக்கும் வருமானம் போதவில்லை.

இவரது பகுதியில் 2008-ஆம் குரோயிங் ஆப்பரேட்டிவ் பைனான்ஸ் அதிகாரி இவரது நிலைமையை கண்டு மைக்ரோ பைனான்ஸ் கடன் திட்டத்தில் அடமானம் இல்லாமல் உறுப்பினராக்கி, ரூ.5 ஆயிரம் கடன் வழங்கினார். இதை கொண்டு சிறிய பியூட்டி பார்லர் துவக்கினார்.

இவருக்கு மத்திய அரசின் அழகுக் கலை திறமை மேம்பாட்டு பயிற்சி வழங்கப்பட்டது. இதனால் இவருக்கு 2017-ம் ஆண்டில் சிறு

தொழில் கடனாக ரூ. 1 லட்சம் குரோயிங் ஆப்பரேட்டிவ் பைனான்ஸ் வழங்கியது. இவர் அழகு நிலையத்துடன், அழகு சாதனைப் பொருட்கள் விற்பனை பிரிவை துவக்கி, இதர பெண்களுக்கு அழகுக் கலை பயிற்சியும் அளிக்கிறார். 2

உதவியாளர்களை நியமித்து தலா ரூ. 10 ஆயிரம் சம்பளம் வழங்கும் அளவுக்கு மாதம் ரூ. 60 ஆயிரம் வரை சம்பாதிக்கிறார். தனது வளர்ச்சிக்கு ஊக்கமளித்து உதவிய குரோயிங் ஆப்பரேட்டிவ் பைனான்சுக்கு நன்றி தெரிவித்தார்.

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Poor widow scripts success as entrepreneur with micro loans

THIRUVALLUR, JAN 22

Faridha Bee a widow from Manavalanagar in the Thiruvallur district has scripted a success story of transforming her economic status from a small scale beautician to a successful entrepreneur. She started off with offering door to door services as a beautician in her locality. The meagre income generated from her work was insufficient to cater to the needs of her growing children. According to officials of Growing Opportunity Finance, the situation was grim until 2008 when she came across a client relationship officer of Growing Opportunity Finance in her area. She became a member of Growing Opportunity Finance and received her first loan amount of Rs. 5,000. She utilized the loan amount to rent a space and start her own Beauty Parlour. She received skill development training by Growing Opportunity Finance that further helped her to expand her business.

With timely repayments, Faridha became eligible for high-value loans. In 2017, she received an MSME loan of Rs. 100,000 from Growing Opportunity Finance and started a cosmetics shop alongside her beauty parlour. With the transition in the financial stability of Faridha Bee's family, she was able to provide education of repute to her children said Growing Opportunity Finance officials.

Publication	Andhra Jyoti
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Date	January 26, 2021
Page No.	02

பெண்கள் தொழில்முனைவோரை மேம்படுத்துதல்: வளரும் வாய்ப்பு நிதி

பரிதா தேனீ தமிழ்நாட்டின் திருவள்ளூர் மாவட்டத்தில் உள்ள மனவலநகரசிட்டுவேட்டின் ஒரு சிறிய பகுதியைச் சேர்ந்தது. ஒரு சிறிய அளவிலான அழகு கலைஞரிடமிருந்து வெற்றிகரமான தொழில்முனைவோர் வரை அவரது வாழ்க்கையை மாற்றும் பயணம் பலருக்கு உத்வேகம் அளிக்கிறது. சிறு வயதிலேயே பரிதா தனது கணவரை இழந்து, தனது குழந்தைகளின் பொறுப்பை நிர்வகிக்க வேண்டியிருந்தது. அவர் ஒரு திறமையான அழகு கலைஞராக இருந்தார், ஆனால் தனது தொழில்முனைவோர் பயணத்தைத் தொடர தனது சொந்த பியூட்டி பார்லரைத் திறக்க போதுமான மூலதனம் இல்லை.. வேறு வழியில்லை என்பதால், அவர் தனது வட்டாரத்தில் ஒரு அழகு கலைஞராக வீட்டுக்கு வீடு வீடாக சேவைகளை வழங்கத் தொடங்கினார். அவரது வேலையின் மூலம் கிடைக்கும் மிகச்சிறிய வருமானம், வளர்ந்து வரும் குழந்தைகளின் தேவைகளைப் பூர்த்தி செய்ய போதுமானதாக இல்லை.

