

# AMFI-WB WE-LEAD Project

## Individual Case Study

### SHAMPA GAYEN HAZRA – SUCCESS THROUGH AMFI-WB WE LEAD PROJECT SUPPORTED BY SIDBI

This case study highlights the positive impact of the WE LEAD project on the life of Shampa Gayen Hazra. Here's a breakdown of the key elements:

#### Background:

**ID Number** – 010603

**Age** – 37

**Address** – Ward 9, Joynagar  
Majilpur Municipality

**District** – South 24 Parganas

**Trade** – Tailoring



#### Challenges:

- **Financial Hardship:** Shampa's husband's income as an electrician was insufficient to comfortably support their family of five.
- **Lack of Opportunity:** Shampa Gayen Hazra desired to contribute financially but lacked the means and opportunity to do so. Her early life circumstances limited her education and skill development.
- **Limited Skills:** While she had some basic sewing knowledge from her mother, it wasn't sufficient to generate substantial income.

#### WE LEAD Project Intervention:

- **Awareness and Information:** The WE LEAD project team, supported by SIDBI and AMFI-WB, reached to Shampa Gayen Hazra and conducted a baseline survey, introducing her to the concept of entrepreneurship through the EDP module.
- **Skill Development:** Shampa enrolled in the project's tailoring training program for 2-3 months. The quality of the training enabled her to quickly improve her skills.
- **Financial Assistance:** The project facilitated access to a loan of ₹10,000 from SBI, which Shampa Gayen Hazra used to purchase a sewing machine. This was crucial for starting her business.

### Positive Outcomes:

- **Increased Income:** Shampa Hazra now earns ₹12,000-₹15,000 per month from tailoring, significantly contributing to the family's finances.
- **Business Growth:** She has expanded her business by targeting dance schools for dress orders and selling ready-made clothes in Kolkata with her husband's help.
- **Further Investment:** Shampa is reinvesting in her business by taking another loan (₹20,000) in addition to the initial ₹10,000. This demonstrates her commitment to growth.
- **Self-Reliance:** Shampa has achieved her goal of becoming self-reliant and is now a contributing member of the family, supporting her husband financially.
- **Improved Family Well-being:** Her increased income has undoubtedly improved the family's overall well-being and standard of living.

### Key Success Factors:

- **Shampa Hazra's Determination:** Her inherent desire to be self-sufficient and her willingness to learn and work hard were crucial to her success.
- **Effective Training:** The quality of the tailoring training provided by the WE LEAD project equipped her with the necessary skills.
- **Financial Access:** The loan facilitated by the project enabled her to acquire the tools needed for her trade.
- **Project Support:** The AMFI-WB WE LEAD project's overall support and guidance played a vital role in her transformation.

### Conclusion:

Shampa Gayen Hazra's story is a testament to the power of skill development, financial inclusion, and dedicated support in empowering women. The WE LEAD project has clearly made a significant positive impact on her life and the lives of her family members. This case study serves as a powerful example of how such initiatives can transform lives and contribute to economic empowerment.