

## VBSY: THE STORY OF INSHA SHABIR, MAKING DREAMS COME TRUE

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In the beautiful valley of Jammu & Kashmir's Pulwama district, lives a young woman who has become a symbol of independence, resilience, and transformation. Born into a modest family in Pulwama's Aarigam, Insha Shabir, today, has become a business owner and manages her boutique. She is among the many beneficiaries of the Central Government's Deen Dayal

Antyodaya Yojana – National Rural Livelihood Mission, that is giving wings to fly to many girls and women like Insha.



Insha Shabir

In an interview to media during the ongoing Vikasit Bharat Sankalp Yatra, Insha said she first heard about the [Deendayal Antyodaya Yojana - National Rural Livelihood Mission](#) in 2017 and immediately registered for it. The scheme was

launched by the Ministry of Rural Development in 2011. It aims at creating efficient and effective institutional platforms for the rural poor, enabling them to increase household income through sustainable livelihood enhancements and improved access to financial services.

Insha sharing her story revealed that she has been interested in designing and making clothes since she was a child. But the turning point came in her life when she enrolled herself at the local tailoring school under DAY-NRLM. Her talent and interest transformed into a business opportunity and a way to earn a livelihood.

After completing the design course at the institute, Insha realized she wanted to set up her boutique. She got a **PMEGP Umeed loan** and in this endeavour too, DAY-NRLM helped her by providing financial support. Finally, she was able to set up her boutique.



Sometimes, with limited resources and few opportunities, dreams often seem like distant stars in the night sky. But for Insha, DAY-NRLM enabled her to live her dream. Insha shared that had she not received the subsidized loan under the scheme, she might not have been able to start her business.

Insha hailed the government's business schemes that are helping the youth and creating a new, developed India. She added, that today, it's not just the rich people who are succeeding but individuals from poor backgrounds and villages are also starting successful businesses. She added she is grateful to the government for coming up with schemes that have allowed her to be financially independent. Today, Insha not only manages her finances but also provides employment to other women at her boutique. Albeit small, the boutique has become a synonym for *vikas* and *aatmanirbharta*.

#### References –

- <https://aajeevika.gov.in/>

#### X link –

- <https://twitter.com/HSVB2047/status/1734913248858866043>

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