

Launch of UJJIVAN in Bihar

16th March 2009

After successfully launching operation in Jharkhand, Ujjivan launched its operations in the state of Bihar by opening branches at Danapur and Patna city on March 16, 2009. The launch of our branches in these two cities announces the arrival of Ujjivan's services for the economically active poor in Bihar.

Patna city branch was inaugurated by Mr. Amit Shrivastav. The event was attended by customers, well wishers and employees. Vibhas chandra, Area Manager, welcomed the crowd and a number of customers spoke expressively on what are their financial needs.

In the afternoon, the Danapur branch, headed by Prabhakar Kumar, was inaugurated with a puja. The gathering included Ujjivan Patna staffs, customers, next-door office staff and some police officials. The gathering was welcomed by Sumit chakrabarty, the Dhanbad Area Manager. Speaking on the occasion, Mr. Sujay Singh, Inspector of Police – Danapur, said that there is huge demand for financial services in Danapur and Patna city as there are a number of cottage industries that provide tremendous opportunity to absorb small funds.

Danapur is a town located adjacent to Patna, with a population of about 1 lakh. People fall mostly under the lower middle and lower classes. Being situated at the bank of the Ganga, agriculture, fishery and dairy are the primary occupations of the people. It is said that Danapur provides vegetables to the whole of Patna. Apart from this, women are also involved in businesses like insticks rolling, papad making, local cosmetics manufacturing and selling, etc.

Patna city, better known as older Patna is a place which is known to have cottage industries in every family unit. Patna city manufactures everything required in a household, including kitchen utensils, spices, food grain processing, edible oil, cosmetics, footwear, clothes, toys, plastic utensils and many more.

Ujjivan plans to serve more customers in Bihar with opening branches in other cities in the near future.