

The Story of Emerging Entrepreneurs:

Mr. Babulal Khuswaha and Mr. Narendra Khuswaha are locals from the village of Bhundri, near Orchha town (Niwari block, Tikamgarh district, Madhya Pradesh). From the year 2000 to 2006, Mr. Babulal was working as an unskilled labourer in an MCR production unit of TARA Nirman Kendra; after which he went onto working for an MCR enterprise as a daily wage labourer for about four years.

On the other hand, his brother Mr. Narendra Khuswaha was working as a steel fabricator in the nearby villages of Orchha Town. In 2010, an opportunity presented itself when both brothers joined TARA Karigar Mandal as part of an artisans group called 'Jai Charidwari Samuha'. They underwent training programmes for skill upgradation and enterprise development with the support of various projects by the DA group.

Equipped with technical and management skills, Mr Babulal and Mr. Narender felt confident of starting their own venture. With a loan of Rs. 91,200, given to them as seed capital, through DA's SDC-SCSI and FEM projects along with their own investments (Rs.60, 800) they started an MCR enterprise in Orchha in 2011.

Soon after its establishment, the enterprise started getting orders for MCR tiles and construction of MCR roofs in schools, dhabas, hotels, resorts, private residences, etc.

It has been about a year since the MCR enterprise came into existence and is now functioning in full swing. DA has been involved in tracking the enterprise's finances and the audits show that the enterprise has crossed the breakeven point and is running in profits. The demand for MCR tiles in the surrounding areas has increased resulting in more orders to the enterprise.

Both, Mr. Babulal Kushwaha and Mr. Narendra Kushwaha are content with their enterprise since it has led to a profitable livelihood opportunity that has resulted in an improved quality of life.