

AMFI-WB WE-LEAD Project Case Study

A Journey of Growth towards the Fulfillment of Dream

Moumita Bashak , Age: 24 years

Shukdebpur village, Gangarampur, Distrit: Dakshin Dinajpur

Background:

Moumita Basak, a 24-year-old woman from Shukdebpur village in Dakshin Dinajpur district, belongs to a middle-class family. Her father runs a small grocery store that sustains their household. Despite the financial constraints, Moumita has always been determined to achieve financial independence. From a young age, she dreamed of earning on her own which led her to pursue studies while simultaneously learning a skill that could support her ambitions.

After completing her secondary education, Moumita decided to pursue training in beautician services. She began working at a local beauty parlour gaining hands-on experience over the past six years. However, realizing that her skills were still not fully developed, she sought further training through the We Lead project.



Intervention Support:

Moumita became a beneficiary of the We Lead project, which provided her with additional training and mentor-ship. The project empowered her with the necessary skills to improve her business and professional capabilities. As a result, she was able to expand her small parlour and run it more effectively.

Now, Moumita earns approximately ₹8,000 per month from her beauty services, with an increase in income during the festival seasons. She feels proud of her ability to support her family through her earnings. More importantly, she is driven by a desire to uplift other women in her village by encouraging them to learn new skills and become self-reliant.

Moumita's Vision and Contribution to the Community:

Moumita is passionate about spreading the benefits of skill development to other women in her community. She believes that if more women in her village can learn a trade, they will be able to become financially independent, just like she has. She actively encourages the women in her village to participate in skill development programs, highlighting how this can positively impact their livelihoods and the community as a whole.

In particular, Moumita has expressed a strong desire to see a beauty training course established in her village. She believes that if a beauty parlour training facility is set up locally, women from her village could learn the craft for free, allowing them to become skilled and financially self-sufficient, just like she did.

Training and Entrepreneurial Ventures:

Moumita has made a request to the We Lead project team, urging them to establish a beauty training centre in her village. She believes that such an initiative will not only help her community members but also create new opportunities for women to gain employment and contribute to their families' welfare.

Gratitude:

Moumita expresses her heartfelt gratitude to the AMFI-WB We Lead project for providing her with the training and support she needed to improve her business. She appreciates the social development initiatives carried out by the project and hopes that such programs will continue to empower women in rural areas.

Conclusion:

Moumita Basak's story exemplifies the transformation impact of skill development programs in rural areas. Through her dedication and the support of the We Lead project, she has not only improved her own life but is now working towards empowering other women in her community. Her request for a beauty training centre is a reflection of her commitment to making her village a more self-reliant and prosperous place, where women can break free from economic dependency and build brighter futures for themselves.