



Tamil Nadu Corporation for Development of Women Ltd.
Tamil Nadu State Rural Livelihood Mission - Madurai
Madurai District
Thirumangalam Block

Start-up Village Entrepreneurship Programme (SVEP)

ARUMUGAM – ASHIRWATHAM GENERAL STORES – A SUCCESS STORY UNDER SVEP

1. Basic Details

Sl. No.	Description	Outcome
1	Name of the Business	ASHIRWATHAM GENERAL STORES
2	Category	Business
3	Name of the Beneficiary	ARUMUGAM. L
4	Age	30
5	Qualification	+2
6	Mobile No	70104 99154
7	Name of the SHG	Chempaurthi SHG
8	Name of the Panchayat	Melakottai
9	Amount Received from SVEP	Rs. 40000/-
10	Product Description	General Merchants
11	Market Location geographical coverage area	The public residing in the nearby Villages of Melakottai of Madurai District
12	Per Month Income	Rs. 60000/-
13	Legal certification	1.Udyam Certificate now available
14	Investment	1. Got loan from Canara Bank under Mudra Scheme of Rs. 50000/- 2. Own Place 3. Total Investment: Rs. 2,75,000/-
15	Identified by CRP EP Name	Ms. Jeevarathinam

2. Current Livelihood Activities:

1.	SHG Product	General Stores (Retailing)
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3. The entrepreneurship journey of L.Arumugam

I am pleased to introduce myself as Mrs.L.Arumugam, aged 30 years and I have studied upto +2. I belong to Semparuthi SHG functioning in Melakottai Panchayat.

My husband is involved in travels business and I was just a house wife. I had lot of free time after doing the house hold activities. I joined the Semparuthi SHG functioning in our Melakottai Panchayat. The deliberations among the SHG members motivated me to do some venture, earn money and become financially independent. But, I could not get proper guidance and counseling.

Under the SVEP scheme, I met a Community Resource Person – Enterprise Promotion (CRP-EP) Ms.Jeevarathinam who is working under the SVEP scheme implemented by TNSRLM, Madurai with CED (Tamil Nadu) as the PIA. The Thirumangalam Block Office also encouraged me to get benefit under the SVEP scheme.

I underwent a rigorous Management, Entrepreneurship and Skill Building Training Programme and through this training I got the idea of establishing a retail outlet (General Store) as we did not have a good General Store in Melakottai area. I received a financial assistance of Rs.40,000/- under the SVEP scheme. With the support of the PIA I was guided to get a loan from Canara Bank under the MUDRA Scheme and they provided loan of Rs.50,000/-. Now, the total investment is Rs.2.75 lakhs which included my own family contribution. I started the retail outlet in my own business.

Now I got the UDYAM certification. I am able to generate a monthly income of Rs.60,000/- and both myself and my husband are looking after this retail business. I am grateful TNSRLM, Madurai, CED (Tamil Nadu) and Thirumangalam Block Office for their sustained support and encouragement.

