



### Entrepreneurship Driven by Eco-Friendliness

The Development Alternatives (DA) Group facilitated the setup and launch of an enterprise, under the Innovation-Science and Technology Based Entrepreneurship Development (i-STED) Project. This project is an endeavour of the National Science and Technology Entrepreneurship Development Board (NSTEDB) of Department of Science and Technology (DST). It works with the objective of garnering learnings on how to build an effective ecosystem for green entrepreneurship by providing enterprise support services. On 25<sup>th</sup> February 2018, an enterprise manufacturing eco-friendly building material was launched in Patna, Bihar, as an exemplar of this intervention. Around 200 people joined the celebration of this success. The enterprise, 'Vidya Devi Building Material Production House', manufactures eco-concrete products like door & window frames, paver blocks and chequered tiles. The DA Group provided marketing support and technical training to the staff on mix design, and operation & maintenance of the machine to manufacture quality products. For a period of one year, it would also monitor and evaluate the enterprise on a monthly basis, to ensure its profitability and sustainability. With an investment of INR 10 lakhs, the enterprise estimates a revenue of INR 42,00,000 per annum. Mr. Kishore Kumar Chaudhary, the proud owner of the enterprise, sees a big market potential for such green products, given the rising environmental concern and scarce & costly wooden products. His endeavour has also created jobs, transforming the lives of six families. Through his example, the DA Group has paved the path for a continued healthy relationship between the environment and enterprise development.