



Narendra Kushwaha: The Upcoming designer of Orcchas

Narendra is firm on the fact that he cannot work for someone else, he says “I was sure about setting up an enterprise and I cannot picture myself working for someone else. I value spending time with my family and friends.” Narendra’s tailoring shop is located in the residential part of Orccha, where he serves a crowd of customers every day. Under the Work 4 Progress (W4P) programme of la Caixa Banking foundation and Development Alternatives, Narendra started attending business development trainings on bookkeeping and store maintenance and set-up his enterprise in October, 2018.

He co-created his business plan and acquired a loan for buying furniture and required machinery for his shop. Narendra is very specific about the demands of his customers as he says that “Anyone can sew, it is easy. The real deal is in how the fabric is cut.” His income has increased at a compounding rate since then, Narendra estimates that it has increased four-fold since the setting up of the business.

He plans on adding more designs and renting out more space for his hop so that he can cater to the diverse needs of the growing apparel market of Orchha. Eventually Narendra feels that he has the potential of catering to customers of nearby cities as well for which he has started attending enterprise fairs and networking events.