

# AMFI-WB WE-LEAD Project

## Individual Case Study

### Anushree Nath's Success Story

This case study highlights the positive impact of the WE-LEAD project on Anushree Nath's life. Here's a breakdown of the key elements:

#### Background:

Beneficiary Name – Anushree Nath  
ID Number – 005712  
Age – 20  
Address – Ashram Para, Ward No. 23  
District Name – Bankura



#### Challenges:

- **Poverty:** Anushree Nath and her family lived in poverty due to her husband's inconsistent daily wage labour.
- **Limited Income:** Her existing small business of reselling clothing earned her only Rs. 150-200 per day, insufficient to support her family.
- **Unfulfilled Dream:** Anushree Nath harboured a desire to learn tailoring and start her own tailoring business, but lacked the financial resources.

#### Solution:

- **WE-LEAD Project:** Anushree Nath learned about the WE-LEAD project, supported by SIDBI and launched by AMFI-WB, and enrolled.
- **Tailoring Training:** She chose tailoring, fulfilling her long-held dream, and diligently participated in the training provided by the project.
- **Investment:** Even before completing her training, she invested in two sewing machines, demonstrating her commitment and initiative.
- **Business Expansion:** After training, she began creating and selling blouses, nighties, and churidars, also fulfilling orders from tailoring shops, including those facilitated by the WE-LEAD project in Bankura Bazar.
- **Family Business:** Her husband joined her in the business, further strengthening their enterprise.

## Results:

- **Increased Income:** Anushree Nath's daily income increased significantly from Rs. 150-200 to Rs. 700-800 per day.
- **Self-Reliance:** The WE-LEAD project empowered Anushree Nath to become self-reliant and pursue her dream.
- **Improved Livelihood:** The increased income has undoubtedly improved the family's overall living conditions.

## Key Success Factors:

- **Anushree Nath's Determination:** Her long-held dream, proactive approach, and dedication to learning and practicing were crucial.
- **WE-LEAD Project Support:** The project provided the necessary training, resources, and market linkages to enable her success.
- **Family Support:** Her husband's involvement in the business further contributed to its growth.
- **Timely Investment:** Her decision to invest in sewing machines before completing the training showcased her foresight and commitment.



## Conclusion:

Anushree Nath's story is a testament to the power of skill development and microfinance initiatives like the WE-LEAD project. It demonstrates how such programs can empower women, alleviate poverty, and foster entrepreneurship. The case study effectively highlights the project's positive impact and serves as an inspiring example for others.