

AMFI-WB WE-LEAD Project Individual Case Study

A Journey of Growth towards the Fulfillment of Dream
Pampa Koley , Age: 25 years

Kanaidanga, Panchla Block, Howrah Distric

Background:

Pampa Koley, a 25-year-old resident of Kanaidanga village in Howrah district, holds a BA degree and has shown remarkable entrepreneurial spirit. Initially she assisted her mother-in-law in packaging and selling incense sticks. However, they only handled part of the process, which limited their income potential.



The Turning Point:

Pampa's journey took a significant turn when she met Ms. Silpi, a dedicated field worker from the WE-LEAD project. Pampa received comprehensive training in manufacturing and assistance in marketing.

Training and Implementation:

In December 2023, Pampa participated in a week-long training program facilitated by the WE-LEAD project. By January 2024, she had expanded her role from packaging to managing the entire manufacturing process

Business Growth:

Pampa's business, which she had been running for 5-6 years, experienced substantial growth after the training. She began sourcing raw materials, manufacturing incense sticks, and overseeing packaging and marketing. This comprehensive approach improved product quality and profitability, enabling her to employ 6-7 individuals, thereby contributing to the local economy.

Financial and Social Impact:

The enhancements Pampa made to her business resulted in a 40% increase in income, significantly boosting her family's financial stability. Initially, some community members questioned her efforts. However, as her success became evident, she gained admiration and respect. Her supportive husband, a house painter, and her children played a crucial role in her journey.

Support and Monitoring:

The WE-LEAD project provided ongoing support through regular monitoring and evaluation. This assistance helped Pampa address challenges and ensure sustained growth. The project's continuous involvement was instrumental in her business's success.

Empowerment and Respect:

Pampa Koley's story is a powerful example of how skill development and self-dependence can lead to empowerment. She has earned significant respect for her accomplishments and has become an inspiration to other women in her community. Her journey demonstrates that with the right training and support, women can achieve remarkable success and drive community-wide progress.

Future aspiration

Pampa Koley's transformation from a helper in her mother-in-law's business to a successful entrepreneur shows the effectiveness of targeted training and support. Her story illustrates the profound impact of the WE-LEAD project in fostering entrepreneurial skills and empowering women.

