



WinVinaya Foundation

Enabling an Inclusive Society



Empowering Rural Women: Kallamma's Inspiring Journey with Jowar Roti and Solar Innovation

In the heart of a Yelburga Taluk Koppala District, Karnataka State of India lives an inspiring woman entrepreneur — **Kallamma**, a proud MSME who has turned her simple skill into a growing business, blending **traditional food** with **modern technology**.

Turning Power Cuts into Opportunity with Solar Energy

Kallamma makes **Jowar rotis** using a **roti-making machine** powered by **solar panels**. This smart solution helps her avoid one of the biggest challenges in rural areas — **frequent power cuts**.

She shared that when there's no electricity, the prepared **Jowar dough goes to waste** if not used within 30 minutes. But now, with solar power, she can continue making rotis **without any interruption**, saving ingredients and time.



Digital Marketing Changed Everything

Initially, Kallamma sold her rotis only in her **village** and to a few **neighbours**. But after attending the **Digital Marketing and Financial Literacy training**, she learned how to promote her business digitally.

She started:

- Creating **posters using Canva**
- Making **videos using InShot**
- Sharing them on **WhatsApp status and groups**

As a result, her **customer base increased rapidly**. With growing demand, she even invested in a **larger roti machine** to meet the needs of her expanding business.

Balancing Business and Motherhood

Kallamma is not just a businesswoman — she is also a **mother to a 5-year-old child**. Due to her family responsibilities, she couldn't go to weekly markets regularly to sell her rotis.

But thanks to the training, **customers started coming directly to her home** to buy rotis. She no longer has to step out often, which helps her balance **household chores** and business smoothly.

Salute to the Spirit of MSMEs

Kallamma's journey is a perfect example of how **simple solutions**, **digital skills**, and **determination** can bring **big changes** in the lives of rural women.

Hats off to MSMEs like Kallamma, who manage their homes and still find the strength to run successful businesses from their doorstep.

✦ **Final Thought**

With the right **knowledge, tools, and language-friendly training**, many more women like Kallamma can rise as entrepreneurs and inspire others in their communities.

Let's continue supporting and celebrating our rural champions! ✨