



Stories of **ambition**
courage and **success!**







INSHAKTI

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FOREWORD

InShakti Foundation, established in 2014, is a purpose-driven philanthropic endeavor that seeks to impart social change by empowering the unemployed and out-of-work population of the country, especially youth, through vocational and entrepreneurship skills.

Vyapower is one of the key initiatives undertaken by InShakti to achieve its mission. Launched in 2020, this entrepreneurship program has been dedicated to empowering young women from government ITIs, equipping them with the essential skills required to start and grow their own small businesses.

Through Vyapower, InShakti has made a significant impact by reaching out to over 2000 women, training more than 900 of them. The program has also assisted over 450 women in fine-tuning their business ideas so they can begin their entrepreneurial journey soon. Over 120 women have started their own enterprises, living a life of financial independence and self-reliance.

Vyapower aims to continue nurturing entrepreneurial mindsets, enhancing leadership, grit, self-awareness, and innovation among these young women, ultimately transforming the unemployed into self-employed individuals.

We bring to you the impact stories of numerous young women who have transformed their lives through InShakti's Vyapower program and are now earning a dignified livelihood with strength and self-reliance. It highlights their inspiring journeys, overcoming challenges, developing entrepreneurial mindsets, and acquiring essential skills to establish and grow their small enterprises successfully.

Her dreams found her calling in beauty!

"I am Navya Gupta, originally from Mohanpur (Kasganj), which is my hometown. Due to certain circumstances, my family moved to Delhi, where I now reside. I am the only daughter among three siblings, with two brothers. I completed my education up to 12th grade in Mohanpur.

When I came to Delhi, I had many dreams and a strong desire to do something, but I was unsure about what to do and what the future held. Some family circumstances and adjusting to a new city made it difficult for me. My father was also exploring new business opportunities, so I couldn't seek help from him either. I thought about doing something and help myself. After much thought, I decided to pursue ITI. I chose a college near me, HJ Bhabha ITI, and started my journey towards Cosmetology. My goal became clear.

I got the support of InShakti, where I truly found strength. I completed my education and found a goal of establishing a business at the grassroots level. Now, I needed funds to open a parlour, which was a huge challenge for me.

I applied for a loan from two different government institutions, but unfortunately, they asked for documents that were impossible for me to arrange. The challenge is tough, but my spirits were not dampened. I continued my efforts. I decided that I will only take a breath after achieving success.



I set up a parlor from my home under the name Beauty 4 You. I also registered my parlor online and through word of mouth, I gained some customers. Initially, the number of customers was not very high, but those who became my customers trusted me and that was the way forward for me. I started earning around Rs. 400-500. With good service and good work, the number of customers increased to 10-15, and then it increased to 20-25. My income also increased to Rs. 7000. My customers are very happy with my good work. I am getting good feedback, and InShakti is in constant touch with me. They taught me how to market my work in malls and other places through stall mediums, which gave me a good experience and also financial help.

Today, I am also providing my services in another parlour and continuing my efforts to grow my business. For the future, I am planning a 3-chair parlor and a vanity car, which will be a mobile parlour, providing convenience to customers. They can call me anywhere for their program and avail of the service.

I also receive guidance from InShakti from time to time. I have achieved my goals and will continue to improve. Because everyone's love and blessings are always with me, InShakti is the ray of hope for me, and I also have the self-confidence to move forward."

Instagram: [@beauty_4_youuuu](https://www.instagram.com/beauty_4_youuuu)


"InShakti provided valuable **guidance in marketing** my services, further boosting my confidence and financial stability."

-NAVYA



“From earning Rs. 2000 per month initially, I now make Rs. 2000 daily. **I am proud to own a successful business** with many happy customers.”

-ZEENAT



Stitching Dreams into Reality: Zeenat's Journey

“My name is Zeenat, and I come from a middle-class family. My mom stays at home, and my dad works at a shoe company. They have always been my strength. I've loved fashion design since I was young, inspired by watching my mom sew. Enrolling at Dheerpur ITI was a turning point for me. There, I found "InShakti," which guided me and taught me how to use social media to promote my work. This was the start of my journey towards my dream.

With support from InShakti and my family, I started my own business. I began by stitching dresses, adding my creative ideas to each piece. I worked hard and slowly expanded my business, despite facing challenges and doubts. From earning 2000 Rs per month initially, I now make 2000 Rs daily. I am proud to own a successful business with many happy customers. I credit my success to my parents and InShakti, who supported my dreams and helped me achieve them.”

Instagram: [@iba_fashion_store_786](https://www.instagram.com/iba_fashion_store_786)

From Setbacks to Success: My Entrepreneurial Transformation

“Hello, everyone. I'm Varsha Rani, and I want to share my journey with you. Growing up in a middle-class family, I had big dreams of becoming an artist. But life had other plans for me. From a young age, I faced persistent health issues that made pursuing my dreams seem impossible. Despite my passion for creativity, setbacks in my health and education left me feeling hopeless.

It wasn't until I enrolled in an Industrial Training Institute, ITI Mongolpuri to refine my design skills that things began to change. There, I met Bhawna ma'am from InShakti, who saw something in me that I hadn't seen in myself for a long time. She encouraged me to believe in my potential and pursue my entrepreneurial dreams. With her guidance, I started to regain the confidence I had lost.

Even as I faced health issues that landed me in the hospital, Bhawna ma'am's unwavering support kept me going. With financial aid from InShakti, I invested in the resources I needed to start my boutique. It was a risk, but I was determined to make it work.



Starting from my home, I worked tirelessly to build my business. The initial response was promising, and soon, orders started pouring in. Despite the challenges I faced, from health issues to a toxic work environment at a previous job, I never lost sight of my goal.

Today, my boutique earns a substantial income, and I'm proud of how far I've come. But my journey doesn't end here. I have plans to expand my business and share my skills with others.

Despite the challenges I continue to face, I'm determined to overcome them and keep growing, both personally and professionally. My story is a reminder that no matter how tough things get, with perseverance and the right support, anything is possible. I'm proof that even in the face of adversity, dreams can come true. Thank you, InShakti, for being my steadfast support through this journey.”

Instagram:

[@varsharanicreations](https://www.instagram.com/varsharanicreations)

“Even as I faced health issues that landed me in the hospital, I was **determined to open my own boutique.**”

-Varsha



Turning Adversity into Opportunity!

