



From Threads to Triumph: Anita Maurya's Entrepreneurial Saga!



Residing in Dubara Pahadi village in Mirzapur, Uttar Pradesh, Anita Maurya, along with her husband and three young children, has been earning a modest livelihood. In search of better opportunities, they moved to Surat, where they worked at a saree factory, mastering the art of weaving and embroidery. Over time, they refined their skills, improving their living standards. However, the onset of the Covid-19 pandemic turned their lives upside down. Like many others, Anita had to leave her job and return to her village in Mirzapur, uncertain about the future.

Determined to create a sustainable livelihood, Anita and her husband decided to open a shop in Mirzapur Natwa, specialising in saree production. They acquired a second-hand machine for making sarees and bedspreads from Surat. Recognising the demand for handwork stones on sarees, they adapted their business model to meet market trends. Consequently, the demand for sarees embellished with stones applied by this machine started to rise.

Sometime later, Anita attended a District Entrepreneurship Coalition, where she was connected with the Khadi Gramodyog Department and learned about loans available to expand her business. She completed the necessary documentation for the loan application and obtained a loan of INR 10,00,000 under the Prime Minister's Employment Generation Programme (PMEGP) with a 35 per cent subsidy.

This support not only provided them with much-needed financial assistance but also instilled confidence in their venture, registered as "Anita Enterprises". Utilising the loan amount, she invested in purchasing additional machines for applying stones on sarees. Currently, she earns a monthly income of INR 25,000.

Along the way, Anita received support through the [Work4Progress](#) India programme, ensuring quality and valuable insights into maintaining cleanliness, managing billing, bookkeeping, maintaining stock registers, life insurance, banners, and visiting cards.

The District Entrepreneurship Coalition is a multi-stakeholder learning and action platform for co-creating solutions and facilitating convergent action for entrepreneurship-led job creation. It brings together entrepreneurs, Non-Governmental Organisations (NGOs), financial institutions, market actors, technology and service providers, capacity-building institutions, and government agencies to support existing and aspiring entrepreneurs in accessing required resources.

Anita has not only secured a steady income for her family but has also created job opportunities for three other women in her village. Her husband plays a vital role in marketing their products, ensuring that their creations reach customers far and wide. Their efforts bore fruit as orders poured in from various cities like Mirzapur, Varanasi, Ghazipur, Jaunpur, and Chandauli. Anita ensured her workers were duly compensated as per the orders received.

From government loan schemes to quality assurance, each support system has played a crucial role in her success. Looking ahead, Anita's focus is on expanding their online presence to attract more orders and, in turn, create more employment opportunities for others.