

AMFI-WB WE-LEAD Project

Individual Case Study

BASANA MONDAL - A STORY OF RESILIENCE AND EMPOWERMENT

Background:

Beneficiary Name – Basana Mondal
ID Number – 002461
Address – Jordighi Dashul village of Braj
Ballabhpur gram panchayat of Bangshihari
block
District Name – Dakhin Dinajpur



Introduction:

This case study highlights the transformative impact of the WE LEAD project on the life of Basana Mondal, a resident of Jordighi Dashul village, Dakshin Dinajpur district, West Bengal. Basana's story exemplifies the challenges faced by many women in similar circumstances and demonstrates how skill development and microfinance initiatives can empower them to overcome adversity and achieve self-reliance.

Challenges:

Basana Mondal's family faced significant hardship. Her husband was unable to work due to old age, and the primary burden of supporting a large, ten-member household (including her two sons, their families, and her daughter's children) fell on her two sons, who worked as grill mechanic. The family's financial situation was precarious. Further complicating matters, Basana's daughter became widowed, adding her two sons to the household and increasing the financial strain. Even though her daughter secured a job training members of a self-help group (SHG), the income was insufficient to support everyone.

Intervention:

Driven by a desire to improve her family's circumstances, Basana Mondal learned about the WE LEAD project from other women in her village. She approached the project and expressed her interest in participating. After a thorough assessment of her situation, Basana attended a five-day EDP (Entrepreneurship Development Program). During this program, she learned

about various skill development opportunities, including tailoring, beautician training, pala making, artificial jewellery making, salte making, and *dhupkathi* (incense stick) making.

Basana Mondal chose to pursue training in artificial jewellery and pala making. She received training from an expert trainer and, upon completion, was guided on sourcing materials from a shop in Buniadpur city.

Impact:

Equipped with her new skills and access to resources, Basana Mondal began creating jewellery at home. She now runs a successful small business, selling her creations to other community members. She earns between ₹1500 and ₹2000 per month, which she dedicates entirely to supporting her family.

Conclusion:

Basana Mondal's story is a testament to the power of skill development and microfinance initiatives in empowering women. Through the WE LEAD project, Basana gained valuable skills, access to resources, and the confidence to start her own business. She has transformed from a dependent family member to a contributing earner, significantly improving her family's financial stability and overall well-being. Basana's success not only provides for her family but also serves as an inspiration to other women in her community, demonstrating the potential for self-reliance and economic empowerment. She expresses deep gratitude to the AMFI WB WE LEAD project for enabling her to stand on her own feet and support her family.