

# AMFI-WB WE-LEAD Project Case Study

## *A Journey of Growth towards the Fulfillment of Dream*

*Rupali Oraon, Age: 25 Years*

### **Background:**

Rupali Oraon, a 25-year-old woman from Rasidpur in Banshihari Block, Dakshin Dinajpur, lives in a middle-class family. She was married at a young age into a family with limited financial resources. Her family owns a small plot of land, but their agricultural yield is insufficient to meet their needs. Her husband, a daily wage laborer, struggles to find work consistently, which makes it difficult to support their family on a daily basis.



With the birth of their son, Dhruv, Rupali's concerns for the future intensified. She worried about how she could ensure a better life for her son and secure financial stability for the family. Faced with these challenges, Rupali was eager to explore ways to improve her circumstances.

### ***Discovery of the AMFI-WB WE-LEAD Project:***

In the midst of her struggles, Rupali learned about the \*AMFI-WB WE-LEAD Project\*, which focuses on empowering women through skill development programs. Intrigued by the possibilities, she decided to meet with the project representatives to learn more. After understanding the initiative and the support it offered, including baseline surveys and Entrepreneurial Development Program (E.D.P) awareness sessions, Rupali was motivated to take part in the program.

### ***Training and Skill Development:***

Rupali underwent various training sessions provided by the WE-LEAD project. After exploring the different options available, she chose tailoring as her skill of interest. Tailoring appealed to her because it was a practical skill that she could use at home, balancing it with her family responsibilities.

After completing her tailoring training, Rupali decided to invest in a sewing machine. Within just a few months of starting her training, she had saved enough to purchase a sewing machine. This investment allowed her to start working from home, stitching clothes and earning a modest income.

***Income and Business Expansion:***

Rupali now earns between ₹150 to ₹200 per day by working from home. She has found this new source of income to be incredibly empowering. With the success of her tailoring work, she plans to expand her business by opening a small shop in her community. Her ability to earn her own money has given her a sense of independence and has alleviated some of the financial stress that had previously weighed on her family.

***Impact of the WE-LEAD Project:***

The WE-LEAD Project has played a crucial role in transforming Rupali's life. What started as a worried housewife struggling with financial instability has now turned into a self-reliant entrepreneur. The tailoring training provided by the project not only helped Rupali acquire valuable skills but also gave her the confidence to start her own business.

***Future Aspirations:***

Rupali's next goal is to open a small tailoring shop in her village to serve the local community. She plans to expand her services and increase her income. By doing so, she hopes to further improve her family's living conditions and provide her son with a better future. Her long-term aspiration is to grow her business and become a successful entrepreneur, creating job opportunities for other women in her area.

***Conclusion:***

Rupali Oraon's journey from a worried housewife to a self-reliant entrepreneur is a powerful example of how skill development programs can change lives. With the help of the AMFI-WB WE-LEAD Project, she has gained the skills, confidence, and resources to build a successful business from home. Her story serves as an inspiration to other women in her community, proving that with the right support and determination, it is possible to overcome challenges and achieve financial independence.