

AMFI-WB WE-LEAD Project

Individual Case Study

Success Story of Yuthika Rajak

This case study highlights the positive impact of the AMFI-WB WE-LEAD project on the life of Yuthika Rajak and her family. Here's a breakdown of the key elements.

Background

Beneficiary Name - Yuthika Rajak

**Village Name - Old Damadharpur,
Rajgram Dhaba Para, Bankura.**

ID -001660



Challenges faced by Yuthika:

- **Poverty:** Yuthika's family faced significant financial hardship, struggling to meet basic needs and educational expenses.
- **Limited Income:** Her small shop selling sarees provided insufficient income to support a large family and manage loan repayments.
- **Lack of Opportunity:** Yuthika had a desire to learn sewing and expand her business but lacked the resources and support to do so.
- **Family Responsibilities:** Caring for her family, including an elderly mother-in-law and three children, further limited her ability to pursue other income-generating activities.

How the WE-LEAD project helped:

- **Empowerment through Training:** The project provided Yuthika with EDP (Entrepreneurship Development Program) training and tailoring training, equipping her with valuable skills.
- **Financial Assistance:** Facilitated access to a loan of Rs. 50,000 from L&T, enabling her to purchase a sewing machine and stock her shop with new items.
- **Market Access:** Participation in the buyer-seller meet program resulted in a significant order of Rs. 5,000, boosting her income and business prospects.
- **Increased Income and Improved Livelihood:** Yuthika's income increased significantly (Rs. 4,000-6,000 per month), improving her family's financial situation and reducing their burden.
- **Community Impact:** Yuthika's success has enabled her to provide employment opportunities for 10 other women in her group, demonstrating a ripple effect of the project's impact.

- **Increased Confidence and Self-Reliance:** Yuthika's testimonial highlights her newfound confidence and gratitude for the opportunity provided by the WE-LEAD project.

Key Success Factors:

- **Yuthika's Determination:** Her strong desire to learn and improve her situation was crucial to her success.
- **Effective Training:** The quality of the EDP and tailoring training provided by the WE-LEAD project equipped her with the necessary skills.
- **Financial Support:** Access to the loan was essential for her to acquire the tools and materials needed to expand her business.
- **Market Linkages:** The buyer-seller meet program provided a platform for her to connect with potential customers and secure orders.
- **Community Support:** The support from her group and the WE-LEAD project staff played a vital role in her journey.



Overall Impact:

The case study demonstrates the transformative potential of the WE-LEAD project in empowering women like Yuthika. By providing training, financial assistance, and market access, the project has enabled her to achieve financial independence, improve her family's livelihood, and contribute to her community. It's a powerful example of how targeted interventions can create sustainable positive change in the lives of marginalized women.