



# From Sakhi To Entrepreneur

Har ice cream cycle ke saath jo hum bhejte hain,  
main apne sapne ko badhte hue dekhti hoon.

- **Anita, an entrepreneur from Adhwar village**



Anita's journey begins in the village of Adhwar, tucked away in Pahadi, Mirzapur. For years, she had been known as a leader, a "Sakhi" under the Chhattisgarh project, guiding and supporting women in her community. But beneath the calm surface, Anita harboured a vision. But Anita yearned for something more—an aspiration that came to life during an unexpected encounter.

It started with a comic workshop (an activity where women engage in mapping their journey and aspirations) organised under the AESI programme in the village, where Anita shared her wish to start a business with the team. She shared her ambition of wanting to start an ice cream business. They introduced Anita to a local entrepreneur, Ramdhani Bind, who had built a thriving ice cream unit from scratch.

Eager to learn, Anita visited Ramdhani's unit and observed first hand how his business operated. She soaked in valuable insights about running an ice cream venture—the challenges, the risks, and the untapped opportunities. She returned home and discussed her idea with her family. With their support, she took her first step toward entrepreneurship. She enrolled in another three-day workshop, where she learned the fundamentals of establishing a business. From marketing strategies to understanding customer needs, she absorbed every lesson.

Soon after, Anita set up her very own ice cream unit (name of ice cream unit). It wasn't long before her hard work bore fruit (add monthly income). Today, her business has not only taken off but also created employment for eight people in her village. Her ice cream cycles moving through the lanes of Adhwar is now a familiar sight.

She dreams of expanding her business by adding 10 more ice cream cycles, creating even more job opportunities for her community. For Anita, this is just the beginning—her dreams of scaling her business are as cool and sweet as the ice cream she sells, and she is ready to conquer every challenge that comes her way.