

AMFI-WB WE-LEAD Project

Individual Case Study

Rakhi Bauri's Success Story

This is a heartwarming and impactful success story! Here's a breakdown of Rakhi Bauri's journey and the key elements that contributed to her success, highlighting the WE-LEAD project's role:

Background:

Beneficiary Name – Rakhi Bauri

ID Number – 005627

Age – 23

Address – Kenduadihi 22 no ward

District Name – Bankura



Rakhi Bauri's Situation Before WE-LEAD:

- **Financial Hardship:**
 - Rakhi's family lived in poverty, relying on her parents' meagre incomes.
 - Her father's illness and job loss due to the pandemic exacerbated their financial struggles.
 - She had to drop out of college due to financial constraints.
- **Lack of Opportunity:**
 - Despite her desire to earn an income, she lacked the resources and opportunities to do so.
- **Family Burden:**
 - She felt a strong need to support her family, especially her ailing father.

WE-LEAD Project's Intervention:

- **Awareness and Outreach:**
 - Rakhi's mother learned about the WE-LEAD project and shared the information with her.
- **Free Training:**
 - The project provided free artificial jewellery making training, removing the financial barrier to skill development.
- **Skill Development:**
 - Rakhi received 15 days of training, equipping her with the necessary skills to create artificial jewellery.
- **Empowerment:**

- The project empowered Rakhi by providing her with the tools and knowledge to become self-reliant.
- **Financial Support access:**
 - Her mother was able to get a loan of 10,000 rupees to purchase the supplies needed for Rakhi to start her business.



Rakhi's Success:

- **Entrepreneurship:**
 - Rakhi started her own home-based business, creating and selling artificial jewellery.
- **Income Generation:**
 - She now earns 200 to 350 rupees daily, contributing significantly to her family's income.
- **Improved Family Finances:**
 - Her income helps alleviate the financial burden on her family.
- **Increased Confidence and Independence:**
 - She is now a self-reliant and confident young woman.
- **Positive Impact:**
 - The cosmetic shops are happy with her work, and are continuing to order goods from her.

Key Factors for Success:

- **Rakhi's Determination:**
 - Her strong desire to support her family and her willingness to learn and work hard.
- **Family Support:**
 - Her mother's support and willingness to take a loan were crucial.
- **WE-LEAD Project's Effective Intervention:**
 - Providing free training, and connecting her to financial resources.
- **Market Demand:**
 - The demand for artificial jewellery in local cosmetic shops.

The WE-LEAD project's impact is evident in Rakhi's story. It demonstrates how providing women with skills, training, and access to resources can empower them to become financially independent and improve their families' lives.