> *Jitendra Kumar, a humble resident of Ranichakya village, Mirzapur, always carried big dreams in his heart.*

For years, he ran a small online application and photocopy service, helping his fellow villagers with their daily needs. His business, though modest, was essential for the community, but Jitendra knew there was more he could offer. Despite his hard work, he felt stuck—unsure of how to take the next leap in expanding his business.

Then came a turning point when he got to know about the AESI programme. The field representatives sensed his passion and vision and introduced him to the idea of starting a Common Service Center (CSC) and a computer training institute—two ventures that could not only grow his income but also provide valuable digital services to his village.

Jitendra's curiosity was piqued as he had always wanted to do something bigger, and this seemed like the perfect opportunity. The project team invited him to meet Shashi Shankar, a successful entrepreneur who had transformed his own life. Through a peer-to-peer learning session with Shashi, Jitendra gained invaluable insights into how to run a CSC and expand his computer services. Shashi's journey of growth lit a spark within Jitendra—if Shashi could achieve success, so could he.

Inspired by Shashi's success, Jitendra made the bold decision to invest his own savings into the business. He set up a CSC and a computer training institute, offering services that the people in his village had never had access to before. People now have access to digital services like online applications, bill payments, and computer education without needing to travel long distances.

It wasn't long before his hard work began to pay off. His business thrived, bringing in a steady monthly income of ₹12,000. Not only did his own life improve, but Jitendra also created employment for two local youths, offering them a chance to build their skills and earn a living. The small service provider had transformed into a successful entrepreneur, whose work was now an integral part of the community's progress.

Development Alternatives

But Jitendra's ambitions reached even further. He envisioned scaling his computer coaching institute to a level where he could provide technical education to the children of his village, preparing them for a more connected and digital future. To turn this vision into reality, he needed additional funds—'=50,000. He reached out to the AESI team who connected him to Rang De, a peer-to-peer lending platform, giving him access to the resources he needed to continue growing.

Jitendra's journey is far from over, but his transformation is already remarkable. From running a simple photocopy service to becoming a digital entrepreneur, he has not only improved his own life but also ignited hope in others.

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