Publication	Dina Thodar
Edition	Thiruvallur, Tamil Nadu
Date	January 25, 2021
Page No.	02

**பெண்கள் தொழில்முனைவோரை
மேம்படுத்துதல்: வளரும் வாய்ப்பு**

நிதி

பரிதா தேனீ தமிழ்நாட்டின் திருவள்ளூர் மாவட்டத்தில் உள்ள

மனவலநகரசிட்டுவேட்டின் ஒரு சிறிய பகுதியைச் சேர்ந்தது. ஒரு சிறிய அளவிலான அழகு கலைஞரிடமிருந்து வெற்றிகரமான தொழில்முனைவோர் வரை அவரது வாழ்க்கையை மாற்றும் பயணம் பலருக்கு உத்வேகம் அளிக்கிறது.

2008 ஆம் ஆண்டு வரை நிலைமை மிகவும் மோசமாக இருந்தது, அவர் தனது பகுதியில் வளரும் வாய்ப்பு நிதியத்தின் வாடிக்கையாளர் உறவு அதிகாரியைக் கண்டார். கூட்டு கடன் மாதிரி மற்றும் இணை இல்லாத மைக்ரோ-பைனான்ஸ் கடன்கள் குறித்து உறவு அதிகாரி அவளுக்கு விளக்கினார். அவர் நிதி வழங்கல்கள் பற்றிய போதுமான தகவல்களை சேகரித்தார், உடனடியாக தனது முதல் கடன் தொகையான ரூ. 5,000.

Publication	News Today
Edition	Thiruvallur, Tamil Nadu
Date	January 21, 2021
Page No.	02

Micro-finance helps woman entrepreneurs

| NT BUREAU |

Chennai, Jan 21:

Faridha Bee who belongs to a small locality of Manavalanagar in Thiruvallur district, had lost her husband at an early age and had to manage the responsibility of her children, single-handedly. She was a proficient beautician but had inadequate capital to open her own beauty parlour, to pursue her entrepreneurial journey. Having no other option, she started offering door-to-door services as a beautician in her locality.

In 2008, she came across a client relationship officer of Growing Opportunity Finance in her area. The relationship officer apprised her about the Joint Lending Model and collateral-free micro-finance loans. She gathered adequate information about the financial offerings and received her first loan amount of Rs 5,000.

She utilised the loan amount to rent a space and start her own parlour. Soon after she received skill development training by Growing Opportunity Finance that further helped her to expand her business. With timely repayments, Faridha became eligible for high-value loans.

Publication	Southern Mail
Edition	Thiruvallur, Tamil Nadu
Date	January 23, 2021
Page No.	02

Empowering Women Entrepreneurs: Growing Opportunity Finance (India) Pvt Ltd.

Chennai: Faridha Bee belongs to a small locality of Manavalanagar situated in the Thiruvallur district of Tamil Nadu. Her life-transforming journey from a small scale beautician to a successful entrepreneur is an inspiration to many. Faridha lost her husband at an early age and had to manage the responsibility of her children, single handedly. She was a proficient Beautician but had inadequate capital to open her own Beauty Parlor to pursue her entrepreneurial journey. Having no other option, she started offering door to door services as a beautician in her locality. The meagre income generated from her work was insufficient to cater to the needs of her growing children. The situation was grim until 2008 when she came across a client relationship officer of Growing Opportunity Finance in her area. The relationship officer apprised her about the Joint Lending Model and collateral-free microfinance loans. She gathered adequate information about the financial offerings and immediately became a member of Growing Opportunity receiving her first loan amount of Rs. 5,000.

Publication	Virtual Times
Edition	Thiruvallur, Tamil Nadu
Date	January 25, 2021
Page No.	02

Empowering Women Entrepreneurs: Growing Opportunity Finance (India)

Thiruvallur, Tamil Nadu: Faridha Bee belongs to a small locality of Manavalanagar situated in the Thiruvallur district of Tamil Nadu. Her life-transforming journey from a small scale beautician to a successful entrepreneur is an inspiration to many.

Faridha lost her husband at an early age and had to manage the responsibility of her children, single handedly. She was a proficient Beautician but had inadequate capital to open her own Beauty Parlor to pursue her entrepreneurial journey. Having no other option, she started offering door to door services as a beautician in her locality. The meagre income generated from her work was insufficient to cater to the needs of her growing children.

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INR 100,000 from Growing Opportunity Finance and started a cosmetics shop alongside her beauty parlour. She further employed two assistants on a salary of Rs. 10,000 each to support her at the beauty parlour.

With the transition in the financial stability of Faridha's family, she was able to provide education of repute to her children. She now generates Rs. 60,000 – 70,000/month and is training women in her neighborhood. Expressing her gratitude towards Growing Opportunity Finance, Faridha says "I am grateful to Growing Opportunity Finance (India) Pvt.Ltd, who helped me achieve all my visions. I would recommend Growing Opportunity to all those women who would like to pursue their dreams."