



Lighting Up Lives: Rani Sharma's Journey from a Small Grocery Store to a Bigger Leap!



In the quiet village of Tendol, nestled in Jhansi's Badagaon Block, Rani Sharma is redefining what it means to be an entrepreneur. With secondary school education and a strong will to support her family, Rani started her grocery store- one of the few in her community. Her modest income of ₹4,500 has been a lifeline for her household of four, but Rani's aspirations stretch far beyond the store's small shelves.

Determined to grow, Rani sought support from Development Alternatives (DA), which provided her with **Start Your Business (SYB) training and market insights through Focus Group Discussions (FGDs)**. With DA's guidance, she learned to navigate challenges, optimise her business, and explore new opportunities. Recognising her entrepreneurial spirit, DA helped her apply for a **₹30,000 loan from Rang De**, which will further strengthen her enterprise.

But Rani's vision goes beyond just sustaining her store—she dreams of **establishing an LED manufacturing unit in Tendol**. More than just a business, this initiative aims to **create jobs and uplift her community**. DA has already connected her with a **Noida-based LED dealer**, paving the way for her next big step.

Rani Sharma's journey is a testament to how **knowledge, support, and resilience can transform lives**. With every product she sells and every dream she nurtures, she is not just running a business—she is shaping a brighter future for herself and her village.