

## MAGIC FUND Helps Sujata Overcome Cash flow Challenge in her Expanding Business



Sujata Sone, a determined and confident woman sells Patanjali Products in a small town in Dharwad. She has been in business for the past eight years. Her husband works in Public Works Department, Dharwad as driver and is a daily wage worker. She has two daughters one in college and other in school.

She had her shop in front of her rented house to avoid giving rent separately for her shop but due to the change in policy to sell Patanjali products where they insist on a separate outlet

she had to rent a new place. This put a hole in her pocket as she had to pay an advance of Rs.25,000 and a rent of Rs.2,000 per month.

She sells all kinds of Patanjali items like soaps, spices, hair oil, biscuits etc. She sells other ayurvedic products as well. After her I Create training she has been assisted with Rs.30,000 from MAGIC Fund to buy products. She maintains all her records as taught in the workshop. Her products are neatly arranged and displayed well to attract more customers.

There is a great demand for Patanjali products and her sales revenue is around Rs.1 lac a month and her profit margin is around 15% per month.