

AMFI-WB WE-LEAD Project

Individual Case Study

MALATI MONDAL - A STORY OF RESILIENCE AND EMPOWERMENT

Background:

Beneficiary Name – Malati Mondal
ID Number – 002146
Address – Jordighi Dashul village of Brajaballabhpur gram panchayat of Banshihari block.
District Name – Dakhin Dinajpur



Introduction:

This case study highlights the inspiring story of Malati Mondal, a resident of Jordighi Dashul village in South Dinajpur district, West Bengal, India. Facing immense financial hardship due to her daughter's illness, Malati found a path to empowerment and income generation through the WE LEAD Project and its artificial jewellery training program.

Challenges:

Malati Mondal, wife of a pandal trader, belongs to a lower middle-class Hindu family. With two daughters, Paramita and Sushmita, the family struggled to make ends meet. Their financial burdens intensified when their elder daughter, Paramita, was diagnosed with a serious illness in 2020. The family spent a staggering 18-20 lakh rupees on Paramita's treatment in Bangalore, traveling there multiple times. Unfortunately, Paramita's treatment remains incomplete, and the family can no longer afford the long trips. They now seek treatment for her in Kolkata.

The Turning Point:

In 2023, Malati Mondal learned about the WE LEAD Project through a village contact. Intrigued by the opportunity to learn a skill and earn an income, she connected with the project team. Despite already running a small grocery store with limited cosmetics sales, Malati expressed a strong desire to improve her financial situation.

WE LEAD Project Intervention:

The WE LEAD Project conducted online surveys and EDP (Entrepreneurship Development Program) awareness sessions, in which Malati Mondal actively participated. She showed particular interest in the artificial jewellery training program.

Impact:

After completing the training, Malati Mondal began creating and selling artificial jewellery. She now sells her products both wholesale and retail in her own shop and to 8-10 other shops. This new venture has significantly boosted her income, earning her approximately Rs. 2000-2500 taka per month.



Conclusion:

Malati Mondal's story is a testament to her resilience and determination. Faced with overwhelming challenges, she sought opportunities for growth and embraced the support provided by the WE LEAD Project. The artificial jewellery training has empowered her to become an income earner, contributing significantly to her family's well-being. Malati Mondal expresses sincere gratitude to the AMFI WB WE LEAD Project for the invaluable training that has transformed her life. This case study demonstrates the positive impact of such initiatives in empowering women and improving their economic standing within their communities.