"My name is Tannu, and this is my story. There are 5 members in my family - my parents, and 3 sisters. My father works in a private job, and my mother is a housewife. My business journey started in 2020 during the lockdown. My father was jobless, and it was a very hard time for us. I was exhausted and very bored, so I wanted to do something. As the lockdown ended, I took admission in Mangolpuri ITI, and since I was always interested in beauty, I joined a beauty course.

While at the ITI, I learned about InShakti, which offered classes for business. I joined their program, and this decision changed my life. I learned about entrepreneurship and business. With the help of different activities, I won trophies and financial awards. It's been 2 years now, and I'm working as a freelancer. After showcasing my working and business skills, an NGO offered me a job as a beauty trainer.

Now, I'm working with two NGOs as a beauty trainer and have trained more than 50 students. I was also invited as a guest at the same ITI from where I had passed out. I conducted a two-day seminar there. I have a good customer following and a good job. I am also planning to open a full-time parlor where I can teach and offer all beauty services. So, thank you InShakti for all the support."

Instagram: [@natural_touch_with_tannu](https://www.instagram.com/natural_touch_with_tannu)

"This decision changed my life. I learned about entrepreneurship and business. With the help of different activities, **I won trophies and financial awards.**"

-TANNU



From Tutoring 2 to Teaching 60

“My name is Amisha. I am from Holambi. I never thought that I would ever earn my own money, but if I said, 'Sir CV Raman ITI, where I joined InShakti, who changed my life, its not a lie. We were given business classes on how to start a business or how to become an entrepreneur.

Earlier, I was giving tuition classes to only 2, 4 children. There, Bhawna mam showed me how I could run my own institute, now I was able to give tuition classes to 40 students and that too at my place. This was my journey.

Starting from a small setup, it would not be wrong to say that my business is where I earn, my earnings come from this business, which gives me the confidence that I can do a much more. Soon I am going to change my place, where 60 students are going to take tuition classes. I don't want to stop ever in my life now, and the reason is InShakti.”

"From tutoring a few to teaching many, my journey with Inshakti has **transformed my dreams into a thriving reality.**"

-AMISHA





“I can accommodate **8-9 students per batch**, my ultimate goal is to see my students thrive while also ensuring that I **pay off the loan that helped make this dream a reality.**”

-Anjali

A Thread of Passion

“I’m Anjali, a 23-year-old entrepreneur from Burari, and I’m excited to share my journey of launching and running Imagination 99 Studio, my design boutique. Stitching and fashion have always been integral parts of my family's heritage, and their passion for this craft inspired me to pursue a career in the fashion industry.

After completing my training from ITI CV Raman, I realized that with sufficient funding, I could turn my passion into a viable business. With the invaluable support from my family and a loan from the Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM), I was able to open my own boutique. The training and mentorship from InShakti were crucial in this process. They equipped me with essential marketing and branding practices, and their guidance helped me secure the necessary funding.

Imagination 99 Studio has been a dream come true. It's not just a place where I design and create apparel; it's a testament to the support and hard work of my family and mentors. My aspirations don't end here. I plan to expand my venture by offering stitching and apparel design courses at beginner, intermediate, and advanced levels.

The idea for these classes came from the constant inquiries I receive from young people in my area who are eager to learn these skills. Currently, I can accommodate 8-9 students per batch, but if the demand grows, I'm prepared to rent additional space to meet the needs. My ultimate goal is to see my students thrive while also ensuring that I pay off the loan that helped make this dream a reality.

I'm thrilled about the future of Imagination 99 Studio and look forward to sharing my passion with others. You can follow our journey and updates on our Instagram handle: @Imaginations99_studio.”

Instagram:

[@imaginations99_studio](https://www.instagram.com/Imaginations99_studio)



Becoming a Fashion Entrepreneur

"I had dreamed of becoming a fashion designer from a very young age, but when I was in school, I didn't know much about it. It seemed easy, or I thought I should start my own business, but I didn't know much about it at that time. Stitching clothes appeared easy, and initially, I started sewing just because I saw someone else doing it that way, but I never tried stitching myself. My elder sister helped me a little by cutting and stitching for me, which sparked my interest in this work, and I started creating new things.

Then, with the help of a friend, I got admission and enrolled in a course in ITI Jail Road. I joined InShakti and took classes, where I had the best teacher. With their guidance, I learned my course from scratch, even though it wasn't easy. There are many techniques involved, and everyone has their own method, which is why I chose InShakti.

I completed my course and started my business from home, which is now open. I had to work hard to grow my business, but soon I started getting customers. I always feel happy at work.

Today, thanks to InShakti, many girls have the opportunity to start their own businesses. Thank you to all the teachers who helped me, as well as my classmates. I am very grateful to everyone. 😊 I have been in this field for 12 years now, and I have a fixed customer base. and earnings are more than 20,000/- "

Instagram: [@sarita.boutique](https://www.instagram.com/sarita.boutique)

"With their help, my life changed significantly, and I got the opportunity to become a self employed woman."

-SARITA



Pinki's Journey from ITI to Bridal Beauty Entrepreneur

“Hello everyone, my name is Pinki, and I was a student at Hastsal ITI. My father works as a security guard at a factory, and my mother is a homemaker. I have two brothers, one of whom works as a helper for a company, and two sisters who are married.

I developed an interest in beauty at a young age and started going to a local parlour. It was there that I learned about ITI and decided to enroll. I learned a lot at ITI, including how to do facials and set hair, and how to present my work efficiently in front of someone.

Meeting Bhawna ma'am from InShakti was a turning point for me. Her words filled me with so much motivation that I could only think about completing ITI and opening my own bridal beauty parlour. She has a unique way of inspiring her students to think about their dreams. Whether it's through active participation in class or watching a video story, her message is always the same: girls, do something for yourselves that will benefit at least two other people.



“Initially, I was scared to talk to customers but **now I confidently talk to customers,** and they often say, "You did a good job, we will definitely come back."

-PINKI



I chose beauty work because I noticed that people only spend money on two things: food and their beauty. So, I thought I could do well in the beauty industry. People used to tell me that I couldn't do it, but now I feel like I can run a better parlour than them because many salon owners don't have knowledge of the theory behind beauty treatments.

Initially, I was scared to talk to customers and provide them with services, but now I confidently talk to customers, and they often say, "You did a good job, we will definitely come back." Earlier, I used to be afraid and my hands would tremble, but now, with experience, I can manage a parlour well. Currently, I am working in Rohini because I want to gain more experience before opening my own parlour. I believe that having experience in any job is essential before starting something new. But i am also working as a freelancer and earning 7-8k along with my job.

