

Home Run Business Makes A Woman Self-employed



poverty and succeeded to improve her standard of living. Through the selection process by Village Development Committee, Rinku got Rs.18,000 to start a grocery shop from Paudi Bhuiyan Development Agency of Jamardihi under the Income Generation Activity (IGA) support scheme of OPELIP.

Average daily selling in her shop was Rs.1500 before lockdown but now it increased to Rs2,500 after lockdown as movement of the villagers are quite restricted. Currently she is earning Rs.5000 per month from her grocery shop. She has purchased a fridge and started selling of cold drinks.

There is no photocopy facility in her village. So she is planning to purchase a Xerox machine and increase the business. Her husband is also supporting her in marketing and carrying grocery items from the nearby Pallahara market. Smt Rinku Naik and her family members are very much happy with their business. In this work, doing a business at village level and become self-independent was a dream of Rinku fulfilled by the support of OPELIP.



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Smt. Rinku Naik is residing in Kolipal village of Pallahara block of Angul district. She has one girl child studying in village primary school. She has struggled with