

AMFI-WB WE-LEAD Project

Individual Case Study

OVERCOMING ADVERSITY THROUGH THE WE-LEAD PROJECT - THE STORY OF MRS ASMITA MAHANTA

Background:

Beneficiary Name – Asmita Mahanta

ID Number – 000982

Address – Chhatna Block, Metyala,
Shushunia Gram Panchayat

District - Bankura



Challenges

In the serene village of Metyala, nestled within Shushunia Gram Panchayat, resides Asmita Mahanta alongside her husband, Mrinmoy Mahanta, Mother in law, father in law and their one little son, Mrinmoy. He worked at Hotel, sustaining their family for a decade. However, suddenly, one day, he lost his job due to the Covid pandemic, a sudden plummet in her family their tranquil existence, casting a shadow of uncertainty over their future.

Confronting Adversity

With their sons immersed in their studies, Asmita, a high school graduate, harboured a fervent desire to contribute to the family's finances through her passion for Bel Mala making. Yet, her aspirations remained unfulfilled amidst the family's financial constraints. Faced with mounting challenges, Asmita resolved to take charge of their destiny, determined to be the beacon of hope amidst their trials.

A Beacon of Hope: The We-Lead Project

Amidst the gloom, a ray of hope emerged as Asmita discovered the transformative We-Lead project, supported by SIDBI and AMFI-WB. This initiative, igniting the spirit of entrepreneurship,

beckoned Asmita to embark on a journey of empowerment. With the baseline survey conducted on August, 2023, Asmita saw a glimmer of opportunity on the horizon.

Embracing Change: Bel Mala making Dreams

With unwavering determination, Asmita enrolled in the WE-LEAD project's Bel mala training program, commencing on December 06, 2023. In the rustic charm of Metyala village, amidst the absence of modern conveniences, Asmita and Mrinmoy tirelessly pursued their dreams. With a Rs 49,000 loan from the government SHG, they procured Bel mala raw materials and dhanuk, Chak, kurni and other things, symbolizing the dawn of a new chapter and Mrinmoy purchased a new Toto for starting Income.

Crafting Success: The Entrepreneurial Odyssey

As Asmita hones her Bel Mala making skills, the landscape of their lives began to shift. Orders started to trickle in, each stitch symbolizing resilience and perseverance. Guided by the supportive AMFI-WB staff, Asmita ventured into the bustling middle man of jirrah Village, where opportunities beckon. With each creation, Asmita not only stitches Bel mala but also weaves dreams, earning Rs 1,500 per month and paving the path to financial independence. Also she joined the WE-LEAD Buyer Seller Meet program on 14th July at Metyala village and she sold Bel mala product of Rs. 500 and received an order of Rs. 2000.



Current Situation and Future Aspirations

The We-Lead project doesn't merely changed Asmita's life; it orchestrates a symphony of transformation. Through her grit and the unwavering support of the We-Lead project, Asmita transcends adversity, emerging as a beacon of inspiration. Her journey from a humble homemaker to a thriving entrepreneur epitomizes the resilience and fortitude of women in rural India.

As Asmita Mahanta redefines her destiny, her story reverberates as a testament to the indomitable spirit of women. Through the We-Lead project, Asmita not only stitches Bel mala but also threads together the Bel mala of her family's future. Her journey serves as a clarion call, inspiring countless others to embark on their entrepreneurial odyssey, illuminating pathways to prosperity and empowerment.