The only problem I faced in this business was with hair work, especially chemical work and different types of cutting. People often say that only boys are good at hair cutting, but I disagree. Girls can also become good hairdressers; they just need practice and a good guide. I am proud to have chosen this business, and I would like to say one more thing before I finish: I have the ability to turn a Nokia phone into an iPhone!"

Instagram: [@pinkyrai187](https://www.instagram.com/pinkyrai187)

Finding My Calling: How Art, Fashion, and Mentorship Shaped My Path

"I am Drishti, a small business owner, an assistant designer, and a Bharatanatyam Masters Degree holder, amongst other things. After graduating from Vivekananda Institute of Professional Studies, I honestly don't know what to do with my life or my career, for that matter. Thanks to my mother, who has seen me and my eye for art and detail, she has directed me towards fashion. She herself had done 3 diplomas from IT Jail Road, which at that time was a big deal! It still is for me.

Initially, I came into ITI with zero expectations, just for a degree, since covid had hit hard and practically everything was at a halt. But then came my teacher and mentor, Ms Laxmi Dhanik, who saw in me what nobody did. She believed in me and made me believe in myself, for which I'll forever be grateful to her. Starting from stitching, garment manipulation, finishing, etc., she taught me everything!

Then, while i was learning all these technical things behind fashion, I started learning crocheting and joined InShakti's business classes, where i learned about business and its technical aspects, which led to my small business named Kalaadrishti. I started making and selling crochet toys, tops, sweaters, clay jewelry, and whatnot. After 3 years,

"She believed in me and made me believe in myself, for which I'll forever be grateful to her."

-DRISHTI





Kalaadrishti is still going strong! After getting my diploma, I did a few internships and finally got a job offer for an assistant designer at Diksha Tandon. I worked there for 9 months, where I learned everything I needed to know about a fashion label. Ranging from how to handle production, dealing with labour, markets, clients, designing, etc...

After that, I switched to Label Moni K as an assistant designer/merchandiser where I am currently working. It has been more than 4 months here, and I couldn't be happier. I do sampling and khaka construction—basically, my dream life! It is an absolute pleasure watching your designs become reality in front of you.

And along with being a full time designer, I am a proud business owner, where I get almost 5-6 orders per month. Be it a crochet plushie, a digital portrait, or jewelry,. I have come a long way from knowing nothing, to knowing a lot and still keen on learning everything. I am grateful to everyone who has helped me and been patient with me throughout this journey of self discovery!"

Instagram: [@kalaadrishti](https://www.instagram.com/kalaadrishti)

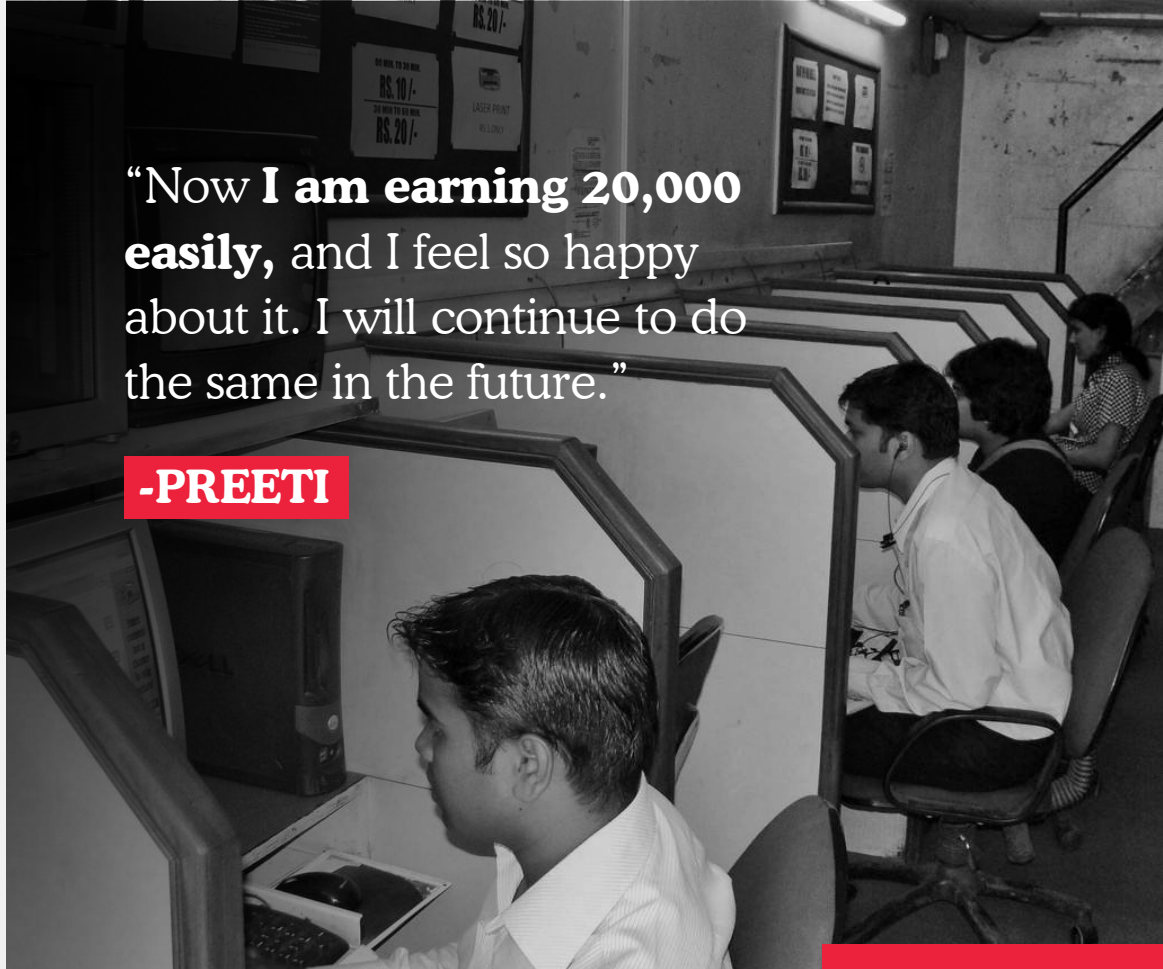
Cyber Cafe Success: From ITI to Independence

“My name is Preeti, my father is a tailor, and mother is a home maker. I have a brother or a sister, and everyone's responsibility is that of my parents. I completed my 12th(2018) with this thought. After graduation, I also got a job so that I could support myself financially.

