

Perseverance Pays Off: Anju's Growth as a Proud Dairy Entrepreneur



“At times we are ambushed by life and feel directionless; it is at these dark times that we learn to find the light”

- Anju

Anju and her husband, Amit, ran a small milk business and lived a simple life. They worked hard and money was not something they took for granted. Working menial jobs alongside her business to make ends meet, Anju had a worn-out yet innately optimistic outlook on life. Hardship struck when she fell sick. Unable to look after her cattle and losing a fraction of the income she secured from her side jobs, business came to a perilous standstill. The couple had to sell four of their five cattle and all delusions of continuing their milk business dissipated with only a single cow left to depend on. However, Anju's grit and determination kept her going.

Participating in the GIC-KBBL 2.0 (Kaun Banega Business Leader), a competition aiming to integrate entrepreneurial ideals by inviting women like Anju to pitch their ideas, she came across WE-LEAD (Women Empowerment through Livelihoods, Entrepreneurship, and Access through Digitalisation), a project by Development Alternatives, supported by DB Schenker. It is a project designed to leverage technology and bridge informational and resource gaps for creating sustainable economic opportunities through entrepreneurship. The team got in contact with Anju after she expressed her interest in the program and guided her to include hydro-green infrastructure in her business to grow fodder for cattle. She invested in the new accommodation and acquired the seeds for preparing the infrastructure with support from WE-LEAD. This inclusion reduced her cost substantially as she was now able to provide fodder for her cattle herself, saving around Rs. 6000 per month. WE-LEAD's intervention and Anju's drive to succeed enabled her to build a sustainable and profitable business which not only saved money but was also able to generate income from extra fodder produced.

At times we are ambushed by life and feel directionless; it is at these dark times that we learn to find the light. When Anju was at rock bottom, instead of giving up hope she looked around for opportunities and found a brighter future awaiting her. Her story and WE-LEAD's initiatives highlight the importance of support and the transformative impact it has on a person's life. She is an inspiration to a myriad of women entrepreneurs who, like her, are full of sincerity and can achieve anything, given the right backing. Anju now aspires to grow her business to send her kids to a private school and hopefully, buy a new cow.