

SUCCESS STORY: 1

Name of KVK: KVK, Pipalia (Rajkot-II)

Title: A Journey from Housewife to Entrepreneurship

(Prepared by: Pinki Sharma, Dr N.B. Jadav, Dr V.S. Prajapati, A.R Parmar & S.V Undhad)

Name: Smt. Ranjanaben Bachubhai Parmar

Age :36 Year

Family Member :2 (Two)

Village: MotiMarad

Taluka: Dhoraji

Dist : Rajkot (Gujarat)

Description of Innovation

Every entrepreneurial journey starts somewhere and at that moment he or she has an experience, getting fired, getting desperate, getting fed up, getting lucky enough to convert that journey into his/her success. Same is here who is a successful entrepreneur now Smt. Ranjanaben Bachubhai Parmar who had started with nothing and now she had a business turnover of Rs. 150,000 net profit as a saving excluding all other household expenses. Smt. Ranjanaben is landless farmwomen of village Moti Marad, Taluka Dhoraji, Rajkot District of Gujarat. She had not even to complete her secondary school examination (8th Pass) and got married early at the age of 20 years in 1999-2000. After which one incident occurred in which due to some personal reason because of which the newly wedded spouse gets departs and Smt. Ranjanaben got divorced. That time she needs not only financial support but also mental support because of her pregnancy. After this trauma she had not accepted the defeat and being in such condition she had started stitching the garments at home petty coat, blouses, dresses etc and earn approximately Rs. 500-1000, but this is not her actual goal. Smt. Ranjanaben own maternal family support and her own courage and strong determination to do something provoke her to do something more for fulfill her as well as child needs.

Utility of Innovation with KVK Intervention

Smt. Ranjanben came in contact with KVK Pipalia through DRDA, Dhoraji and started spreading her stitching garment business more. She was inspired by KVK, Pipalia and became member of Self employed women association (SEWA) to establish her own retail price shop of readymade garments includes dress material, scarf, leggings, children wear, top, kurtis etc. The task was tough and even challenging but became little easy after taking a loan of Rs. 40,000 with the help of SEWA in the village. As the Greek philosopher Plato said, 'Necessity is the mother of invention'. This times her maternal family and of course her loving son and continuous and motivational efforts from KVK scientists helped her to open a small shop in front of her house.

Spread and Utility of Innovation

With a smiling face awaiting customers Ranjanben's business is progressive very well. Today Ranjanben has doubled her sales ranging from INR 40,000-50,000/ month. Not only this, she has also learned the respect of others and set an example to provide encouragement to many Ranjanbens throughout Gujarat. Along with the garments, Ranjanben also keeps seasonal items like Rakhi, crackers, toys, simple ornaments and more in her shop. She has products for all age groups including children, women, men and the elderly. Ranjanben has completed all the interior furniture work in a very well arranged manner now which is very attractive for the villagers to attract them for buying the clothes. Her customers always prefer to buy from Ranjanben because she pays special attention to fulfill their needs. She does not hesitate to open her shop at midnight, if someone needs something in an emergency. This

is a common phenomenon, especially in marriage season and during celebration of common festivals, and it is just beginning Ranjanben says that many more things are still set goals of Ranjanben. Now she has even employed many neighbourers friends and set an example to start a new Enterprise with nothing.