After completing my graduation, I thought i should do something related to my computer. I came to know about ITI and took admission in the COPA trade at Mangolpuri ITI.time, Let me tell you about being an entrepreneur and how we can do our own business.

I had been thinking of starting my own business for a long time, but i had no clue, and even the teachers did not take classes where one could learn about business. But InShakti changed everything. They not only taught me about business but also gave me financial support.





“Now I am earning 20,000 easily, and I feel so happy about it. I will continue to do the same in the future.”

-PREETI

After finishing ITI, I decided that I will open a cyber cafe but investment was required, so I asked my friends and family for the same . I started working in the first month and concentrated on dealing with my customers. In the first month, I made Rs 7 thousand, and i was so happy. I paid my rent and electricity bills, and the next month my earnings were doubled to 14 thousand. I have various competition around me, but my methods are different, The way i deal with customers is commendable, and they also feel very comfortable with me . Now I am earning 20k easily, and i feel so happy about it. I will continue to do the same in the future, all thanks to InShakti.”

Designing Dreams: Ananya's Journey to Success

“Hi I am Ananya from ITI Narela. My story begins in Delhi, where I live with my mother and a joint family consisting of my father, uncle, and two sisters in Bakouli village. My father and uncle run a business that involves decorating farmhouses, banquet halls, and other venues for events.

My mother is a homemaker, and we live together as a joint family. When I was born, my parents were working. My father used to work as a truck driver, and my mother was also involved in some work. Since 5th grade, I have been interested in stitching and used to stitch dolls. I used to stitch dresses for them and dress them up.

When I was about to finish my schooling and enter 10th grade, I lost interest in studying. Then the lockdown happened in 2020, and due to the lockdown, all the schools were closed, and there was a break in my studies. During this time, I started helping my sister-in-law with stitching, and I developed a passion for fashion design.



“When I was in 5th grade, I used to stitch dolls and **now I have my own fashion boutique!**”

-ANANYA



I joined InShakti NGO, where I received training in various skills such as communication, online business, and customer handling. This training inspired me to start my own fashion boutique. I participated in a state-level competition with my friend, supported by InShakti, which boosted my confidence.

I am now successfully running my boutique and pursuing a degree in Fashion Design, Garment, & Technology alongside a BA in BAPSH (IGNOU). I am grateful to InShakti for helping me become capable in my field.”

Instagram: [@ananyajha1712](https://www.instagram.com/ananyajha1712)

Turning Hardships to Triumph: Mahi's Road to Independence

“Hello my name is Mahi, and I am a student in Narela . I have completed a course in sewing technology. Today, I am self-reliant, and I owe my journey to my mother's unwavering support. Without her, I may not have come this far. Initially, I had no interest in stitching, and I was weak in my studies. My mother always emphasized the importance of self-reliance for girls. I come from a good family where I may not have needed to do anything, but some incidents taught me that self-reliance is crucial for girls.

When I was 15, my father passed away, and our family business closed down, leaving my mother, younger brother, and me alone. My mother worked hard to support us. Sewing, a skill my mother couldn't teach me due to our tough times, became important. She always said that if we have talent within us, we can make ourselves strong.



"Education and skills are something that **no one can take away from us."**

-MAHI



Running the household was tough, as we had no money. I learned sewing and realized that there are many opportunities in the garment industry. I joined a sewing course in Narela, where I learned a lot. The course was excellent, and the teachers were very supportive. Through hard work, I became proficient and confident.

I then got in touch with InShakti NGO, where I learned more about business and how to interact with customers. They supported me, and with their help, I started my own sewing business at home, with my mother also helping in stitching initially.

It was challenging as we had no money. Participating in InShakti's competitions, I received government aid, which helped me start my business. I worked hard, attracted customers, increased my confidence, and gradually, my earnings improved. I realized that I wanted to start my own business rather than work for someone else, and with continued support from InShakti, I want to expand my business and move forward in life.

All these experiences taught me that tough times can come in anyone's life, and it is essential to be self-reliant. Education and skills are something that no one can take away from us. I am grateful to all those who helped me nurture my talent. Today, I am a self-reliant girl, and I want to do something for my family. Thank you."

Instagram: [@mdb4001](https://www.instagram.com/mdb4001)

From ITI Student to Boutique Owner: Rehana's Story

"Hello I am Rehana and I had only one dream in my life to become a fashion designer, but the fees of private institutions were very high, and my father was working alone, so it was difficult to enroll in private classes. so then I joined ITI Narela's sewing technology course, where my dreams got a new flight.

When we took InShakti's class, I knew that there is nothing difficult in life, if there is dedication and desire to become something, then it can be made. I found what was hidden inside.

I realised business has much more potential than a regular job so with the help of the InShakti team and my passion today I am running my boutique from home and it's going pretty well. I am earning 15-20k per month, and recently i won an award for my designs. So in the end, thank you, InShakti Team"

"I found what was hidden inside me all along - **an unbreakable spirit, and determination**"

-REHANA



Launching My Boutique Dream!

“My name is Anchal Kumari, and I'm a student at CV Raman ITI with a dream that took shape in the vibrant world of fashion. Driven by a lifelong passion for style and creativity, I embarked on an entrepreneurial journey by establishing my own boutique, which I named Easy Peasy Fashion Hub—a name that reflects the simplicity and allure, I want my designs to convey. In my family, there are 6 members, and my father is a worker and my mother is a homemaker. I always wanted to dress well, and since I joined ITI CV Raman and InShakti's business classes, I opened my own boutique in September.

The journey began in September. I spent countless hours finalizing the name of my boutique, conducting customer surveys in my neighborhood, and brainstorming ideas for logos, pamphlets, and banners. These were not just tasks, but stepping stones toward realizing my vision. During this month, I also attended mentorship classes and made an exposure visit to Mangolpuri to deepen my understanding of the boutique business. This time, I was earning 5-6k per month.

In October, my efforts started to materialise. I designed my business's logo and promotional materials, aiming to create a visual identity that truly represents my brand's ethos. I established business accounts on Instagram and Facebook to reach a wider audience. Another exposure visit, this time to Karol Bagh, provided me further insights into the intricate dynamics of fashion retail.



"Every rupee earned was reinvested into my business, buying materials that helped me explore more creative designs and slowly building a foundation for future growth."

