



:Fast Food is a Shelter for a Landless Family:

Summary: *This is a story of an entrepreneur lady who has obtained shelter by establishing fast food after joining MANUVIKASA, with their financial assistance and handholding support. In a short span Rupa established herself as a successful entrepreneur. Two years back she was not having a single pie earning who now earning Rs. 75,000 per month.*

Rupa was a homemaker studied up to 10th standard. Her native is Dharwad town. Husband is Suresh living in Pala village and working in a hair cutting saloon. The couple has 3 children, 2 girls and 1 boy. They are landless family. Family was living from the income earned by Rupa's husband in a small shop set up near the bus stand of Pala village. Rupa after her marriage involved in home making job and was looking after children. They were living in a small own house with a roof made from iron sheets. Due to increasing competition Suresh was not getting many customers so there was fluctuations in his earning. As new children born and grew up the expenditure started shooting and due to diminished income, they were finding difficulties to lead family life.



Motivation in the SHG: Two years back Rupa joined the 'Krithi MANUVIKASA SHG' as a member, which is formed by MANUVIKASA. There are 10 members in this SHG. The members of the SHG are involved in micro-enterprise activities such as tailoring, cloths business, utensils shop, etc. After Rupa getting exposed to these self-employment ventures, she decided to establish something that gives her good earning. Her aspirations are realized with the support of MANUVIKASA and with the loan assistance she availed from the SHG.

Idli-Dosa did not change her life: After several thoughts on the what enterprise to be established and several discussions with the SHG members and the MANUVIKASA representatives she decided to set up Idli-Dosa hotel in the space available near to her husband's shop. One good day her petty hotel opened.

Within a week her interest drowned to earth. The reason is that there was several Idli-Dosa hotels in the area and due to small village, she could not attract more customers to her shop. She was constructed and required cooking utensils were purchased, what to next was her thought wherein her brother Basavaraj suggested to establish fast food shop. Her brother was having some experience in preparation of fast food, which helped her as he joined hands in establishing the fast food hotel.

Fast food changed her life: She immediately adopted the suggestion given by her brother and set up the fast food hotel even though she had doubts on the success. Fast food and chats were sold in her hotel and surprisingly within few days customers started coming to her hotel. Initially they were selling the food in the evening, whereas customers started demanding the food items such as Gobi manchuri, Mushroom manchuri, different beverages using eggs, etc. So they opened the hotel from morning to evening and within a month the number of daily customers increased. After seeing the lack of space she expanded the hotel premises for the customers to sit comfortably while eating. She obtained a loan of Rs.1 lakh from the bank to expand her hotel. Benches, more utensils, raw food materials, etc. were purchased from the loan amount.



Increase in income from 0 to 2,500: She was living with zero income and at present (as of July 2022) her income is Rs.2,500 per day. After deducting all expenses her net income is Rs.1,500 per day. Now Rupa alone is running the fast food hotel. Her brother drop-in quite often and solicit suggestions as he is working elsewhere in his domain.

Rupa who was earlier involved only in domestic work and rearing children now preparing delicious dishes and food beverages and several chats spontaneously and skillfully. Village has lots of mango orchards, therefore, lots of labourers are coming from outside during mango season who stay in the village for months together who are customers of Rupa. With business with them her income doubles during the season.

The income and expenditure details of Rupa during 2021

Daily gross income	Daily net profit	Monthly gross income	Monthly net income	Annual gross income	Annual net income
2,500	1,500	75,000	45,000	9,00,000	5,40,000

“The 10th standard studied Rupa’s income is more than an engineer at the beginning stage of his/her career or equal to the salary income of a middle level government staff” said by Mr.Ganapathi Hegde of MANUVIKASA. The initial expenditure was only Rs.1 lakh.



Support from Husband: Husband’s hair cutting saloon is nearby so he is giving courage and cooperation in Rupa’s business. Suresh is whole heartedly supporting his wife. Rupa is surprised on her won achievement under the new enterprise wherein she was not knowing anything and not having any skills in the beginning. Maintenance of good taste, quality and good customer service approach are tools of her achievement. She want to modernize her shop.

Attention towards saving: When her business improved she thought of saving the money. She started saving Rs.300 per month in the SHG and Rs.400 daily in Pigmi savings. They started to construct a modest house. They require Rs.15 lakhs for this purpose. Since they have to look after children education and repay the bank loan as some balance is left out, they are postponing the house construction. In the coming days, she wants to diversify the food products and also she is interested in learning Dairy management, waiting for an opportunity to undergo a training on Dairy.

Address:

Rupa Suresh Dotha
Pala, Mundagod Taluk