

**AMFI-WB**  
**WE-LEAD project**  
**Lunched by**  
**SIDBI**

**A Case Study on Empowering Women through Beautician Training  
in South 24 Parganas.**

*Location: Jaynagar-1 Block, District: South 24 Parganas , West Bengal*

*Training: Beautician Course*

**Background:**

The WE-LEAD Project, supported by SIDBI and operated by AMFI-WB, focuses on empowering women in rural areas by providing skill development training, financial literacy, and business management support. As part of the 2023-24 training initiatives in the Jaynagar-1 block of South 24 Parganas, one of the key programs was a Beautician Course, which aimed at providing women with the skills required to become self-reliant and financially independent.

The beautician course was organized across three Panchayats—Shripur, Durgapur, and Dakshin Barasat, as well as the Jaynagar Majilpur Municipality, specifically in Ward No. 3. A total of 110 women participated in the training, spread across four batches.

**Training Details:**

Duration: 2 months

-Schedule: Classes were conducted three days a week, with each session lasting 3 hours.

-Content: The course covered a wide range of beauty services, including hair styling, facial treatments, manicures, pedicures, makeup, and skin care.

- Participants: 110 women from different rural areas of Jaynagar-1 Block participated in the course.

The training was designed to ensure that every participant was not only able to learn the technical aspects of beauty services but also to build the confidence to work in this profession. A major focus was placed on practical training and hands-on practice to ensure that the women were equipped with the skills required to offer beauty services in real-world settings.

**Progress and Outcomes:**

Upon completing the beautician training, the majority of the women showed great enthusiasm and determination to use the skills they had acquired to earn a living. While some participants faced challenges in managing time due to family obligations and other commitments, many of the women successfully completed the course and began their own beauty businesses.

**Entrepreneurial Action:**

- 59 women started their beauty parlors either at home or in the local community after completing the training. Some women bought the necessary materials using their own savings or took loans to invest in the required equipment, such as beauty kits, hair products, and cosmetics.

- Several women began offering beauty services at their homes, while others joined existing beauty parlors in the area to gain more experience and build their customer base.

### **Income Generation:**

- During the Durga Puja season, which is a peak time for beauty services, many of the trained women earned between ₹2,000 to ₹8,000 based on the number of clients they serviced. Some even earned more by providing services like makeup, hair styling, and skin care treatments, which are in high demand during festive seasons.

- The income generated through these activities allowed these women to reinvest in their businesses, purchase more materials, and expand their services to a wider customer base.

