







# WHEN THE NATION LOCKED DOWN WEST CHAMPARAN 'STARTED UP'

WEST CHAMPARAN, BIHAR

**A story of turning adversity into opportunity.**

**“Navpravartan” Startup Zone, Chanpatia in West Champaran District of Bihar provided an innovative solution to the returnees during COVID crisis.**

**P**andemic put the whole world in an unprecedented crisis. Lingering uncertainty, generalized economic depression, unemployment and quarantined population was the norm. Unavoidable lockdown and travel-ban imposed globally was executed in India as a necessity to tackle the pandemic. Migrants were one of the most vulnerable groups during the lockdown. Their livelihood was gone, they had nowhere to go to sustain their family income.

## **HISTORIC VULNERABILITY**

For decades, going to other states for better economic prospects has been a way of life in West Champaran District. In the pandemic, they all had to return home, which created a situation of crisis in the region.





Distressed people returned back home from various parts of India and abroad like Dubai, Qatar with lost livelihood. Once home, migrants were afraid of going back even when situation normalised as a number of them had bitter experience with their employers. They wanted to find a solution to the uncertainty of their jobs and careers.

## THE 'START-UP' MOVEMENT

The move of setting up the “Navpravartan” Startup Zone, Chanpatia in West Champaran District was an innovative and transformational step towards realizing the true potential of the migrants back home.

- It provided them livelihood solutions near home.
- Accelerated economic growth of the district by bulk production model using latest technologies and generating employment.
- Nurtured entrepreneurial ecosystem and provided an efficient public service delivery system leading to the goal of “AtmaNirbhar Bharat”.

## JAAN BHI, JAHAN BHI

Administration was guided by the Prime Minister’s mantra which implied that the Administration had to focus on not just saving lives but also on kickstarting the economy and livelihood.



“After return I was contacted by top officials who helped me a lot in setting up my company. My textile industry experience abroad was tapped to the full potential. Now, we are getting huge orders and working continuously to fulfill demand from local markets.”

Aamil, Dubai returnee





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