-ANCHAL



Participation in competitions organised by InShakti became a milestone for me. Not only did I receive a reward of Rs 5000, but these competitions also served as a platform to showcase my skills and creativity, helping me gain recognition. Now my earnings was 6-7k.

Every rupee earned was reinvested into my business—buying materials that helped me explore more creative designs and slowly building a foundation for future growth. I began networking, connecting with experienced people who offered invaluable advice and support.

Soon, I invest in a sewing machine to enhance my production capabilities and efficiency. This is not just about expanding my business, but about evolving my craft and bringing my unique fashion vision to a broader audience.

Through all these experiences, the Easy Peasy Fashion Hub has grown from a mere idea into a burgeoning reality that stands as a testament to my dedication, creativity, and the supportive community around me. Now i have my own boutique, and i took part in various fashion weeks where models wore my designs. i recently won an award for the same . Here's to the journey ahead—filled with more designs, challenges, and opportunities. and am currently earning 20-25k easily."

Instagram: [@_guptaanchal_](https://www.instagram.com/_guptaanchal_)



From Dreams to Reality: A Dancer's Journey

“Hello everyone,
I'm Kashish, and I'm going to share my story with you all. We are from a middle-class family, and my father works as a cleaner at the post office. My mother is a beautician. They are not highly educated.

I'm a choreographer and dance teacher. So, my story begins here. The journey of being a dancer is not easy. When I was young, I loved to dance. It was a hobby of mine, and I enjoyed it a lot.

When I was in the 9th grade, I decided to turn my hobby into my profession. But due to financial issues, social restrictions, and the fixed mindset, my parents were not ready for it. They told me to focus on my studies. After the 12th standard, they decided to send me to ITI to do a course that would help me get a job.”

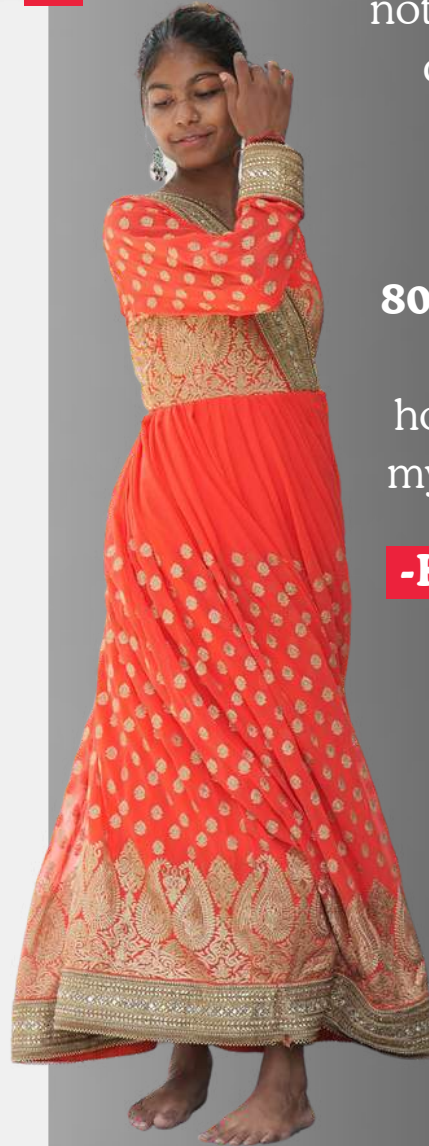
I was not sure about that decision, but I followed my parents' advice. I joined ITI Malviya Nagar, and my course was physiotherapy technician. While completing my course, I came across InShakti Foundation, which helps women open businesses and become independent.

They taught us how to do business and become entrepreneurs. I discussed my passion for dance with my teachers, and they encouraged me to pursue it. We started working on it. I searched for a studio for dance classes, but I faced many problems. I couldn't find the right studio where students would enjoy dancing.

After some time, I found a room for a studio. We renovated it and started working on it. Despite facing more problems, like students not joining initially, we waited for two months. After two months, three students came for admission, and they were my first students.

During this time, InShakti helped me renovate the studio. They supported me financially and mentally. I am very thankful for that. Now, I have lots of students. I used to work in a job not related to dance. But now, I am earning around 8000-10000 from my hobby, from my passion. This is my story, and now I am an independent, entrepreneurial and happy woman. Thank you.”

Instagram: [@art_in_motion](https://www.instagram.com/art_in_motion)



“I used to work in a job not related to dance. But now, I am **earning around 8000-10000** from my hobby, from my passion.”

-KASHISH

A Food Corner of Dreams!

"Hi I am Urvashi a student of AKS ITI. I joined InShakti with a zeal that i want to do something. During the InShakti training programme, I participated in a boot camp activity that inspired me to open a food stall. I've always been keen to earn money, a skill I honed during my college years. I started with golgappas because they were easy to prepare, and now I offer several items such as momos and French fries.

Running a roadside stall selling a variety of street food items has been both challenging and rewarding. I credit the InShakti programme for motivating me to start my business despite the hurdles. I face a lot of local and negative competition, but I've learned to overcome these challenges and grow my business. My family supports me immensely, and I plan to open another stall nearby to avoid some of these issues.

Looking ahead, I aspire to expand my business and offer more food and snack options at my stall. I hope to open more stalls in this locality, as my customers enjoy my products and people appreciate our venture. I aim to continue progressing in the same manner, building on the success we've achieved so far."

"During the InShakti training programme, I **participated in a boot camp activity that inspired me to open a food stall..**"

-URVASHI



Sewing Her Own Path: A Tale of Resilience

“I am Neeraj a student at Harinagar Jail Road. I did FDT course, I wanted to do a government job in my life but I was not selected there. Meanwhile, my mother forced me to learn sewing, but I had no interest in it at all. It was about 2015 when I got interested in it or I also I started giving my full time, and then in 2018 the passion to work came in my mind and heart, but the problem was that neither I got financial support nor did I get guardian support. Then I got married in 2020.

The biggest change in my life starts now. I got married in 15 days, but due to some unplanned circumstances, I took a divorce. My life was completely changed. Its been 2 years now, I am normal and I am at home. Then I asked for support to do something, but I did not get any support from my family.

Then I started working on my own at home and also did FDT course from ITI during which I got business training from InShakti. I worked and collected some money, and then I told my family that i wanted to do business, but there was no support. I went to work against my family’s will and on top of that, I did not get anyone’s financial support. I was at that stage of my life where I had to do everything on my own.



"I wanted to do my work now, and I wanted to show them that I am a strong woman."

-NEERAJ



I wanted to do my work now, and I wanted to show them that i am a strong woman.

