

SUCCESS STORY - I

Humility is the hallmark of success : Ramaswamy



This is the story of a man from a very humble background who scaled great heights through sheer hard work. After completing his Job Oriented Course in Sericulture, he could not find a suitable job and got employed as a salesman in a ready made clothes showroom at Bangalore for a meagre salary of Rs. 600 per month. Determined to become an independent entrepreneur, he applied for financial assistance under PMRY scheme. To his utter disappointment, his application was rejected under this scheme. He was not the man to give up so easily and he again applied for a loan under PMRY in 2001 and got selected. He was sponsored to RUDSETI, Nelamangala for 12 days' EDP training programme, which was mandatory to avail the benefit of subsidy and bank loan under the scheme. Ramaswamy imbibed the competencies on financial and marketing management, accountancy and book keeping etc. during the training programme. The softskills provided by the institute brought about a sea change in his attitude and the way he looked at business.

Canara Bank sanctioned him a loan of Rs. 95,000/- for establishing a small readymade garments shop in Nelamangala in the year 2002. His competitive pricing, friendly approach towards customers soon helped him to increase the sales turnover and by the year 2011, he was able to establish a big readymade textile shop in the name of CNR Textiles in Nelamangala which recorded a turnover of Rs. 40 Lakh per month.

In his efforts to expand business, he ploughed back the surplus from his existing business and also availed a second dose of bank loan of Rs. 6 Crores. He diversified his business into sale of granites, printing, real estate business etc.

Amidst all the success he got in business, Sri Ramaswamy did not forget his roots and he was always helpful to the people of his village in times of their need. His friends are working shoulder to shoulder with him in the development of the village and Ramaswamy stands out as an example of humility and hardwork. He dedicates his success to RUDSETI, Nelamangala. In his own words, "But for RUDSETI, I would not have been what I am today".

SUCCESS STORY – II

Perseverance pays in the long run: Dorette Christabel



“It is in our darkest moments that we must focus to see the light”, said Aristotle. This story unravels the inspiring journey of Dorette Christabel, a woman entrepreneur who stood firm as a rock against all the odds of life and kept herself motivated to move in the direction of her goals.

Dorette left her home at a young age and relocated to Bangalore along with her husband Ramesh as their families did not approve of their marriage. Life was certainly not a cakewalk for them without any support and guidance from the family / close friends. Dorette joined as an assistant in a lottery office for a meager amount of Rs. 400 per month. But after giving birth to her daughter, she left her job to take care of the new born. Incidentally, Dorette came across an advertisement on Prime Minister's Rozgar Yojana (PMRY) on Doordarshan while watching television one day. She applied for the same and got selected in the interview after which her application was forwarded to Syndicate Bank, Palace Guttahalli branch and the Manager advised her to undergo Entrepreneurship Development Program training at RUDSETI, Arisinakunte, Bangalore.

With a small baby in her arms, attending a training at RUDSETI was next only to impossible. But the Branch Manager insisted that training is compulsory as per the requirement of PMRY scheme. Thus Dorette made many sacrifices and attended the training programme at RUDSETI, Bangalore. The training program served as a guiding factor and eye opener for Dorette. Sessions on icebreaking, entrepreneurial competencies, communication, personality development, marketing and simulation games on self-confidence, risk taking and systematic planning etc helped her attain the essentials of a successful entrepreneur.

After finishing the training, Dorette availed a loan of Rs. 95000 from Syndicate Bank and along with her husband started a firm named as 'R.D. Gas Equipments'. Their firm deals in manufacturing commercial stoves, kitchen counters, steam boilers, steam cooking machines and all kitchen related paraphernalia. Further, they provide servicing contract of kitchen and gas equipments to nearly 40 Star hotels in Bangalore.

Dorette, who is a successful entrepreneur today, continues to flourish in her business and she earns monthly income of Rs. 50,000/-. Expressing her gratitude towards RUDSETI, Dorette says, “I developed a 'I must do' attitude during the training. Without EDP training, I would not have been an entrepreneur”. Dorette has bagged many Awards of which National level “Citi Bank Best Entrepreneur Award” is a testimony to her achievements.