

AMFI-WB WE-LEAD Project

Individual Case Study

Success Story of Mrs. Ujjwala Kundu

Background:

Beneficiary Name – Ujjwala Kundu

Application ID - APP-005640

Village Name - Besora



Chhatna Block, Bankura District:

Ujjwala Kundu, a resident of Besora village in Jhunjka Gram Panchayat, has a small family consisting of her husband, Jaharlal Kundu, and their One children – a daughter. Jaharlal Kundu worked at company. However, he suddenly became unemployed due to COVID situation, plunging the family into financial instability.

Intervention Support:

The family faced severe economic hardships as Jaharlal’s unemployed prevented him from working. Although Ujjwala Kundu secured a job as a cook in a school, her income was insufficient to cover the high education costs of their children. Their daughter was pursuing an honors degree in Bengali at Chhatna Chandidas Mahavidyalaya, which demanded substantial financial resources. This situation created considerable tension within the family.

Turning Point:

Ujjwala Kundu, who had completed education up to the 10th grade, always aspired to contribute financially to her family but was unable to pursue training due to their poor financial condition. Recognizing the dire need to support her family, Ujjwala sought opportunities to make a difference. In April 2023, Ujjwala learned about the SIDBI-supported AMFI-WB’s We-

Lead project that had commenced in the Chhatna block of Bankura district. The baseline survey for the project was conducted by Ujjwala Kundu on October 16, 2023. The We-Lead project aimed to empower women through entrepreneurial development programs (EDP), providing training and resources to foster entrepreneurship.

Training and Resilience:

Ujjwala enrolled in the We-Lead project's tailoring training program in Besora village. The training began on February 20, 2024, and concluded on 4th April, 2024. Despite the lack of transportation and communication facilities in their village, Rinku and her husband worked tirelessly to improve their circumstances. They took a loan of Rs 20,000 from the government SHG (Self-Help Group) and purchased a tailoring machine.

Entrepreneurial Journey

Ujjwala began practicing tailoring and gradually started receiving orders. The support from the AMFI-WB staff was instrumental as they helped her connect with the Jhantipahari market, where she started getting more orders. Through her dedication and hard work, Ujjwala began earning Rs 1500 per month. She meticulously managed her loan repayments and savings, demonstrating financial discipline and resilience.

Current Situation and Future Aspirations:

The We-Lead project brought significant positive changes to Ujjwala Kundu's life. She not only gained financial independence but also restored stability and prosperity to her family. Ujjwala's efforts and the support from the We-Lead project enabled her to overcome the economic challenges and now her husband got a new job at company. She became self-reliant and a role model for other women in her community.

Ujjwala Kundu's story is a testament to the transformative power of empowerment initiatives like the We-Lead project. Through training, support, and her own determination, Ujjwala successfully established a tailoring business, bringing financial stability to her family. Her journey from a struggling homemaker to a successful entrepreneur underscores the importance of providing opportunities and resources to women in rural areas, enabling them to contribute meaningfully to their families and communities.