

## Babita Devi – Reviving Rural Pottery with Purpose and Pride

*Founder, Clay Creations Unit | Chitarpur Village, Jharkhand*



Babita Devi, a determined woman from the Scheduled Caste community in Chitarpur Village, Jharkhand, transformed her life from daily-wage labor to successful entrepreneur through grit, tradition, and timely support. Learning the craft of handmade clay pottery from her husband, Babita combined her skills with training from JSLPS (Jharkhand State Livelihood Promotion Society) in handicraft production. As demand for eco-friendly clay pots grew in her village, she saw an opportunity—not just to earn, but to build a business in her own name.

Her journey took a pivotal turn when she encountered a BYST door-to-door campaign in her village. Motivated by their message, she sought guidance and underwent entrepreneurial training. With help from BYST mentor Mr. Devendra Singh Saluja, she refined her craft, learned the basics of business management, and introduced innovative products like colorful Diyas, clay water bottles, and decorative pots. To boost production, Babita secured a ₹1 lakh loan from Bank of India with the support from BYST, which enabled her to purchase a motor wheel, drastically improving efficiency and output. What began as a small clay pot unit is now a growing enterprise with an annual turnover of ₹5 lakhs. Her unit not only uplifts her family but also provides employment to two women and two men from her community—creating local livelihoods and preserving traditional art. Babita Devi's story is a powerful example of inclusive entrepreneurship, where traditional knowledge, modern mentorship, and community support come together to spark rural transformation. From laborer to local business leader, she has proven that with the right opportunity, anyone can shape their future—just like clay in the hands of a skilled artisan.

Name of the Entrepreneur:	Mrs. Babita Devi
Business Name:	M/s. Babita Mitti Bartan
Nature of the Business:	Pottery Unit
Type of Business:	Manufacturing
Loan:	1 lakhs
Bank:	Bank of India
Year of Disbursement	2024
Email ID	<a href="mailto:gudduprajapati77@gmail.com">gudduprajapati77@gmail.com</a>
Donor:	Harish & Bina Shah Foundation
Turnover:	5 lakhs
Employment:	10
Mentor:	Mr. Devendra Singh Saluja
Mentor Occupation:	NGO Secretary



## **Babita Devi**

Clay Pots and Bottles are eco-friendly, traditional alternatives to plastic and metal containers, widely used for cooking, storing, and drinking. Made from natural clay and fired at high temperatures, they help retain nutrients, enhance flavor, and keep water naturally cool due to their porous structure. These products are biodegradable, reusable, and promote sustainable living. Ideal for health-conscious consumers, clay pots support slow cooking while clay bottles offer chemical-free hydration, making both a perfect blend of tradition and wellness.