<b>SL · N O</b>	<b>ID NO</b>	<b>Name of Trainee</b>	<b>Contact No</b>	<b>Address</b>	<b>New</b>	<b>Business Done</b>	<b>Income of puja location</b>
1	APP-010692	Jhumpa Bar	9083641140	Durgapur	Yes	No	0
2	APP-010699	Anusree Sardar	7478131370	2no	Yes	No	0
3	APP-010700	Suparna Sardar	7602476912	2no	Yes	No	0
4	APP-010701	Mahuya Baidya	6296597410	2no	Yes	Yes	<b>5000</b>
5	APP-010702	Shyamali Halder	7602476912	2no	Yes	Yes	<b>6000</b>
6	APP-010703	Sathi Das	9609425433	2no	Yes	Yes	<b>3000</b>
7	APP-010704	Sarbori Mistri	9933776752	2no	Yes	Yes	<b>4000</b>
8	APP-010705	Barnali Halder Bhandari	8348500251	Durgapur	Yes	Yes	<b>4000</b>
9	APP-010706	Madhumita Halder	9932934102	Durgapur	Yes	Yes	<b>5000</b>
10	APP-010707	Mousumi Halder	8653103559	Durgapur	Yes	No	<b>0</b>
11	APP-010709	Debopriya Dasghosh	9432663106	Durgapur	Yes	Yes	<b>5000</b>
12	APP-010708	Ruma Halder	7001551660	Durgapur	Yes	Yes	<b>2500</b>
13	APP-006235	Sazida Khan	9807762323	Fatepur	Yes	No	<b>0</b>
14	APP-006236	Rakhi Khan	7550859362	Fatepur	Yes	No	<b>0</b>
15	APP-006238	Lutfornesha Laskar	9933459791	Fatepur	Yes	No	<b>0</b>
16	APP-006240	Sajida Sekh	9002551123	Fatepur	Yes	No	<b>0</b>
17	APP-009957	Sampa Ghughu	7407797245	sasapara	yes	Yes	<b>4500</b>
18	APP- 009274	Asha Pramanik	6294787938	Mitrapara	Yes	Yes	<b>6000</b>
19	APP-006301	Krishna Das	8436872588	Kakapara	Yes	No	<b>0</b>
20	APP-010873	Rubi Jadab	9144012916	Kalikapur	Yes	Yes	<b>6000</b>
21	APP-010874	Sucharita Das	7319199873	Kalikapur	Yes	Yes	<b>6500</b>
22	APP-010875	Meherunnesha Mondal	9093904375	Kalikapur	Yes	No	<b>0</b>
23	APP-010876	Suparna Sardar	8116249519	Kalikapur	Yes	Yes	<b>5500</b>
24	APP-010877	Minati Mondal	6295447414	Kalikapur	Yes	Yes	<b>0</b>
25	APP-010878	Tuli Das	6294344450	Kalikapur	Yes	Yes	<b>5000</b>
26	APP-010879	Nasiba Khatun	8509098970	Kalikapur	Yes	No	<b>0</b>

27	APP-010914	Bina Mondal	6296542157	Kalikapur	Yes	Yes	<b>6700</b>
28	APP-010917	Suravi Naskar	8388905620	Kalikapur	Yes	Yes	<b>5000</b>
29	APP-010918	Mani Naskar	9874789929	Kalikapur	Yes	No	<b>0</b>
30	APP-010921	Trisha Das	7584058347	Kalikapur	Yes	No	<b>0</b>
31	APP-010922	Tiya Mondal	9883159335	Kalikapur	Yes	No	<b>0</b>
32	APP-011215	Sujata Halder	9832298887	Kalikapur	Yes	Yes	<b>5500</b>
33	APP-011214	Sangita Halder	6295918087	Kalikapur	Yes	Yes	<b>4500</b>
34	APP-011216	Rekha Saha	8907656540	Kalikapur	Yes	Yes	<b>6000</b>
35	APP-010629	Malabika Mondal	8695436013	Barasat	Yes	Yes	<b>2000</b>
36	APP-010475	Srasta Mondal	9775880019	Barasat	Yes	Yes	<b>3000</b>
37	APP-010630	Puja Naskar	9064647739	Barasat	Yes	Yes	<b>2500</b>
38	APP-010639	Namrata Sardar	7319255113	Barasat	Yes	Yes	<b>3000</b>
39	APP-010640	Tista Mondal	7811001451	Barasat	Yes	Yes	<b>2000</b>
40	APP-010641	Susmita Naskar das	7602306208	Barasat	Yes	Yes	<b>3500</b>
41	APP-010642	Mitali Sardar	7074225380	Barasat	Yes	Yes	<b>4000</b>
42	APP-010643	Swastika Mondal	9749566193	Barasat	Yes	Yes	<b>2500</b>
43	APP-010644	Jaya Das	7810960740	Barasat	Yes	Yes	<b>4000</b>
44	APP-010645	Ritu Das	7679545028	Barasat	Yes	Yes	<b>0</b>
45	APP-010647	Sonali Nandi Das	8759376357	Barasat	Yes	Yes	<b>2600</b>
46	APP-010649	Mita Sardar	9064650221	Barasat	Yes	Yes	<b>0</b>
47	APP-010650	Moumita Bagani	9143545801	Barasat	Yes	Yes	<b>0</b>
48	APP-010651	Sipra Halder	7477643685	Barasat	Yes	Yes	<b>3000</b>
49	APP-010653	Ipsita Karmakar	7602737343	Barasat	Yes	Yes	<b>5000</b>
50	APP-010655	Rina Sardar	9062765084	Barasat	Yes	No	<b>0</b>
51	APP-010656	Alpona Sardar	9883042975	Barasat	Yes	No	<b>0</b>
52	APP-010657	Anindita Das	8582872295	Barasat	Yes	No	<b>0</b>
53	APP-010659	Dipannita Das	8420827570	Barasat	Yes	No	<b>0</b>
54	APP-010660	Pinki Halder	7363902030	Barasat	Yes	No	<b>0</b>
55	APP-010661	Swapna Sardar	9083085198	Barasat	Yes	No	<b>0</b>
56	APP-002232	Laboni Kayal Sekari	8513907666	Hatpara	Yes	Yes	<b>2000</b>
57	APP-002521	Jhuma Mondal	9093522787	Sreepur	Yes	No	<b>0</b>
58	APP-002522	Nisha Kayal	9093522787	Sreepur	Yes	No	<b>0</b>
59	APP-002523	Mousumi kayal	9093522787	Sreepur	Yes	No	<b>0</b>
60	APP-002525	Mallika Kayal	9903210789	Sreepur	Yes	No	<b>0</b>
61	APP-002527	Tanusree Purkait	8670002830	Sreepur	Yes	Yes	<b>2000</b>
62	APP-002528	Paramita Kayal	9807654320	Sreepur	Yes	No	<b>0</b>
63	APP-002530	Beby Halder	9647188022	Sreepur	Yes	No	<b>0</b>
64	APP-003778	Prithika Halder	8116278497	Hatpara	Yes	No	<b>0</b>
65	APP-003774	Jamuna Kayel	9932545231	Hatpara	Yes	No	<b>0</b>
66	APP-003775	Bebi Halder	9647188021	Hatpara	Yes	Yes	<b>2000</b>
67	APP-003621	Prithika Halder	8116278497	Hatpara	Yes	No	<b>0</b>
68	APP-003668	Madhumita Purkait	7585035109	Hatpara	Yes	No	<b>0</b>
69	APP-003672	Jhuma Mondal	9093522787	Hatpara	Yes	Yes	<b>2000</b>

