

1	Name of the Project:	WOMEN ENTREPRENEURSHIP – LIVELIHOOD ENHANCEMENT AND DEVELOPMENT PROGRAM (WE-LEAD) IN WEST BENGAL The Project Supported by: SIDBI	
2	Implementation Agency:	Association of Microfinance Institutions West Bengal (AMFI-WB)	
3	Project Duration:	24 Months (February 2023- January 2025)	
4	Project Budget:	The purpose of the grant support is to develop and strengthen 10000 women entrepreneurs by providing capacity building-EDP/Skill training & business development services for a	
		Particulars	Amount
		SIDBI Contribution (approx. 90%)	1,19,00,00
		AMFI-WB Contribution (10%)	13,21,400/
		Total Project Budget	1,32,21,40
		better and sustainable livelihood. <i>the disbursement will be considered on pro-rata basis.</i>	
5	Reporting Month & Year:	March 2024	
6	Progress Made in the Month: February 2024		
S.N.	Activities done in reporting period		
1	MFIs & SHGs Group Visit - Project staff regularly plan meeting with MFIs and SHG groups and individuals. The meeting help them create a platform for WE-LEAD project awareness meeting.		
2	Individual Beneficiary Visit - The field staff participate in SHGs and MFIs weekly or monthly field meeting. They share the WE-LEAD project details with all and then reach the individuals to do the baseline survey.		
3	Baseline Survey - The baseline survey is in progress. Field staffs are regularly coordinated and are monitored to do the baseline survey.		
4	Group/Individual Beneficiary revisit - LCs and EDPs participate in SHGs and MFIs weekly or monthly meeting. Project staff share the WE-LEAD project details again with the beneficiaries. The output and outcome is shared again in details with the members. And then they proceed the baseline survey.		
5	Block wise baseline survey – The baseline survey is in process, the 78% are New and 22% are Existing entrepreneur of the total baseline surveyed. Total baseline completed by the end of February 2024 are 9800. Social category - General 38%, OBC 14%, SC 45% and ST 3%.		
6	EDP awareness/training - On regular basic EDP Awareness camp are conducted is all the six project districts, till now 380 programs completed with average of 25-30 participants per sitting. Trades for training with market linkage opportunities are identified during the EDP training.		

	The 8000 number of beneficiaries have participated in the EDP program till 29 th February 2024.
7	<p>Trade training - Trades for skilling are identified during the EDP program. Project staff with trainer plan for taring, after getting the proposal verified and approved from HO. The trade training are re-discussed with the beneficiaries for entrepreneurship development.</p> <p>Various trade training have started in all the six project districts, some completed and some are on going like tailoring, beautician, pola (bangle) making, artificial hair and jewellery making, incense stick making hand made and automatic machine etc.</p>
8	<p>Web based application - The monthly progress records with photographs are also regularly documented and shared on the AMFI-WB web portal. It gets updated as per the progress of the project deliverable.</p>
9	<p>Proposal for trade training - LCs and EDPs draft proposals as per the demand from beneficiaries and market analysis. They share the proposed proposal with the details of Trainers, Trainees, venue, duration of the training, tentative start dates and ending, scope of credit linkage after the training, marketing strategy etc.</p>
10	<p>Credit linkage - LCs and EDPs coordinating with trainer identify the beneficiaries during EDP and trade training, who may need/demand credit support for their business to start or to increase market reach.</p>
11	<p>MFIs coordination - Project staff are participating in the district MFIs coordination meeting to share the beneficiaries details for credit support for entrepreneur development.</p>
12	<p>Monthly meeting – Project staff regularly participate in the monthly meeting where their work progress updates are shared to see the block wise progress on the status of baseline, EDP program, trade training, trade training module development update, trade training planning and to plan further to meet project deliverable.</p> <p>They share constrains and way out during the open sharing.</p>
13	<p>The 2nd refresher two-days “Training of Trainers Refresher Program” - The program was to revisit the status of the deliverable met and thereafter planning to meet next targeted deliverables. Training of Trainers (TOT) Workshop was organized from 20th to 21st February 2024, at AMFI-WB Head Office, Training & Research Center (1st Floor) Jatragachi, Ghuni Jatragachi Road, Near Capital Guest House, Deshbandhu Nagar, New Town, Kolkata - 700157, West Bengal. (Detail report submitted)</p>
14	<p>8th Summit on Eastern India microfinance 2024 - Project staff participated in the summit to learn about microfinance industry and understand the concept of industry role in the development world.</p>
15	<p>Market linkage - Project beneficiaries installed stalls in three occasions till 29th February 2024.</p> <ol style="list-style-type: none"> 1. in Howrah district from 13th to 15th January 2024, 2. in Biswa Bangla Kolkata on 22nd of February 2024 and 3. in Birbhum district from 24th to 27th of February 2024.

S.N	Project deliverable	Compliance
1	Developing/Customizing the WE-LEAD EDP training manuals as per the trade/service chosen by beneficiaries.	Trades are identified, during the baseline survey and manuals for EDP training developed in local language (Bengla).
2	Orientation of 12,000 women members on WE-LEAD EDP themes/Modules/Skills.	7000 women entrepreneurs are identified and given EDP training.
3	Identifying 10000 potential women entrepreneurs (5,000-New & 5,000-Existing) and providing trade-wise/service-wise skill trainings.	9000 potential women entrepreneurs are identified and survey completed in the six project districts. 1000 women participated/ing in various trade training (Belmala, tailoring, incense stick making etc.)
4	Average income level of 5000 new entrepreneurs will be increased at least 40%, exclusively through proposed intervention.	To be completed
5	Average income level of 5000 existing entrepreneurs will be enhanced at least 30% by expansion or strengthening existing business	To be completed
6	Providing credit linkage support to 70% entrepreneurs and channelized loan amount of more than ₹ 12 crores.	9 beneficiaries are linked for credit support.
7	Arrange market linkages for existing and potential entrepreneurs. Periodically organizing at least 6 Buyers-Sellers' interfaces at local levels.	Web based E-Commerce section is developed under WE-LEAD project in AMFI-WB web portal.
8	Developing android and web-based project monitoring mechanism.	Web based project monitoring application is developed and getting updated regularly. Link is : https://amfi-wb.org/
9	Conducting a comprehensive study regarding the present status of the microfinance industry in West Bengal and impact assessment of the project. Findings related to the project will be shared with SIDBI and widely circulated among various stakeholders	The study regarding the present status of the microfinance industry in West Bengal is in process. The survey is in process in all the six WE-LEAD project districts. The impact study survey format is attached with this report.
S.N	Challenges faced, if any	
1	Finding venue for EDP and trade training	

2	Explore good trainer for different trades
3	Credit support for fresh beneficiaries
	Action Plan for Upcoming Month:
S.N.	Activities planned for upcoming month
1	Reaching government officials for credit, documentation for sanitary napkin support etc.
2	Reaching MFIs for credit linkage to fresh beneficiaries
3	Explore marketing support and Product packaging
4	EDP awareness/sensitization in 12 blocks.
5	Baseline survey and Beneficiaries selection
6	Trade identification
7	Trainer identification
8	Training venue identification
9	Hand-holding support to new startup
10	Credit linkage support

Photo gallery (Baseline, EDP and Trade training)



