

## **Zero to five digit monthly income in three months-**

### **Success story of enterprises**

Promoting entrepreneurship among the rural population is a strategy that has long been accepted as the potential solution to address issues like poverty, migration, economic imbalance, unemployment and for developing backward areas. Entrepreneurship can be seen as an important vehicle which can enhance the quality of life of individuals, families and community at large. In rural areas, the focus is on promoting local entrepreneurial skills thereby stimulating the growth of indigenous enterprises. This is extremely crucial as rural entrepreneurship enhances the economic value of the rural sector by creating new methods of production, expanding existing and creating new markets, and generate employment opportunities. It is with these perspectives; Kudumbashree NRO has been actively working in the area of promoting micro enterprises in more than ten partner states. With more than 13,500 enterprises supported, KS-NRO's foray into entrepreneurship development has been marked by several success stories that goes beyond the realms of providing supplementary income to families.

#### ***Growing from strength to strength (Case study)***

Madhuri Devi hails from Kharrati Gram Panchayath in Gaya District of Bihar. Her family comprises of her husband and two children. She was the president of Bulbul Self Help Group (SHG), Saagar Village Organisation (VO) as well as Sansaar Cluster Level Federation (CLF). Before starting her own enterprise, she stitched clothes at home which provided her a daily income of Rs. 10 per blouse. However the money that she and her husband made was not enough to sustain the family.

It was then the Micro Enterprise Consultant (MEC) approached her and suggested that she continue stitching for customers who were also outside her village. He also advised her that she start a general store for women which could really enhance her income. She agreed to expand her venture and started with a total investment of Rs. 50,000 which she got it as a loan from her SHG and contribution from her family. Her monthly average cost comes to around Rs. 13,500 including monthly rent of Rs. 500. She earns her income by stitching and by selling sankha bangles (a type of bangle usually worn by married women). As there is a lot of demand among women for sankha bangles, ***she has been able to earn an average amount of Rs. 24,000 profit per month.*** Till date, she has withdrawn Rs. 3, 00,000 from the business for which she used for her daughter's wedding. She re-invested her profits mainly for purchasing stock and raw materials.



The support extended by MECs in helping maintain the daily records of sales and purchase has been extremely beneficial. According to her, there have been many changes in her life as a person since she started the enterprise. Earlier the women used to sit at home and were not allowed to step outside their house without permission. However, since her association with the MEC project, she has continuously grown from strength to strength. For her nothing

could be more satisfying than supporting her husband by contributing to the family's income. She never imagined her life would change so much that she would find motivating other women to start businesses of their own!

### ***Pursuing animal husbandry based livelihood***

Vidya hails from a family of four. She was a home-maker and her husband is a daily wage labourer. Despite widespread milk consumption, nobody in Vidya's village owned a cow or sold milk. The nearest milk shop was at least 2 kilometers away. One of the Micro Enterprise Consultants spotted a business opportunity. After much convincing by the MEC about the venture's feasibility, Vidya decided to buy a cow and sell milk. Vidya took a loan from her Village Organisation to start the business. Since starting her business, she has been able to make five figure profit within three months of starting her enterprise.



### **Vidya's Dairy Unit (Data as on 25 July 2017)**

- **Enterprise Start Date: 05 May 2017**
- **Initial Investment = Rs 12,450**
- **Monthly Sales = Rs 15,000**
- **Monthly Profit = Rs10,300**

