

## Case Study of Heston Rabha



Glad to introduce **Mr. Heston Rabha**, residence of Jongalpara, Soenang Aga, Dist. North Garo Hills, Meghalaya. He has been one of the most admiring business man of the area because of his behavior and hospitality to the customers. He has his father, mother, wife and two children in his family.

Looking to the obligation for the students in the area, in the year 2018 he thought of opening a press cum book shop for the better cause of the public. Born in a poor family, starting a business with such investment was almost impossible for him. But having a dedication and with help of some of his relatives, he opened the shop with very minimum stock and equipment. Days passed and very soon he have been able to come under the limelight of the customers. He also tried his best to assist the customers in any kind of urgent necessities. However, due to expensiveness of materials and increasing number of customers, slowly it got challenging for him to cope up with the minimum stock. As he is the sole earner of his family, running the house and investing more money in the business was very hard for him.

Discussing with his friends, he then got to know about Grameen Development and Finance Pvt. Ltd. who is financing loans up to 2 lakhs at a very low interest rate of just 15%. Immediately after knowing, he visited the branch at Mendipathar and have shown his interest to apply for a loan. After proper assessments, the committee of GDF have decided to give an

approval of INR 1, 80, 000 for up scaling his business. On dated 31.12.2022, he got the loan and have increased the stock to meet up the daily needs. Along with the daily needs, he also have filled the stock with varieties of flux and school bags for the school children's.

He have thanked GDF and the staff for helping him in fulfilling his dreams to come into reality. He is now giving his best to take the business forward.

