

AMFI-WB WE-LEAD Project

Individual Case Study

Lata Roy's Success Story

This is a heartwarming success story showcasing the positive impact of the AMFI-WB WE-LEAD project. Here's a breakdown of Shri Lata Roy's journey and the key takeaways:

Background:

Beneficiary Name – Lata Roy ID Number – 009444 Age – 27 Address – Karial village, Nandanpur Gram Panchayat, Gangarampur Block District Name – Bankura
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Lata Roy's Situation Before WE-LEAD:

- **Financial Hardship:**
 - Her husband's weaving work stopped during the COVID-19 pandemic, leading to significant financial strain.
 - He transitioned to farming, but income remained insufficient.
 - They had accumulated debt.
- **Limited Opportunities:**
 - Married at a young age, she had limited formal education and work experience.
 - She had some basic tailoring skills learned informally.

How WE-LEAD Helped:

- **Training and Skills Development:**
 - She participated in the WE-LEAD project after learning about it.
 - She received tailoring training through AMFI, including baseline surveys and EDP (Entrepreneurship Development Program) training.
- **Empowerment and Resources:**
 - She was able to purchase a sewing machine.
 - She was given the opportunity to utilize her tailoring skills and create an income.
- **Financial Independence:**
 - She now earns approximately Rs. 1700 per month through tailoring.
 - This income helps her contribute to the family's finances and pay off debts.
- **Family Support:**
 - Her husband now supports her tailoring work, in addition to his farming.

Impact and Outcomes:

- **Improved Financial Stability:**
 - The family's financial situation has improved.

- They are better able to manage their expenses.
 - They have paid off much of their debt.
- **Increased Confidence and Empowerment:**
 - Lata Roy has gained financial independence and a sense of accomplishment.
 - She is now a contributing member of the family's economy.
- **Community Impact:**
 - This story serves as an inspiration to other women in the community.

Key Success Factors:

- **Accessibility of the WE-LEAD project:** The project was accessible to women in rural areas.
- **Relevant Skills Training:** The tailoring training provided practical skills that could be used to generate income.
- **Provision of Resources:** Enabling her to purchase a sewing machine was crucial.
- **Community Support:** The support of her husband and the community played a role in her success.

Conclusion

This story highlights the effectiveness of programs like WE-LEAD in empowering women, improving livelihoods, and fostering economic development in rural communities.