

AMFI-WB WE-LEAD Project

Individual Case Study

Banasree Roy's Success Story

This is a heartwarming and impactful success story from the AMFI-WB WE LEAD project. Here's a breakdown of why it's a powerful narrative:

Background:

Beneficiary Name – Banasree Roy
ID Number – 009445
Age – 32
Address – Karial village, Nandanpur Gram
Panchayat, Gangarampur Block
District Name – Dakshin Dinajpur



Key Elements of the Success Story:

- **Real Person, Real Struggles:**
 - Banashree Roy is a relatable figure. Her story begins with early marriage and a period of stability, followed by the devastating impact of the COVID-19 pandemic. This makes her journey authentic and resonant.
 - The description of her husband's job loss and the family's subsequent hardship paints a vivid picture of their struggles.
- **Turning Point: The WE LEAD Project:**
 - The story highlights the project's role as a lifeline. Banashree's discovery of the project and her decision to seek training are pivotal moments.
 - The mention of specific steps like the baseline survey and EDP (Entrepreneurship Development Program) training adds credibility and demonstrates the project's structured approach.
- **Empowerment Through Skill Development:**
 - The focus on tailoring skills is crucial. It shows how practical, vocational training can directly translate into income.
 - The fact that she's earning Rs. 4000 per month "sitting at home" emphasizes the convenience and flexibility of her new livelihood.
- **Family Collaboration and Improved Living:**
 - The story emphasizes the positive impact on the entire family. Her husband's support and collaboration in her work are significant.
 - The tangible results, such as paying off debts and improving the family's financial situation, demonstrate the project's effectiveness.

- **Gratitude and Appreciation:**
 - Banashree's expression of gratitude towards AMFI-WB WE LEAD PROJECT reinforces the project's positive influence.

Conclusion

This success story is a powerful testament to the AMFI-WB WE LEAD project's ability to transform lives and empower women in rural communities.