70	APP-003675	Mousumi Kayel	9788342512	Hatpara	Yes	No	<b>0</b>
71	APP-009184	Paramita Nath	8907675690	Hatpara	Yes	No	<b>0</b>
72	APP-009185	Munni Sekh	9800045453	Hatpara	Yes	No	<b>0</b>
73	APP-009062	Dipti Kayal	9093709618	Hatpara	Yes	Yes	<b>1500</b>
74	APP-009061	Rupa Kayal	7076503203	Hatpara	Yes	No	<b>0</b>
75	APP-002345	Jayanti Purkait	7797470987	Sreepur	Yes	Yes	<b>2000</b>
76	APP-002347	Jamuna Kayal	7864037914	Sreepur	Yes	No	<b>0</b>
77	APP-002351	Mamata Naskar	7477776394	Sreepur	Yes	Yes	<b>2000</b>
78	APP-003677	Santana Kayel	9800290393	Hatpara	Yes	No	<b>0</b>
79	APP-002430	Pallabi Mondal	9382157382	Sreepur	Yes	No	<b>0</b>
80	APP-002428	Sagarika Halder	7319223233	Sreepur	Yes	No	<b>0</b>
81	APP-002417	Pranati Halder	7384205156	Sreepur	Yes	Yes	<b>2500</b>
82	APP-012226	Purnashree Chakraborty	7001132576	Barasat	Yes	No	<b>0</b>
83	APP-012227	Mitali Debnath	6295007065	ward No - 2	Yes	No	<b>0</b>
84	APP-006303	Jhuma Naskar	8906932801	Ward-no - 3	Yes	No	<b>0</b>
85	APP-010357	Bijali Roy	9635968826	3	Yes	Yes	<b>6000</b>
86	APP-010358	Anusree Sardar	7047029821	3	Yes	Yes	<b>5000</b>
87	APP-010359	Malati Naskar	9775226832	3	Yes	Yes	<b>5000</b>
88	APP-010360	Gandhari Sardar	9635946468	3	Yes	Yes	<b>3000</b>
89	APP-010361	Indrani Naskar	7797057680	5	Yes	No	<b>0</b>
90	APP-010362	Mousumi Das	7679831311	4	Yes	No	<b>0</b>
91	APP-010363	Tumpa Naskar	8388840960	3	Yes	Yes	<b>5000</b>
92	APP-010365	Shraboni Ghosh	8972436277	3	Yes	Yes	<b>3500</b>
93	APP-010366	Anjali Sardar	9339218345	5	Yes	Yes	<b>5500</b>
94	APP-010367	Swapna Naskar	6295355843	5	Yes	Yes	<b>3000</b>
95	APP-010370	Tiyasa Naiya	8336885595	3	Yes	Yes	<b>2500</b>
96	APP-010368	Sharmista Chakraborty	8013234187	5	Yes	No	<b>0</b>
97	APP-010372	Sipra Halder	7029519960	10	Yes	Yes	<b>2500</b>
98	APP-010373	Madhabi Halder	7477684609	4	Yes	Yes	<b>4000</b>
99	APP-010374	Pinki Das	8370977969	3	Yes	Yes	<b>3500</b>
100	APP-010375	Susmita Kundu	8927638453	3	Yes	Yes	<b>3000</b>
101	APP-010377	Sangita Ghosh	7477882577	3	Yes	No	<b>0</b>
102	APP-010378	Somasree Seuli	8391826675	3	Yes	Yes	<b>5000</b>
103	APP-010382	Tanusree Das	8436275328	3	Yes	Yes	<b>4500</b>
104	APP-010383	Rakhi Rong	8293542820	10	Yes	No	<b>0</b>

