

AMFI-WB WE-LEAD Project

Individual Case Study

Empowering Women Entrepreneurs Through Handcrafted Incense Production

Anima Sarkar , 36 years.

Background:

Ghasipur village, Bangsihari Block South Dinajpur District

Anima Sarkar lives in Ghasipur village, under the 5 No. Mahabari Gram Panchayat in the Bansihari block of Dakshin Dinajpur. Coming from a financially weak background, Anima has faced many challenges. She used to live in Delhi with her husband, but due to ongoing conflicts with her in-laws, she returned to her father's home six months ago. Her husband is now seeking a divorce. Despite these personal struggles, Anima is determined to build her own business and help other women by providing training.



Life before and after becoming part of the WE-LEAD project.

Anima learned tailoring at a local shop where she later worked. One day, WE-LEAD staff visited the shop to meet the owner but found Anima instead. After speaking with her, they saw her potential and asked if she would train other women. Anima agreed and asked her employer for permission to take on this part-time job. When he refused, she decided to leave the job. Afterwards, she started giving training to the WE-LEAD beneficiaries, along with that started working by renting a shop in Dhumsadigi. With the help of WE-LEAD staff members,

She got the cloth material in bulk and also got help in market linkage. She also takes orders for blouses, salwars, etc.

Training and Entrepreneurial Ventures:

In two months, Anima trained 30 women through the WE-LEAD project, earning INR 12,000. In June, she also earned INR 5,000 from her tailoring work. Anima's hard work has not only given her financial independence but also inspired many other women in her community.

Future aspiration

Anima dreams of owning her own boutique increasing the number of sewing machines, and training more women. Her story shows how projects like WE-LEAD can provide



women with the skills, resources, and support they need to succeed. Mrs. Anima Sarkar's story is a powerful example of determination and resilience. Through her involvement with the WE-LEAD project, she has transformed her life and the lives of many other women. Her journey from a tailoring shop worker to a successful trainer and entrepreneur is an inspiration to all.

