

Digital Service Provider and a Seamstress: Aarti, a Multitasking Legend



Who says that a woman with limited education and money cannot start her own digital service centre and simultaneously follow her passion? They have obviously never met the fierce force- Aarti. Aarti struggled with a lack of education and a dire financial situation, but she still made the most of every opportunity presented to her. Ambitious to drive access to a higher quality of life and become someone she respects; helped her to strive for her and her family's future. She enrolled as a beneficiary under the National Rural Livelihood Mission (NRLM) in 2018 and joined a self-help group (SHG) administered by the government. This opened her to unexplored avenues like the world of technology. She started data entry jobs, updating SHG's progress on online databases. This venture drew her a steady income of Rs. 2500-3000 per month- an amount that significantly alleviated her family's financial condition.

In 2021, Aarti came across a loan of Rs. 50,000 being provided by [Rang De](#), a lending platform formed by Smita and Ram specifically to cater to those in need of micro credit. With the help of the loan, she invested money in opening a Common Services Centre (CSC) that offered digital services to her local community. Internet services were in a short supply and the ever-increasingly prevalence of technology made her CSC an instant hit. She had already trained as a CSC service person under NRLM and worked hard to make her business a success. Her initiative greatly served her community as more people were able to access the internet to fulfil their necessities and gain new opportunities. Two years have passed since, and Aarti's CSC is thriving with a profit of Rs. 20,000 each month.

She did not abandon her passion through her entrepreneurial journey. Having an inherent love for designing and a talented seamstress, Aarti is an aspiring fashion designer. She incorporated her passion for the art into an income-generating source under her business. Her story epitomes fighting against the odds to gain financial freedom without sacrificing on dreams. A multitasking entrepreneur, Aarti exemplifies how financial inclusion and opportunities can turn someone's life around. Programs like NRLM and Rang De have the potential to foster the business capabilities of thousands of Aartis who refuse to be intimidated and subdued in their path to self-realisation.