10 5	APP-010384	Tapasi Mondal	8335962016	4	Yes	Yes	<b>5000</b>
10 6	APP-010384	Tapasi Mondal	8335962016	4	Yes	Yes	<b>5000</b>
10 7	APP-010383	Rakhi Rong	8293542820	10	Yes	No	<b>0</b>
10 8	APP-010384	Tapasi Mondal	8335962016	4	Yes	Yes	<b>5000</b>
10 9	APP-010384	Tapasi Mondal	8335962016	4	Yes	Yes	<b>5000</b>

### **Entrepreneurial Growth:**

The WE-LEAD Project not only focused on providing technical skills but also equipped the women with business literacy through the Entrepreneurship Development Program (EDP). This training helped the participants to understand the basics of business management, financial planning, and digital literacy, which were crucial in setting up and running a successful beauty business.

### **Loans for Investment:**

Some women took loans to purchase beauty products and equipment, while others used their personal savings. The project also connected them with local financial institutions to help secure credit facilities for business expansion. This allowed them to scale their businesses and become self-sufficient entrepreneurs.

### **Plans for Expansion:**

Many women who started working from home are planning to open small beauty parlors in their localities to serve a larger clientele. Some are also exploring the possibility of offering beauty services online, through social media platforms, to reach customers beyond their immediate community.

### **Future Prospects:**

The success of this Beautician Course has paved the way for more women to step into the entrepreneurial world. The confidence and skills gained through the training have enabled these women to become economically independent, contributing to their family's financial well-being.

The WE-LEAD Project plans to further expand this initiative in the future, by organizing more batches of beautician courses, offering additional skill-building programs, and providing continuous support to the women entrepreneurs through mentorship and business development services.

### **Conclusion:**

The Beautician Course under the WE-LEAD Project in Jaynagar-1 Block has been a transformative initiative for the women in the region. By providing technical training, business knowledge, and financial support, the project has successfully empowered women to become self-reliant entrepreneurs in the beauty industry. Through their hard work, dedication, and entrepreneurial spirit, these women are not only enhancing their own livelihoods but also contributing to the local economy and inspiring other women to follow suit.

