

# From Rags to Riches



In a time of rising inequality and sluggish growth, rags to riches stories are harder than ever to come by. That makes it even more essential that we remember people who started with nothing, and through hard work, talent, grit, and a bit of luck manage to rise to the very top.

Shri Mustafa Ansari of Ranchi, Jharkhand is one of them who reminds us that it is possible to overcome just about anything from parent passing away, to extreme poverty and more. Shri Ansari established a shoe manufacturing PMEGP unit and manufactures products like shoes, chappals and sandals. With the ingenious initiatives and adequate training from Nav Nirman Mahila Vikas Sahyog Samiti, Kathitand, Ranchi, Jharkhand he established the venture.

Initially he had no knowledge of marketing but as the enterprise was established he got a very good response from locals due to better quality of his products. This motivated him further to do something innovative to catch the market demand. Today Shri Mustafa is very confident to expand his business in innovative way. His sheer determination and dedication enabled him to survive and stand on his own. He says his Gurumantra of stupendous success is only good quality product which gave stability and consistency in the market.

Name & address of the Entrepreneur	:	Shri Mustafa Ansari Shoe Palace, Village & Post-Hesal (Tatisiwai) P.S. Angarha, Ranchi (Jharkhand)
Category of the entrepreneur	:	i) Social Category : OBC ii) Sex : Male
Industry/Activity (Name of the Industry)	:	Manufacturing of Shoes & Chappals
Unit financed by the Bank(Name & Address)	:	Central Bank of India, Angarha Branch, Ranchi
Project Cost (Rs.)	:	15.00 lakhs
Annual Turnover (Rs.)	:	25.00 lakhs
Employment provided by the entrepreneur in the unit	:	15 Persons