I keep thinking day and night about taking such big steps in life, Now am stitching and earning a decent amount for myself. But I was sure that InShakti would support me .

I would like to thank you from the bottom of my heart, Keep your blessings and guidance like this. I also took digital marketing classes and got financial support from InShakti.

I am posting on instagram about my business and planning things for it. Soon things will change and i will change it."

Instagram:

[@sewingwithdifferent](https://www.instagram.com/sewingwithdifferent)

"My business idea started with art and craft and **started earning 3-4k and now I have good orders** every month."

-AARTI



Turning Art into Income: Aarti's Entrepreneurial Path

"Hello friends, my name is Aarti. There are 4 members in my family. My parents and my sister. My father is working in the private sector, and my mother is a housewife. I have taken a cosmetology course from Mangolpuri ITI. I thought of doing ITI because I did not have any other option, and from there I got the idea and motivation to do this business. I met InShakti, and from there my idea got a new direction.

My business idea started with art and craft and started earning 3-4k but my business completely changed after a flea, I earned a very good amount there, and now I have good orders every month. Today I am making handmade jewellery and selling it out of my house. Just like earrings, bracelets, anklets, and other boho jewellery. I am also going to sell on Meesho. Now that my business has grown from 4K to 10k in a few time, I am so happy."

Instagram: [@let_blooming](https://www.instagram.com/let_blooming)

"Inshakti gave me a new direction, a new ray of hope, which made me feel that I too can do something of my own"

-NAINA



From securing good marks in computer trade, her dreams found her calling in beauty!

"My name is Naina, and I am a COPA trade student. I completed my ITI with good marks in 2023. I joined InShakti because I wanted to do something of my own in life, but I didn't know what to do. I had a lot of questions in my mind, but no answers on how to start or where to start. InShakti gave me a new direction, a new ray of hope, which made me feel that I too can do something of my own. I received support and confidence from them, My interest and my work were the same as what I told InShakti, and I moved forward with them.

There are four members in my family: my mother, father, elder brother, and me. I can't even tell you how much we have struggled in life, but now my mother is working, and she has taken care of us and brought us up so well. My father was not very involved with us, and even now, he is not.

So, we have accepted this truth now because we will be able to do something only by getting out of the problem. My brother also works in Indian Gas Limited. When my brother passed the 12th grade, he wanted to join the army, and he worked very hard for it. But then there was a fight between my mother and father, which had been going on since childhood, but by then, we had grown up and understood everything. At that time, my brother went into depression. It felt like everything had been shattered at that time, but my mother never gave up. She always kept us close to her. Since I passed the 12th grade, I have worked in many places and taken many courses.



After passing the 12th grade, I did an advanced computer course and then worked as a computer operator for 1 year. I was interested in the beauty industry, so after that, I learned the work of a beautician. Just one month after learning, I started working. My salary at that time was 2 thousand rupees because I was a fresher, and it had been only a month since I had learned. I wanted experience, which I got from there. Then my health issues started, and I had to leave work. After the surgery, I started working as a beautician again. I didn't think I would work in this line, but I got a call from where I had worked before. A friend of theirs had opened a new salon, so they hired me as a beautician. I worked there again; it was new for them, and I handled everything. The owner never used to come, so I used to handle everything, and I handled everything for one month, from opening to closing the salon and billing. Then, due to family problems, I had to leave the job. After that, my mother said to do ITI; you will get a good job in computers, but I was thinking,

Why not do an advanced course in beauty? But at my mother's insistence, I took up the COPA trade. That's where I met InShakti, where I discovered myself and chose the same work that I liked to do. I chose to be a beautician, and from there, I felt that I should open my own salon. After completing ITI, InShakti showed me the direction, and I worked on what they showed me. I also did a makeup artist course, which cost me 70,000 rupees. My mother kept her gold earrings in Muthoot Finance to get the money for this course. With the support of InShakti, I started freelancing as a makeup artist, and side by side, I was preparing to open my salon with a loan.

The loan process is still ongoing, and my freelancing is also going on. I am still working because I have not stopped working. Today, my salary is 25,000 rupees at Glam Studio salon, and when my loan is approved, I will have my own salon, where I will not only take salary but also give salary, and I will progress a lot. Challenges and Earnings: I am trying my luck and my destiny right now because the loan process is going on. I am earning as much as I can, and I am patient because patience pays off.”

From a Clueless Student to Thriving Handicraft Entrepreneur

Nimanshi is a student from Haryana who now lives in Delhi. Her parents wanted her to get a regular office job, but she wanted the freedom to travel. At first, she didn't know what to do. Then her mother suggested to learn sewing, which Nimanshi thought could be a way to earn money. She took a sewing course and started getting some orders during the course itself.

But sewing skills alone were not enough to start a business. So, Nimanshi decided to learn fashion designing from ITI HJ Bhabha. At the institute, she met Naina Ma'am from InShakti, who told her about their entrepreneurship program. Nimanshi joined the program, where she learned important things about running a business, like choosing a name, managing money, and so on.

"I am thankful to Inshakti for supporting me financially and encouraging me to start my own small business."

-NIMANSHI





After trying out different product ideas, Nimanshi decided to start a handicraft business. InShakti also taught her digital marketing, like how to promote her products online, take good photos, package and deliver orders to different places. In the beginning, it was tough as people didn't trust her, and she had to figure out how to get good materials at the right price.

But things got better after InShakti organized a flea market where Nimanshi could sell her products. She made many new customers there. Now, she gets 18-20 customers every month and earns around Rs. 7,000 - 10,000. Nimanshi also works as a fashion trainer and plans to take some art and craft workshops to improve her skills and get more customers.

She sets up stalls at events to increase sales. Nimanshi is thankful to InShakti for supporting her financially and encouraging her to start her own small business.

Instagram:

[@attire_waveofficial](https://www.instagram.com/attire_waveofficial)



Neha's Journey from being a Housewife to a Businesswoman

“Hi, I'm Neha, a housewife who has now become a businesswoman thanks to an inspiring story. After getting married in 2011, I had to give up my dream of opening my own beauty parlor, despite previously working as a beautician.

I was content being a housewife and mother, but I wanted to establish my own identity beyond those roles. My husband understood my passion and helped me enroll in a cosmetology course at H.J. Bhabha ITI in 2022-2023.

This was the first step towards reviving my dream. During the course, I connected with InShakti, an organization that empowers women to become self-reliant. They taught me business skills, boosting my confidence to open my own parlor and earn respect.

