

Success Story of Anju Devi

Project: WE LEAD Jharkhand Project

Supported by- Small Industries Development Bank of India (SIDBI)

Implemented by: Association of Micro Finance Institutions- West Bengal

Personal Details

- **Name (नाम):** Anju Devi (अंजू देवी) (Existing beneficiary)
- **Village (ग्राम):** Katamsari (कटमसारी)
- **Block (ब्लाक):** Ichak (इचाक)
- **District(जिला):** Hazaribagh (हजारीबाग)

Anju Devi, a resident of Katamsari village in Ichak Block of Hazaribagh district, is an inspiring rural entrepreneur who has successfully transformed her traditional namkeen business into a modern and digitally enabled enterprise. Through her hard work, determination, and the support of the **SIDBI-supported and AMFI-WB implemented WE LEAD Jharkhand Project**, she has strengthened her business operations and expanded her market reach significantly.



Before joining the WE LEAD Project, Anju Devi was already engaged in preparing and selling homemade namkeen (snacks) within her local area. Although she possessed the skills and entrepreneurial spirit, her business lacked proper branding, digital payment systems, attractive packaging, and wider market connectivity. Due to these limitations, her products were mostly confined to nearby customers, restricting both growth and income opportunities.

Recognizing her potential, the WE LEAD Project provided multiple strategic interventions to modernize and strengthen her enterprise. Through the **Entrepreneurship Development Programme (EDP)**, she received training on business planning, customer management, packaging, pricing, and marketing strategies. The project also introduced her to digital literacy and trained her in using digital payment systems, enabling her to accept online and cashless transactions from customers.

One of the major milestones in her entrepreneurial journey was the establishment of a formal brand identity for her business under the name “**Anju Shri.**” This branding support gave her products a professional image and increased customer confidence. Additionally, with the support of the project, her products were integrated with the **Open Network for Digital**

Commerce (ONDC) platform, opening new opportunities for online sales and broader market access.

Based on the guidance received through the project, Anju Devi also diversified her packaging system by introducing namkeen packets in different sizes and weight categories. This innovative approach helped her cater to customers from different income groups and increased the demand for her products in local markets.

The adoption of digital and online market access remarkable her business. Today, Anju approximately **₹10,000–month** through her enterprise, which has improved her family’s and social confidence.



tools, branding, has brought a transformation to Devi earns **₹15,000 per** namkeen significantly financial stability

Anju Devi shares that the systematic guidance and encouragement provided by the WE LEAD Project not only enhanced her business skills but also boosted her confidence as a woman entrepreneur. She now sees herself as a modern business owner capable of competing in larger markets while inspiring other women in her community to pursue entrepreneurship.

Her success story reflects how traditional rural enterprises can grow sustainably when combined with skill development, digital inclusion, branding support, and market linkage initiatives. Anju Devi’s journey stands as a strong example of women-led economic empowerment and the transformative impact of the WE LEAD Jharkhand Project.


