



# The spark of an All-in-One Shop: Sudhir Kushwaha

**S**udhir Kushwaha is a Work4Progress Phase II entrepreneur from Laadpura in Niwari engaged in the Electronics Retail sector. With initial capital challenges, he gained experience working at a hardware store before starting his own shop, Jai Gaud Baba Electronics, in October 2019. His store caters to a diverse range of electronic products, meeting the demands of the local population and contributing to the technological advancement of the area. Sudhir's dedication to his enterprise and his commitment to delivering quality products and services have earned him a respected reputation in the community.



## A story of transitions: From education to guest teaching and business aspirations

Sudhir Kushwaha, a resident of Laadpura village in Niwari district, Madhya Pradesh, belongs to a family consisting of his parents, wife, two children, and a younger brother. Both his elder sisters are married. His father used to work in the forest department, so he has good knowledge of forest produce and medicinal herbs. Currently, they provide traditional remedies using indigenous methods. They own two acres of land primarily used for growing vegetables. His mother takes care of the fields. Every morning at 4 o'clock, Sudhir and his brother go to the vegetable market to sell their produce. That's where their daily routine begins. After returning home, they have breakfast and then head to Orchha, where they have a shop selling electrical and other hardware items.

Sudhir has completed his graduation from Raja Bhoj University and holds a Diploma in Computer Applications (DCA) from Makhanlal University. He has also completed an ITI diploma in electrician trade. For approximately two to three years, Sudhir worked as a guest teacher at a government school in Mador, although it was not a



Sudhir's All-in-One shop

permanent government job. The income was low, and the household expenses were increasing. The wedding of his sister incurred expenses of around 5-6 lakh. Therefore, Sudhir decided to start his own business. However, he had no prior experience in business, making it challenging to invest capital in his own venture. He thought of gaining some experience first and got a job at a hardware store during that time. He worked at the hardware store about four years. Sudhir developed a keen interest in hardware and had gained sufficient experience by managing various tasks at the store. He decided to open his own hardware shop. In 2018, he left the hardware store, but during this period, he had an accident. He couldn't leave his house for three to four months. However, during this time, he planned the outline of his shop, including its location, the inventory to be stocked, and other necessary details.



## Jai Gaud Baba Electronics

In October 2019, Sudhir started his own shop in Orchha with a capital of Rs 40,000. Since he had been managing an old shop, he had a good rapport with the customers. He also had knowledge of wholesale markets for purchasing goods, with this information, Sudhir began expanding his business. Initially, Sudhir stocked electrical items such as LED bulbs and other electrical accessories in his shop. He aimed to fulfil all the customers' needs by stocking a wide range of products but expanding the inventory required additional capital.

During this time, Sudhir came to know about the Work4Progress programme offered by Development Alternatives. Kuldeep, a team member of Development Alternatives, frequently visited Orchha. Sudhir learned that the organization provides support in establishing enterprises. Although Sudhir had already started his shop, he was searching for ways to grow it, manage capital, and ensure customer satisfaction. With Kuldeep's guidance, he attended the Kaun Banega Business Leader competition TARAGram, where he developed a business plan on how to expand his shop.

Through the support of the organization, Sudhir obtained loans from a microfinance institution and a bank. He greatly appreciates the financial support provided by the organization. In December 2020, he received a loan of Rs 20,000 through the Micro Credit Facility, which he has nearly repaid. On December 13, 2021, he received a loan of Rs 30,000 from Rang De. With the timely financial support, Sudhir started increasing his inventory in the shop. As a result, customers were able to find all their required items in one place, saving their time and energy.

### Journey to Success: A Thriving Business

Today, Sudhir's shop has all kinds of items available, starting from electrical supplies to hardware goods. Today, his shop has approximately Rs 300,000 worth of merchandise, including electrical items, bulbs, cables, pipe fittings, scissors, cleaning products, stationery, and seasonal items such as umbrellas and raincoats. Sudhir regularly visits Jhansi to purchase goods worth Rs 15,000 to Rs 20,000 per week. Most of the purchases are made in cash, while orders for electrical fittings and other items are placed over the phone and delivered. Sudhir has to make arrangements for cash payments when purchasing goods in cash. People from around 10-12 nearby villages came to Sudhir's shop. Approximately 50 customers visit the shop every day. The shop's daily sales amount to around Rs 2,000, with savings of about Rs 500-600, resulting in a profit margin of approximately 25-30%. Sudhir mentions that there is higher profit margin on some items while it is lower on others, but he has to keep all the items for the convenience of the customers.



Sudhir explaining about various kind of supplies available at his shop

Sudhir is amiable in nature, try to understand each customer's requirements and often provide suitable advice based on his experience, benefiting the customers. This is why people come to Sudhir's shop from distant places. Currently, Sudhir's shop operates on a rental basis, with a monthly rent of Rs 1,500. The electricity bill amounts to approximately Rs 150-200.



Sudhir is involved in the second phase of Work 4 Progress. He has received training twice in TARAGram. He participated in programmes such as "Kaun Banega Business Leader" and "Kaun Banega Market Leader." These programmes provided opportunities for Sudhir to meet other entrepreneurs. He has connected with the District Industry Centre through coalition meetings. In the coalition meetings, he gained information about the market, where to source goods from, and where and how to sell them. Registering with the District Industry Centre led him to invitations for trade fairs. The new information inspired Sudhir to continuously improve his business.

### **The Human touch: 'From' and 'For' Sudhir**

Throughout Sudhir's journey, his family has been a source of mental support despite the challenges he faced when starting his shop. He built good relationships not only with customers but also with other business owners while working at the previous store. These relationships and the acquired knowledge became valuable when he started his own business.

Sudhir also values the support from TARAGram in his journey so far. The organization provides him with new knowledge at regular intervals. This has boosted his self-confidence and motivated him to strive for new heights in his business. Sudhir dreams of expanding his shop and engaging in wholesale trade. Observing his dedication and hard work, it seems that he will definitely fulfil his dream. Starting his own business despite having a good education is inspiring, and his commitment and belief in taking it forward make him a formidable entrepreneur.