

AMFI-WB WE-LEAD Project

Individual Case Study

PURNIMA BIBI'S SUCCESS STORY: FROM STRUGGLING FAMILY TO THRIVING ENTREPRENEUR

Background:

Beneficiary Name – Purnima Bibi
ID Number – 006709
Address – Lavpur Block
District Name – Birbhum



Challenges: Purnima Bibi, a resident of Lavpur in Birbhum, West Bengal, was struggling to support her family of four, which includes her husband, Mohammad Kamal Hossain Khan, and their two minor daughters. Her husband worked as a mason, but his income was insufficient to meet the family's needs. For seven years, Purnima Bibi had been assisting her husband in his masonry work while also seeking financial aid from various organizations to make ends meet.

Turning Point: Purnima's life took a positive turn when she became a beneficiary of the *WE-LEAD* project, run by AMFI-WB and supported by SIDBI. As part of the program, she participated in an *Entrepreneurship Development Program (EDP)* in November 2024, attended training workshops, and later enrolled in a soft toy-making training camp organized by the project from December 9 to 15, 2024.

The WE-LEAD Intervention: After completing the training, Purnima's determination to change her family's economic situation grew stronger. The WE-LEAD project team worked closely with her family, discussing opportunities and helping them develop a business strategy. They decided to start a venture selling soft toys at local fairs.

With financial assistance from *Ujjivan Sangstha*, Purnima began producing soft toys. She and other trained beneficiaries worked together, following the guidance of the WE-LEAD staff and trainer Abdul Matin. They set up sales booths at regional events, including the popular fairs at Santiniketan and Khujutipara.

Entrepreneurial Success: Purnima's hard work and the support from the WE-LEAD project soon paid off. She sold the soft toys she made at a 40% profit margin. During a seven-day

market stint at the Santiniketan fair, Purnima made a profit of Rs.14,000. Similarly, at the Khujutipara fair, she earned a profit of Rs. 16,000 in just five days.

Impressed by her initiative and success, Purnima's husband also decided to contribute by trading cleaning materials and other goods at fairs, further boosting the family's income. They set up shops together at local fairs, continuing to grow their business under the guidance of WE-LEAD staff.

Conclusion: Purnima Bibi's story is a testament to the transformative power of entrepreneurship and the support provided by programs like WE-LEAD. By gaining new skills, accessing financial resources, and receiving hands-on guidance, Purnima was able to uplift her family from financial struggle to stability. Her success not only improved her own life but also positively impacted her husband's work and their family's overall financial situation. This success story exemplifies the impact of skill-building and financial inclusion in empowering women to lead their families toward a brighter future.