

AMFI-WB WE-LEAD Project Case Study

**A Journey of Growth towards the Fulfillment of Dream
Supriya Gupta, Age: 27 years**

ward No. -4, Buniadpur Municipality, Distrit: Dakshin Dinajpur.

Background:

Supriya Gupta, a 27-year-old woman from Ward No. 4, Buniadpur Municipality, Dakshin Dinajpur, hails from a lower-middle-class Hindu family. At the age of just 16, Supriya was married in a village in Malda district, where she started her family life. Within three years of her marriage, she had a daughter. However, within the first couple of years of marriage, conflicts and disturbances began to arise in her in-law's home, which gradually worsened, leading to the eventual separation between Supriya and her husband. By this time, Supriya's daughter was just five years old.



After the divorce, Supriya returned to her parental home with her daughter. She lives with her father, Gopal Gupta, who works as a laborer, her mother, Shyamali Gupta, who is a homemaker, and her elderly grandmother. Supriya has a younger sister who is married and lives in her in-laws' home.

Living in a joint family, Supriya had the responsibility of supporting her daughter and managing the household. With limited income from her father's labor, life was difficult, and Supriya found it challenging to make ends meet, especially with her daughter's education starting to become a financial burden.

Intervention Support:

Amidst these struggles, Supriya learned about the We Lead project, which provides skill development opportunities to women in rural areas. Intrigued by the prospect of gaining new skills to become financially independent, Supriya contacted the project team. After completing a baseline survey and attending an Entrepreneurial Development Program (EDP) awareness session, Supriya learned about various training options available through the We Lead project.

Among the different skills offered, Supriya chose tailoring as her area of interest. Despite the training center being located 2.5 kilometers away from her home, Supriya decided to walk the distance to pursue the training. She started her tailoring

course and after just one month of training, Supriya made the decision to buy a sewing machine to start her own small business.

Financial Support:

With the skills she gained from the tailoring training, Supriya purchased a sewing machine and began her business from home. She started by stitching old clothes and gradually earned some income. On average, she now makes between ₹100 and ₹200 per week from her sewing work.

Supriya has a clear vision for the future: once she completes her training, she plans to open a small tailoring shop to expand her business and increase her income. She feels empowered by the skills she has learned and the support of the We Lead project, which has helped her move towards financial independence.

Impact of the We Lead Project:

Supriya credits the We Lead project for making her dream of becoming self-reliant a reality. Before joining the project, she had little hope of improving her situation. However, through the training and resources provided by We Lead, she has gained the confidence to earn an income on her own. Supriya believes that without the support of the We Lead project, her aspirations for financial independence and self-sufficiency would have remained unfulfilled.

Future Aspirations:

Supriya's journey has just begun. She aims to complete her tailoring training and establish a proper tailoring shop in her village. Her long-term goal is to not only support her daughter's education but also to contribute to the well-being of her family. Through her business, she hopes to inspire other women in her community to become self-sufficient and to take charge of their financial futures.

Conclusion:

Supriya Gupta's story is a testament to the transformative power of skill development programs in rural areas. Through her determination and the support of the We Lead project, she has begun the journey towards financial independence and is now in a position to support her family. Her future looks brighter, and her vision of opening a tailoring shop is a reflection of the self-reliance she is striving for. Supriya's success story serves as an inspiration to other women in her community, proving that with the right skills and support, one can overcome adversity and build a better future.