

Success Story of Rinku 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):** Rinku Devi (रिंकू देवी)
- **Village (ग्राम):** Puruka (पुरुका)
- **Panchayat (पंचायत):** Mangura (मंगुरा)
- **Block (ब्लाक):** Ichak (इचाक)
- **District (जिला):** Hazaribagh (हजारीबाग)
- **Application No. (आवेदन संख्या):** 676



Rinku Devi, a resident of Puruka village under Mangura Panchayat in Ichak Block of Hazaribagh district, belongs to the Giri Pandit community. Her journey from a homemaker doing occasional stitching work to a successful entrepreneur is an inspiring example of women's empowerment and self-reliance achieved through determination and timely support.

Before joining the **SIDBI-supported and AMFI-WB implemented WE LEAD Jharkhand Project**, Rinku Devi's family faced severe financial difficulties. Her husband worked as a priest in a temple located in Giridih district, far away from their village. Despite his continuous efforts, the family income was insufficient to meet daily household expenses and provide financial stability. Rinku owned a sewing machine and occasionally stitched clothes at home for nearby villagers, but the work remained informal and generated very little income.

Her life began to change when she enrolled in the tailoring training program under the WE LEAD Project on **23 May 2025**. Through professional tailoring training, she improved her technical skills and gained confidence to think beyond household-level stitching work. The field staff of the project continuously motivated and guided her to transform her small activity into a sustainable business enterprise.



Recognizing her dedication and entrepreneurial potential, the project facilitated financial linkage support through her **Self-Help Group (SHG)** and **Bank of India**, through which she received a loan of **₹2,00,000**. This financial assistance became a turning point in her life and enabled her to establish a dedicated commercial shop at **Puruka Chowk**.

Moving her work from home to a proper marketplace significantly increased her visibility and customer reach. As her tailoring business expanded, Rinku further diversified her enterprise by opening a **Shringar (cosmetics and vanity products) store** alongside her tailoring shop. This diversification not only increased her income but also helped attract more customers to her business.

Today, Rinku Devi earns approximately **₹20,000 per month**, a remarkable achievement considering that she previously had no stable income of her own. Her business has improved the financial condition of the family and created a stable source of livelihood within the village itself.

One of the most meaningful changes in her life has been the reunification of her family. Inspired by the growth of Rinku's enterprise, her husband left his work in another district and returned to the village to support her in managing the business. Together, they are now successfully operating their shop and building a better future for their family.

Rinku Devi proudly shares that the WE LEAD Project gave her the opportunity, confidence, and support needed to succeed without leaving her village. Her story demonstrates how access to skill development, financial support, and continuous mentoring can empower rural women to become successful entrepreneurs and contributors to their local economy.

Today, Rinku Devi stands as a role model in her community, inspiring other women to pursue entrepreneurship, become financially independent, and believe in their own capabilities.


