

Baking Success: The Inspiring Story of Vikas Kumar



In the heart of Rani Chaukiya village, Mirzapur, a tale of transformation unfolds, centered around Vikas Kumar. From a humble beginning as a bakery worker in bustling Mirzapur, to becoming a thriving entrepreneur, Vikas's journey serves as a beacon of inspiration.

Vikas's narrative took a decisive turn during a community gathering facilitated by Development Alternatives' Accelerating Entrepreneurship through Social Innovation approach (AESI) programme. Here, he shared his dreams and hurdles, reflecting on his bakery stint in Gujarat truncated by family obligations, yet fueled by unwavering entrepreneurial spirit.



Empowered by newfound insights, Vikas dared to dream bigger – running his own bakery. Despite lacking initial capital, he leveraged the Khadigram Industry scheme, crafted a business plan that secured him the crucial loan of Rs. 500,000 he needed to launch his entrepreneurial vision.

Development Alternatives (DA) and State Bank of India Foundation's project on "Accelerating Entrepreneurship through Social Innovation approach" (AESI), focuses on creating collaborative platforms that promote inclusive entrepreneurship and accelerate micro-enterprise development through social innovation processes and innovative credit delivery solutions in seven underserved villages of Eastern Uttar Pradesh.

But Vikas's odyssey didn't halt there. Mentored by seasoned entrepreneur Vimal Kumar, he honed his financial acumen and market understanding, transforming his bakery into a thriving community hub.

Today, Vikas's bakery not only sustains him but provides an array of choices to the entire village. Through the SIYB Training programme, he provided a guiding hand to fellow dreamers by offering employment to two locals and nurturing a culture of self-reliance and entrepreneurship.

Looking ahead, Vikas envisions further growth, aiming to invest in a biscuit-making machine to expand his venture. He now seeks to uplift his community by creating job opportunities and fostering entrepreneurial spirit among men and women alike.