

# AMFI-WB WE-LEAD Project

## Individual Case Study

### Padma Das's Success Story

This is a compelling success story highlighting the impact of the WE LEAD project in Birbhum, West Bengal. Here's a breakdown of Padma Das's journey and the project's role:

#### **Background:**

Beneficiary Name – Padma Das ID Number – APP-012150 Age – 26 Address – Lavpur District Name – Birbhum
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#### **Padma Das's Challenges:**

- **Early Marriage and Tragedy:** Married before 18, she faced domestic issues and the tragic suicide of her husband.
- **Single Motherhood:** She became a single mother of two, facing immense financial and emotional burdens.
- **Lack of Skills and Opportunities:** With limited education and skills, she struggled to find sustainable employment.
- **Health Issues:** Her health suffered, further complicating her ability to provide for her children.
- **Market Access Problems:** Even after acquiring tailoring skills, she faced difficulties selling her products.

#### **WE LEAD Project's Intervention:**

- **Entrepreneurship Development Program (EDP):**
  - Provided training in financial literacy, digital literacy, business literacy, business planning, enterprise process management, and market connectivity.
  - Empowered her with essential knowledge and skills to start her own business.
- **Tailoring Training:**
  - Equipped her with practical skills in tailoring, enabling her to create products.
- **Market Linkage Support:**
  - The project's EDP staff facilitated a connection with a ready-made garment manufacturer, Biswajit Babu.
  - This connection provided her with consistent work and a reliable income.
- **Financial Empowerment:**
  - By helping her gain a steady income, the project helped her to become financially independent.

### **Padma Das's Success:**

- **Entrepreneurship:** She started her own home-based tailoring business, creating bags.
- **Income Generation:** She now earns approximately ₹4,500 per month, providing financial stability for her family.
- **Improved Livelihood:** The project has significantly improved her and her children's quality of life.
- **Increased Confidence:** Gaining skills and income has likely boosted her confidence and self-esteem.

### **Key Takeaways:**

- The WE LEAD project effectively addressed the specific needs of vulnerable women like Padma Das.
- Providing comprehensive training, including both business and practical skills, is crucial for women's economic empowerment.
- Market linkage support is essential for ensuring the sustainability of women's businesses.
- The project shows the importance of direct support from EDP staff.
- The project is helping to break the cycle of poverty and empower women in rural areas.

### **Conclusion**

This success story exemplifies the positive impact of targeted interventions in empowering women and fostering economic development in underserved communities.