With InShakti's support, I opened a home-based parlor in January 2024. Initially, it was challenging to attract customers, but InShakti helped me with a signboard and marketing efforts.

My first earning of ₹80 for doing eyebrow shaping gave me immense happiness and confidence. Word-of-mouth gradually brought more customers, and now I have 10-15 regulars, earning around ₹5,000 monthly.

I love my work because it allows me to help women feel beautiful and confident. I'm grateful to InShakti for guiding me on this journey of becoming a businesswoman while still being a housewife. This is just the beginning, and I'm excited for what the future holds."

“Word-of-mouth gradually brought more customers, and now I have 10-15 regulars, earning around ₹5,000 monthly.”

-NEHA KUMARI



From Calligraphy Hobby to Profession

"My journey began in school when I developed a passion for calligraphy. During college, my sister opened an Instagram account for me, introducing me to the professional world of calligraphy. I taught myself by watching online videos, facing challenges like affording expensive tools. But I overcame this by making my own pens from bamboo wood.

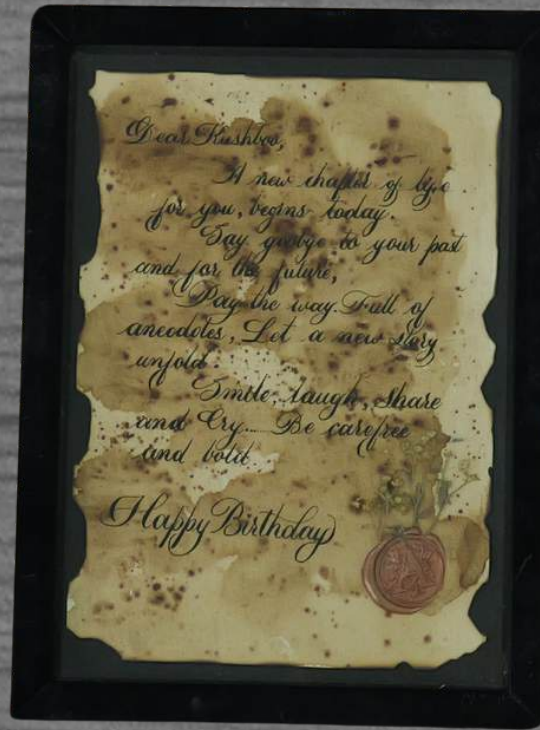
As I shared my work on Instagram, my classmates appreciated it, and I received my first paid order of ₹50 for a name card. In my final year at ITI AKS, I started conducting workshops and teaching juniors at the college art club.

Later, I became a calligraphy mentor for Inglu and taught over 100 students during COVID-19 in collaboration with Girl Up Phoenix. I also conducted personal workshops and sold my artworks. Sending my first interstate order to Kerala was a great achievement, turning my hobby into a profession, helping cover some education expenses.

"Inshakti gave me the opportunity to **present my work to a wider audience and learn customer dealing**, boosting my confidence."

-NAZREEN





I currently work as a calligraphy teacher at Pankhuri, an organization supporting women. During my fashion design course, I met Naina Ma'am, who introduced me to InShakti.

They gave me the opportunity to present my work to a wider audience and learn customer dealing, boosting my confidence.

InShakti also provided financial assistance to buy an engraving machine. I'm now saving to invest and grow my calligraphy business."

Instagram:
[@_art_by_nemo_](https://www.instagram.com/_art_by_nemo_)

Khushboo's Journey to Becoming a Tuition Teacher

“I'm Khushboo Kumari, and I'll share how I became an entrepreneur tuition teacher thanks to InShakti. When I was in 10th grade, I saw the bond between teachers and students at my tuition center. It made me realize the charm of being a teacher who understands children, guides them, and shows them the right path.

From then on, I loved the idea of teaching. Whenever my teacher was absent, I got the chance to handle the class. People praised me, but I was afraid – what if a child's marks dropped because of me? Could I win their hearts and be the best teacher? This fear held me back initially.

But when I joined ITI Mongolpuri and met Bhavna Ma'am from InShakti, she taught me about entrepreneurship and standing on my own feet. With her motivation, I finally decided to open my own tuition center. I got my family's permission and started with just two students on the first day. Though I wondered if more would join, gradually the number increased to 50-60 students within two months.

“I started with two students on the first day, wondering if more will join, **gradually number increased to 50-60 in two months.** I worked hard to help the weaker ones improve.”

-KHUSHBOO





Now, I run batches with 3-4 students each, giving them personal attention. I worked hard to help the weaker ones improve. Along with teaching, I ensure fun activities, annual trips, general knowledge classes, and test series to keep them engaged.

My little family of students makes me happy. People recognize me in the area, and I try my best to impress the children, teach them well, and guide them right.

The children love me, and I'm grateful to InShakti for motivating me to fulfill my passion of teaching. Without them, this dream may have never been realized. Thank you, InShakti and Bhavna Ma'am, for being an important part of my life."



Sweta's Journey from Stitching Hobby to a Flourishing Fashion Business

“My name is Sweta, I am 23 years old. I have completed my basic course in cutting and tailoring. I also completed a fashion design and technology course from HJB Mayor Vihar ITI.

In my family, there is my father, mother, 2 older brothers, and one sister-in-law. My mother and sister-in-law are housewives. My father is a paralyzed patient and handicapped. My brother works at LIC.

I come from a middle-class family, and since childhood, I had a dream of becoming a fashion designer. After completing 12th grade, I learned basic stitching from a government NGO. It was a 6-month course, and I learned it for free. I also learned free stitching to improve my skills. I won two fashion shows challenges.

When I learned stitching, I didn't know how to work, what the market demands, or how to talk to customers. Stitching clothes according to customer preferences was difficult because I had no idea how to discuss with them or how to price my work.

InShakti helped me with my startup. They helped me with funding, and my business started. I started cutting and tailoring. I named my business "Avtar Look" so that people would know about our work. I made business cards and learned to take pictures of my products. This helped people understand my work better. To attract more customers, I gave surprise gifts and provided good service. After the digital class, I received a lot of help. I learned to talk to people to grow my business.

Customers started liking my work and extra services. So, I changed my rates. Earlier, I used to charge very little, but now I charge according to my work. After changing the rates, my monthly income increased from 6000 to 8000.

