

AMFI-WB WE-LEAD Project

Individual Case Study

Overcoming Adversity through the WE-LEAD Project



Beneficiary Name – Gouri Das

ID Number – APP-005891

Address - Besora

District Name – Bankura

Chhatna Block, Bankura District:

In the serene village of Besora, nestled within Jhunjka Gram Panchayat, resides Gouri Das alongside her husband, Uttam Das, and their two young sons. Uttam, a skilled craftsman, has been crafting beautiful bel malas for fairs and festivals, sustaining their family for a decade. However, a sudden plummet in bel mala prices rattles their tranquil existence, casting a shadow of uncertainty over their future.

Confronting Adversity

With their sons immersed in their studies, Gouri, a high school graduate, harbors a fervent desire to contribute to the family's finances through her passion for tailoring. Yet, her aspirations remained unfulfilled amidst the family's financial constraints. Faced with mounting challenges, Gauri resolves 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 emerges as Gouri discovers the transformative We-Lead project, supported by SIDBI and AMFI-WB. This initiative, igniting the spirit of entrepreneurship,

beckons Gouri to embark on a journey of empowerment. With the baseline survey conducted on October 16, 2023, Gouri sees a glimmer of opportunity on the horizon.

Embracing Change: Tailoring Dreams

With unwavering determination, Gouri enrolls in the We-Lead project's tailoring training program, commencing on February 20, 2024. In the rustic charm of Besora village, amidst the absence of modern conveniences, Gouri and Uttam tirelessly pursue their dreams. With a Rs 10,000 loan from the government SHG, they procure a tailor machine, symbolizing the dawn of a new chapter.

Crafting Success: The Entrepreneurial Odyssey

As Gouri hones her tailoring skills, the landscape of their lives begins to shift. Orders trickle in, each stitch symbolizing resilience and perseverance. Guided by the supportive AMFI-WB staff, Gouri ventures into the bustling Jhantipahari market, where opportunities beckon. With each creation, Gouri not only stitches fabrics but also weaves dreams, earning Rs 1,000 per month and paving the path to financial independence.

Current Situation and Future Aspirations

The We-Lead project doesn't merely change Gouri's life; it orchestrates a symphony of transformation. Through her grit and the unwavering support of the We-Lead project, Gouri 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 Gouri Das redefines her destiny, her story reverberates as a testament to the indomitable spirit of women. Through the We-Lead project, Gouri not only stitches fabrics but also threads together the fabric 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.