

Doing business along with social good

Bharat Oman Refineries Limited (BORL), as a part of its Corporate Social Responsibility (CSR) initiative, is committed towards community development initiatives in the region around its refinery at Bina, District Sagar, Madhya Pradesh. Fly ash is a waste generated from the refinery. To train entrepreneurs in green building materials, low cost housing technologies via producing fly ash brick and to facilitate the green building material production enterprise set up, **TARA Livelihood Academy** is engaged in mobilization and creating awareness in the nearby villages with a focus of developing fly ash brick making clusters. TLA is **facilitating fly ash brick making enterprise** by providing **entrepreneurship training** and **market linkages**.

So far three entrepreneurs have been identified. As a part of the exposure visit, they were introduced to a fly ash brick making enterprise. As further steps, they will be trained on basics of enterprise development through an International Labor Organization certified SIYB (Start & Improve Your Business) trainings.

Entrepreneurs Journey

Ajay Singh has registered firm at his wife's name and has already applied for Loan under the PMEGP Scheme and at present his file is with SBI for loan approval. He is willing to setup his unit at village Bukhara. He has already hired a CA for project reporting.

Jitendra Jain has a 2.5 acres of land in Bina near a bus stand where he wants to setup his unit. He has already taken a separate transformer which costed him around 4.5Lacs and has also directly applied for a loan with SBI under the CGT-MSE scheme. Now he awaiting a NOC from Pollution Control Board before moving any further.