

AMFI-WB WE-LEAD Project

Individual Case Study

MEHERABJUN BIBI - A SUCCESS STORY OF EMPOWERMENT THROUGH THE WE LEAD PROJECT, SUPPORTED BY SIDBI

Background:

Beneficiary Name – Meherabjun Bibi
Age - 45
ID Number – 005190
Address – Detal Barahara village,
Allahabad Gram Panchayat (Bangshihari
Block)
District Name – Dakhin Dinajpur



Challenges

Meherabjun Bibi, a 45-year-old resident of Detal Barahara village in Allahabad Gram Panchayat, Dakshin Dinajpur (Bangshihari Block), is a mother of two children – a daughter, Moushumi Akhter, and a son, Masud Alam. The family faced financial hardships primarily due to the rising cost of their daughter's education. In order to support her studies, they had to sell pieces of land, little by little, but they never gave up on her education. Meherabjun's family was largely dependent on agricultural work, and although they worked hard, they struggled to meet the financial demands of their daughter's studies.

Meeting the AMFI WE LEAD Project Team

One day, the WE LEAD Project team reached their village, and Meherabjun had the opportunity to meet the team and learn about the project's objectives. During a community meeting with other women in the group, the team explained their mission and the different empowerment programs available to them. Meherabjun Bibi was immediately interested and joined subsequent sessions to learn more about the project.

Training and Skill Development

After their initial meeting, the WE LEAD team returned for a second session, and Meherabjun Bibi attended, eager to explore the opportunities available. She expressed her desire to learn a skill that would help her generate income for her family. The team then conducted a

baseline survey of her household to understand her needs and aspirations. Based on her interest, the project arranged for her to undergo a 4-5 day Entrepreneurial Development Program (EDP) awareness training.

Following the training, Meherabjun Bibi chose a skill-based training in Salte making. A skilled trainer was arranged for the program, where Meherabjun learned the techniques and methods of creating high-quality Salte. This skill, once learned, became the foundation of her new source of income.

Economic Empowerment and Impact

After completing her training, Meherabjun Bibi was connected with a moneylender and given the opportunity to start working. She began earning an income of approximately Rs. 1000 to 1500 per month by producing and selling Salte s. This new source of income significantly improved her family's financial situation. Meherabjun is now able to contribute to her household's expenses, alleviating some of the financial pressure they had been under for years.

She expressed immense gratitude towards the WE LEAD Project, stating that without their intervention, she may not have had the chance to start earning. The project helped her fulfill her dream of supporting her family financially, and she now feels empowered to contribute more significantly to her household.



Conclusion

Meherabjun Bibi's story is a testament to the power of skill development and the importance of support systems that empower women in rural areas. Through the WE LEAD Project, Meherabjun was able to gain financial independence, improve her family's living conditions, and achieve a sense of personal fulfillment. Her success not only improved her life but also provided hope and inspiration to other women in her community, reinforcing the impact of community-based empowerment programs.