



An E-Rickshaw and women retail shop owner

Meera Kushwaha stands as a role model for other young girls and continues to mentor them in realizing their potential

“We love going to Meera’s shop as she has the trendiest products from Delhi” shares one of her regular customers. Meera’s home is a hub of diverse economic activities, where she lives with her husband, two children, and goats.

Meera is a young entrepreneur from Kena village, Bundelkhkhand and through her work she is trying to influence her community’s mindset on gender equality. Meera started her tailor enterprise in 2013, the year she moved to Kena after getting married. After having her first child she discontinued with her enterprise but continued with tutoring primary school children and helping her husband in farm activities. In November 2017, Meera gave her enterprise a new look, by adding a diverse set of women and home products in her shop.

Meera, as part of the la Caixa Work 4 Progress (W4P) programme, attended several community meetings and got exposed to a diverse range of enterprise packages. All these influenced her to expand her business and open an e-rickshaw enterprise. This would not only be the first one in her village but also provide affordable and accessible transport services. In October 2018, she flagged off her enterprise with co-investment from a credit facility.

The e-rickshaw enterprise has been active since the past nine months and serves as a model for local conveyance for the community, and addresses the pertinent problem of providing transport services to school girls. She has officially hired her husband, Kushal as the driver for the e-rickshaw. To her surprise, the rickshaw has also started serving as a product delivery vehicle for farmers and local vendors. Her revenue has increased by 65% since November, 2017 and has also boosted her confidence.

Meera is a creative thinker and keeps on adding new things to her hub. She has also employed her workforce to work on the farm. She stands as a role model for other young girls and continues to mentor them in realizing their potential.