



## Documenting Impact Stories of 15 Entrepreneurs in Eastern Uttar Pradesh

**D**evelopment Alternative's (DA) Work4Progress team believes that narratives, wherein aspirations, challenges, and opportunities faced by an entrepreneur are shared, enable local communities to understand the power of entrepreneurship. In this context, a team from DA along with programme implementing partners, including Manviya Drishtikon Sewa Samiti and Swami Vivekanand Shiksha Samiti, visited various locations in eastern Uttar Pradesh from 11 to 13 April, 2022 to document stories of 15 entrepreneurs associated with Work4Progress India programme. The entrepreneurs included both women and men, who offer different products and services through their enterprises such as ice cream, namkeen, carpet, and metal welding products.

One of the major highlights from the visit was that local job-creating enterprises have been the mainstay of employment in the localities during the COVID-19 pandemic. Due to the pandemic and the subsequent uncertainty, the entrepreneurs preferred employing locals. Most of the entrepreneurs the team met during the visit had over five people as full-time employees in their enterprise.

Some of the stories are:



Roshni Begum at her door-mat manufacturing unit

- Roshni Begum, a doormat manufacturer and aggregator from Mohammadpur, employs 20 women from her village at her enterprise. Her products are sold to companies that sell doormats both nationally and internationally. The women employed at Roshni Begum's carpet enterprise shared that working there has enabled them to be financially independent and also be able to provide for their children's education.



Parvati Ji, a namkeen manufacturing entrepreneur



Parvati Ji's [namkeen products](#)

- Parvati Ji, who has been running her namkeen manufacturing business for over a decade now in Mevali village, Mirzapur City Block, employs six people at her unit. During a discussion, she mentioned how not only her, but also her family had to adapt to the changing times to be able to scale their business. She believes that entrepreneurs regardless of their gender will face numerous challenges throughout their lives, but having a steady and open-minded thought process will enable them to strive for their goals.



Ram Bahadur explains the process of hand-knotting technique in carpet manufacturing

- Ram Bahadur manages his family enterprise of carpet manufacturing in Kharakpur, Bhadohi Block. His enterprise specialises in hand-knotted carpets, which are in high demand in countries such as Norway and Canada. He employs 20 workers over the age of 50 years to manufacture quality design carpets. His enterprise has influenced other people in the vicinity to set up similar businesses and now they have a mini cluster akin to a carpet industry in the locality.

Across the three phases of Work4Progress, many entrepreneurs have established and developed their businesses leading to ***micromovements of change*** in people's mindsets towards entrepreneurship, while also influencing the lives of others who work with them. As the saying goes, the indomitable spirit of entrepreneurship impacts lives across and beyond the entrepreneur's.