

# Balkishan's Common Service Centre: Beacon of Hope in Envisioning Rural Enterprise Development



*Development at the grassroots is the key to unleashing India's young potential*

**O**n a scorching afternoon in Orchha, Balkishan Ahirwar, a thirty-four-year-old entrepreneur, could be found engrossed in conversations with customers at his bustling [UdyaME Common Service Centre \(CSC\)](#). Before he began his entrepreneurial journey, he worked at a local shop where he acquired knowledge of computers and other skills that helped him open a Common Service Centre in his locality. During his time there, he assisted individuals in filling out forms and applying for documents such as PAN cards, Aadhaar cards etc.

He saw an opportunity in bringing computer-related services to his village, and he decided to establish his enterprise. With support from his relatives, he procured the necessary equipment to kickstart his business.

With the support and guidance, he received through the programme, he was able to develop a comprehensive business plan and estimated the cost to establish his Jan Seva Kendra- ₹ 55,000. He took advantage of the micro-credit facility available to him and secured a loan of ₹ 20,000. The remaining capital was sourced from his supportive network of friends and family. In February 2020, with the help of the fund he garnered, Balkishan successfully set up his enterprise.

Within three months of operation, he impressed the local community through his commitment to helping them acquire important documents and fill out forms for schemes and registrations. As a result, he eventually became a trusted and reliable resource for his community. He bridged the existing gap by providing internet facilities as well, which helped the community in having access to more opportunities. Even his father, who was sceptical at first about the loan repayment, is proud of his son's success now and stands by him as Balkishan attempts to expand his business.

Balkishan's CSC proved life-altering for him and his family and the individuals he employed and provided a steady source of income to. Balkishan's influence went far beyond his success and served as an inspiration to aspiring entrepreneurs. Through his CSC, he has empowered himself and his entire community, creating a ripple effect of positive change that will last for years to come. His story epitomises the exponential potential of people to thrive within their communities when given the right support and opportunities.