



Win Vinaya Foundation

Enabling an Inclusive Society



☀ Empowered by Digital Tools: Mahantamma's Journey from a Small Village to District-Level Success

In the quiet lanes of a rural village, **Mahantamma**, a hardworking woman and passionate entrepreneur, is building a name for herself through **traditional snack-making and tailoring**. Her story is a perfect example of how digital knowledge can **transform micro-businesses**, even in remote areas.

🍪 Traditional Taste with a Purpose

Mahantamma prepares **Shenga Chikki** (Groundnut Chikki), a healthy and protein-rich snack, which she especially sells to **school children** in her village to support their nutrition. She also stitches **blouses** for local women, running a small **tailoring business** alongside her food production.



Despite living in a **small house** with limited space, she continues to produce in **larger quantities** with help from her **mother-in-law**, who supports her in preparing the Shenga Chikki.

📶 Expanding Reach through Digital Marketing

Everything changed for Mahantamma when she attended the **Digital Marketing and Financial Literacy training**. With the help of tools like:

- **Canva** for posters
- **InShot** for videos
- **WhatsApp** for sharing her work

...she began promoting her products beyond her village. Her reach expanded to **nearby villages** and she even got the opportunity to participate in **district-level melas (fairs)**.

This growth would not have been possible without the skills she gained in the training sessions.

💰 Smarter Payments, Easier Sales

Before the training, Mahantamma used only cash for payments. Now, she confidently uses **PhonePe** and shares her **QR code** through WhatsApp to receive payments—making transactions faster, safer, and more professional.

✂ Tailoring with Creativity and Confidence

Mahantamma's tailoring work is no less impressive. She proudly shared how she uses **YouTube** to learn and stitch **designer blouses** based on customer requests.

"Whatever design the customer selects, I learn and stitch it," she said with a smile.

Her confidence in using digital platforms to **learn new skills** and satisfy customers is truly inspiring.

Rural Roots, Digital Wings

What stands out about Mahantamma is how quickly she has **adopted digital technology** and applied it to her small business—even while living in a rural area with limited resources.

When we visited her, she was confidently answering every question related to the training and demonstrating how she's using that knowledge in her daily business.

Final Words

Mahantamma's story is a shining example of how rural women, when given the right tools and training in **their own language**, can become **successful entrepreneurs**.

With determination, digital awareness, and community support, women like Mahantamma are rewriting the story of rural business in India.

Let's celebrate and support many more such hidden gems in our villages! 🌱 ✨