

## Entrepreneurship Development Programme for sustainable livelihood

### “Stitching Unit”

Indrabhai, an Anganwadi worker living in Pullikada Colony, Kollam is passionate about stitching and embroidery works. For the last 20 years Indrabhai is providing care and protection to children who are coming to the Anganwadi center and at the same time was engaged in small tailoring works for supporting her family. But slowly things started turning tuff for her, when education for her children became expensive and daily living cost got amplified. She started thinking to expand her stitching and embroidery business with whatever micro savings she had with her and with financial support from bank. With the help of friends and relatives she applied for a loan at Kerala State Backward Class Development Corporation Ltd. (KSBCDC). It was at this time she read a newspaper advertisement about Entrepreneurship Development Programme EDP training programme sponsored by Kerala State Youth Welfare Board and EDII- Entrepreneurship Development Institute of India. Indrabhai joined the EDP and had successfully completed the course. An amount of Rs 160,000/- was sanctioned for expanding her business



enterprise with monthly equated instalment of Rs 3100/- for a period of 60 months. In the meantime she got a room near her Anganwadi to start the stitching centre. Opening of the centre at her own colony came out as blessing with more customers coming in as she is familiar in the colony as a teacher.

To establish her unit she took leave from ICDS and fully devoted herself in her business. Currently she stitches around 20 churidars, 40 blouses and other petty stitching works which makes net profit of Rs. 10,000/- a month. Other than this, Indrabhai also have sales of embroidery machine, churidar pieces, sarees, blouse piece and various other dress materials. On asking, she said she is planning to further expand her embroidery unit in the near future and is expecting more income out of it. She has a good customer base in the locality, whose encouragement and support is an asset for her.