

Shradha Tiwari: The Real Support System



Shradha Tiwari from Jhansi is the proprietor of 'Maa Shardha Garments', a saree store. Inspired by her husband's enterprise, she set up her saree store in 2020 with the help of the udyame platform. Seeing a gap in the availability of quality sarees in the local market, she set up her

store in Jhansi. She came to know about Rang De through udyame and applied for a loan of Rs 30,000, which she received in full. She then capitalised on networking to route a purchase channel through her relatives working in the textile industry in different states.

Along with her enterprise, Shradha is planning to help in expanding her husband's readymade garment store and mutually secure a comfortable future for their children.

udyame is an online single window digital platform that works as an enabler leveraging different products related to finance, marketing, technology, and capacity building for grassroots enterprises. To augment the services of udyame, IMEDF has partnered with Rang De for low-cost credit delivery services. Rang De is India's first social peer-to-peer lending platform that enables individuals from low-income households to invest in enterprises, expanding access to low-cost credit for fundamental needs like livelihood and education. IMEDF's partnership with Rang De aims to leverage the P2P investing platform to enable finance for marginalised communities.

**FROM BEING A HOUSEWIFE TO RUNNING MY OWN SAREE
STORE HELPED ME TO SECURE A COMFORTABLE
FUTURE FOR MY CHILDREN**
