

Narendra Kushwaha: An inspiring entrepreneur



The inspiring story of a young entrepreneur Narendra Kushwaha who lives in Rajapur village, Madhya Pradesh. Narendra Kushwaha began his electrical enterprise in 2019 after being inspired by his wife, who runs a tailoring shop. Self-taught in making energy-efficient LED bulbs, he assembled bulb parts bought from different vendors and sold them in the local area. He kept learning new skills through the internet on his mobile, keeping up with the industry trends, and diversifying his business. During the national lockdown in 2020, he understood the changing needs of the people and invested in a computer to set up a micro-ATM facility, allowing rural customers to access online services locally. Under the Work4Progress programme, he received the ILO certified Start Your Business Training and financial aid through a loan of Rs 25,000 from a Micro-Credit Facility (MCF). While selling LED bulbs and electrical appliances, he has included other internet services to cater to the villagers' needs. He understands the essence of micro-entrepreneurship and can communicate with the rural population and other businesses.

For entrepreneurs like Narendra, micro-entrepreneurship continues to be an essential enabler for many to capture new opportunities while overcoming existing challenges. Through holistic, system-based thinking of Entrepreneur, Enterprise, and Ecosystem, a paradigm shift can move towards Net Zero emissions by 2070 and 'unleash' entrepreneurship at scale for a far more green and inclusive economy.

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