

AMFI-WB WE-LEAD Project

Individual Case Study

Payal Sarkar's Success Story

This is a fantastic success story! Let's break down why Payal Sarkar's experience with the AMFI-WB WE LEAD project is so impactful:

Background:

Beneficiary Name – Payal Sarkar
ID Number – 000801
Age – 24
Address – Sahapara, Gangarampur
Municipality
District Name – Dakhin Dinajpur



Key Elements of Payal Sarkar's Success:

- **Overcoming Financial Hardship:**
 - She was living in a middle-class family struggling to make ends meet.
 - The burden of her son's education expenses motivated her to seek income.
- **Realizing a Childhood Dream:**
 - Payal had a long-held desire to become a beautician.
 - Financial constraints had previously prevented her from pursuing this dream.
- **Empowerment Through Training:**
 - The WE LEAD project provided her with the necessary beautician training.
 - This training equipped her with marketable skills.
- **Direct Income Generation:**
 - She now earns a consistent income of 4000 taka per month through her beautician work.
 - Her income increases during peak seasons like Puja and weddings.
- **Increased Family Stability:**
 - Her earnings contribute to the family's financial well-being.
 - She is able to alleviate some of the financial burden on her husband.
- **Community Impact:**
 - Payal serves women in her neighborhood, providing valuable services.
 - She encourages other women to pursue self-reliance through skill development.
- **Gratitude and Recognition:**
 - She expresses sincere gratitude to the AMFI-WB WE LEAD project.
 - She recognizes the projects social development work.

Why This Story Matters:

- **Demonstrates the Power of Skill Development:** This story highlights how providing practical skills can transform lives.
- **Empowerment of Women:** It showcases how women can achieve financial independence and contribute to their families.
- **Community Development:** It illustrates how projects like WE LEAD can create positive ripple effects within communities.
- **Breaking the Cycle of Poverty:** By providing opportunities for income generation, the project helps families escape financial hardship.
- **Real life example:** This story provides a real life example of the positive outcomes of the WE LEAD project.

Conclusion

Payal Sarkar's story is a testament to the effectiveness of the AMFI-WB WE LEAD project and its ability to empower women and improve lives.