



For almost seven years Rajkumar Prajapati has been running an udayME kiosk in Niwari district, MP. Right after completing his Bachelor degree, he began seeking opportunities related to work. Like how ideas often strike at the oddest times, he received a request to assist in printing question papers for a nearby college. It was at that time, he saw an opportunity in digital enterprises.

Through setting up his udayME kiosk, Rajkumar gradually expanded his service portfolio to provide enterprise support services across eight nearby villages, ranging from business planning, documentation, market linkages and access to finance. During the pandemic, he adapted his business model to provide door-to-door services, for which he trained and employed two young boys to assist him. Not only did he demonstrate resilience, but he enhanced his income through the additional services provided through his entrepreneurial bent of mind.

Today, Rajkumar is part of a peer network of over ten udayME kiosks and provides thousands of micro-entrepreneurs critical business services. His shop also received recognition from **DigiPay**, a government-operated payment system, for the most significant number of digital transactions in the Niwari district. From starting a small Common Service Centre to transforming it into an **udayME kiosk** with 136 enterprise support services, he has effectively provided last-mile delivery of these services for up to 15 kms around the villages in Niwari, Bundelkhand.

Future Plan:

Rajkumar Prajapati is planning to set up a training centre for the community members so they can also become capable of starting their own enterprises.