

Nirmala Devi: An inspiration for Others



In the small village of Mewali, Mirzapur district of Uttar Pradesh, Nirmala Devi runs a paper plate manufacturing enterprise. She used to teach at the local government school in her village and earned as little as INR 3,000 per month. She lost her job in March 2020 when the national lockdown was imposed due to Covid-19. Although she is a graduate, she could not find a well-paying job near her village for her qualifications.

As a village self-help group (SHG) member, Nirmala participated in various meetings and training sessions held by different stakeholders in the Mirzapur and Bhadohi districts of Uttar Pradesh. When she learned about various livelihood opportunities for women, she was motivated to set up her 'pattal' enterprise at home. A tech-savvy individual, she learned how to operate the pattal machine through YouTube. She set up her enterprise in September 2021. Her enterprise is the first of its kind in a cluster of 20 villages, and she has a growing local demand for her products. She is now earning INR 25,000 per month. Nirmala believes that her enterprise has enabled her to manage time for work and family while also encouraging other women around her to follow their entrepreneurial aspirations.



EARLIER, I COULDN'T FIND A WELL-PLAYING JOB AS PER MY QUALIFICATIONS. TODAY, I SET UP MY OWN PAPER PLATE MANUFACTURING ENTERPRISE.
