

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:	January 2024	
6	Progress Made in the Month: December 2023		
S.N.	Activities done in reporting period		
1	Beneficiary Database Collection from MFIs - LCs and EDPs regularly visit the villages and para with MFIs staff to participate in the borrowers meet. They collect the details of good beneficiaries during the meeting, who repay their loan timely.		
2	Beneficiary Database Collection from SHGs - LCs and EDPs participate in SHGs meetings, speak about WE-LEAD Project. They hear their understanding and how they can benefit from the initiatives.		
3	MFIs & SHGs Group Visit - LCs and EDPs plan meeting with these groups and individuals.		
4	Group/Individual Beneficiary revisit - LCs and EDPs revisit and participate in SHGs and MFIs weekly or monthly meeting. They share the WE-LEAD project details again and again with them and help them understand the opportunity; then reach the individuals to do the baseline survey.		
5	Block wise baseline survey – The baseline survey is in process, the 74% are New and 26% are Existing entrepreneur of the total baseline surveyed. Social category - General 38%, OBC 13%, SC 46% and ST 4%.		
6	Trade Identification - Block wise Trades are identified for existing and new entrepreneurship training. These trade training have started in the project districts after the beneficiaries have completed their EDP training. The following trades are so far primarily identified by the project staffs for trade training:		

	Tailoring	Sanitary napkin,	Artificial jewelry making,
	Incense stick	Spice powder packaging/making	Paper cup and plate making,
	Candle making	Dokra	Beautician
	Chilling point (Cow Milk)	Wooden craft	Bamboo craft
	Soft toys making	Kantha stitch	Bag making
	Pola making	Grass jewellery	Food processing
	Hand loom	Food processing	Bori making
	Fishing net	Batasa making	Raki making
7	<p>Web based application - Baseline Survey update, EDP training details with dates and trade training started in panchayats, blocks, districts can be seen on AMFI-WB web.</p> <p>The monthly progress records with photographs are also regularly documented and shared on web portal.</p>		
8	<p>EDP sensitization/awareness module - EDP training for enterprise and self-employment is in progress with an average of 20-25 beneficiaries in every batch in all six project districts, and more than 800 programs conducted for near about 6250 beneficiaries.</p> <p>Trade training started in all six project districts; there will be almost 20 trade/batch training planned for January 2024.</p>		
9	<p>Proposal for trade training - After completing the EDP training, LCs and EDPs propose for the trade training in their's reference blocks/municipal area. The proposal includes the details of Trainers, Trainees, venue, duration of the training, tentative dates of start and ending, scope of credit linkage after the training, marketing strategy etc.</p>		
10	<p>Credit linkage - LCs and EDPs are also taking note of the beneficiaries during EDP training, who may need/demand credit support for their startups.</p>		
11	<p>Field visit (SIDBI) - three day (7th, 8th and 9th December 2023) SIDBI Personnel visited six blocks and two municipal corporation areas in three days planned visit. The SIDBI personnel participated in on going EDP training, observed the on going trade training, and met trainees and trainers. (The detail report is attached).</p>		
12	<p>Weekly meeting – Project staff participate in the weekly meeting 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>		
S.N	Project deliverable		Compliance
1	Developing/Customizing the WL-EAD EDP training manuals as per the trade/service chosen by beneficiaries.		Trades are identified, in the process baseline survey and manuals for EDP training developed.

2	Orientation of 12,000 women members on WE-LEAD EDP themes/Modules/Skills.	6000 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 training's	7500 potential women entrepreneurs identified in the six project districts. 500 women participating in different trade training (Belmala, tailoring, incense stick making)
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.	To be completed
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 is in continues progress as per the age and need of the project. 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	Explore potential beneficiaries.	
2	Finding venue for EDP and trade training	
3	Explore good trainer for different trades	
4	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)