With the help of InShakti, I learned how to grow my business, how to make customers, and how to work from low rates to high rates. Now, I plan to buy a sewing machine, an overlock machine, and keep a tailor. I will also start working on ready-made clothes. I will buy fabric from the market for my sewing work. For all this, I will take a loan from the bank.

InShakti has helped me set life goals that no one else has done before. They have shown me a new path to grow in the future. I am very grateful to InShakti. I also thank my teachers who showed me the way.”

“I come from a middle-class family, and since childhood, **I had a dream of becoming a fashion designer.**”

-SWETA



Chandana's Journey from Sewing Hobby to Growing Fashion Business

“My name is Chandana Bansal. My husband's name is Navin Bansal, my father's name is Krishna Sarkar, and my mother's name is Reeta Sarkar. I have two younger sisters. My mother is no longer with us. I have a young son named Piyush Bansal, who is 4 years old.

I have always had a keen interest in sewing, embroidery, knitting, and designing. With the help of a friend, I enrolled in a Fashion Design and Technology course at ITI. While at ITI Nizamuddin, I had the opportunity to meet Naina Maam from the InShakti team. She taught us how to start a business, where to do business, how to grow our business, and how to face and solve any problems that may arise in our business.

Through a boot camp at ITI, Ma'am taught us about the problems we may face when starting a business. I started earning from the next day of the boot camp. I sold 2 bags for 450 rupees each. After that, my bag sales started.

Initially, I faced many challenges, such as not having enough money for a sewing machine, not having enough time, or not knowing where to get good quality fabric and bags stitched because I didn't have enough time between household chores.

“Now I have learned to solve my challenges. With the **15,000 financial support** I received from the Inshakti team, I will buy a new sewing machine.”

-CHANDANA






Now I have learned to solve my challenges. With the 15,000 financial support I received from the InShakti team, I will buy a new sewing machine. I now have enough time for my business. I have learned where to buy fabric and bags and where to get good quality at a low price. Now, I am sewing bags and clothes with my own hands and selling them.

Naina Ma'am from the InShakti team has helped me a lot. She encouraged me a lot to start my business, whether it was at the boot camp on May 11th or through a stall in Noida Sector-18. In Noida, the InShakti team gave me 15,000 for my business and encouraged me to move forward in my business. My total earnings today are between 8,000 and 10,000 rupees.

I have thought a lot about growing my business in the future. First, I will buy a place and open my boutique there, and with the financial support provided by InShakti, I will buy an electric sewing machine. By promoting my business online and offline, I will expand my business further and make dresses and bags in different styles to sell. In the future, I will sell for 15-18k per month and attract more customers.

I want to thank all the InShakti team, especially Naina Ma'am, who has helped me so much and supported me.”



"The idea of **turning my passion into a business** was exciting and it finally became a reality!"

-AKRITI

Painting a Vibrant Tale of Artistry and Enterprise

"Hi there! I'm Akriti, the founder of Artkriti, my creative business, and I want to share how my small venture blossomed from passion, creativity, and learning. It all kickstarted last September when I finalized the name 'ARTKRITI' - it just felt right for diving into arts and crafts. Realizing the competition, I began with a customer survey in my neighborhood to gauge tastes.

The idea of turning my passion into a business was exhilarating! I brainstormed logo and promo ideas, attended mentorship classes to strengthen my skills. As leaves changed in October, so did my business - I designed the logo, finalized pamphlets, banners, and set up Instagram/Facebook accounts.



My education continued through specialized art classes, clearing my vision. Participating in InShakti competitions was a highlight - I enjoyed the exposure and even won Rs 5,000 to invest in visiting cards and supplies. Networking played a key role; I reached out to experienced artists, learning from their journeys and gaining invaluable insights to innovate my offerings based on trending products.

Today, I sell handmade resin jewelry and paintings online and offline, earning between Rs 1000-14000 along with my job - a humble yet promising start. Every piece sold validates my creative expression. My journey has just begun, with new challenges and joys daily, but I'm driven to grow through more creativity and learning!"

Instagram: [@aakriti_negi_](https://www.instagram.com/aakriti_negi_)

How Perseverance Propelled Her Home- Based Herbal Soap Brand

“Hello! My name is Shifali, and I'm from Delhi, Burari. I want to share a brief story about my business journey. My father holds a private job, and my mother runs a home-based business selling herbal products; she is also the owner.

I work alongside her in our business. During my time at ITI CV Raman, I attended InShakti classes that were immensely helpful. I shared everything I learned about business from these classes with my mom, which significantly contributed to our business growth.

We decided to focus on providing pure and organic products. Initially, we faced challenges as people were hesitant to purchase our products. To overcome this, we improved our packaging, making it more attractive. This change helped enhance customer interest and sales. Now, we operate both online and offline, with me managing the online aspects of our business. I am deeply grateful to InShakti for their support in our journey.”

Facebook: [@Herbal Cure Soap](#)

“Now, my
business
operates both
online and
offline channels,
with me managing
the online
aspects.”

-SHIFALI



A Message From InShakti!

We're grateful to Director, DTTE, the HOD Training and Placement Cell of DTTE, our donor Globus Spirits Ltd. as well as the Principals and Staff of ITI for their invaluable cooperation, unwavering support, and active participation in the successful implementation of the Vyapower program.

To the readers, we request you to join us on this upliftment journey, spread these stories within your network, gather support, and together, let's open ways to attract customers and nurture the growth of these women-led businesses.

- TEAM INSHAKTI



ACKNOWLEDGEMENTS

A heartfelt thank you to Department of Training and Technical Education, Government of NCT of Delhi. At InShakti Foundation, we extend our sincerest appreciation to DTTE, Delhi for the opportunity to collaborate and implement “Vyapower - Entrepreneurship Program for Youth” In Delhi Government ITIs (Industrial Training Institutes).

A Message from DTTE, Centralized Placement Cell

Mentoring is crucial for the success of ITI trainees, a fact recognized by Sh. Bhupesh Chaudhary (IAS), Honourable Director (DTTE). His efforts have enhanced career prospects for ITI trainees through partnerships with industries and NGOs like the InShakti Foundation. This collaboration is especially beneficial for female trainees, providing them with entrepreneurship programs and financial support, helping many become young entrepreneurs with startup funds of ₹10,000 to ₹20,000. This empowerment fosters confidence, self-reliance, and independence.

InShakti Foundation's contribution to the Skill India Mission is invaluable, creating a more inclusive and skilled workforce. Thanks to Sh. Bhupesh Chaudhary (IAS) for his vision and Team InShakti for their dedication.









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