

# AMFI-WB WE-LEAD Project

## Individual Case Study

### Regina Bibi's Success Story

This is a heartwarming success story showcasing the positive impact of the WE LEAD project. Here's a breakdown of Regina Baby's journey and its key elements:

#### **Background:**

Beneficiary Name – Regina Bibi Address – Village- Old Mohgram Lavpur No. 2 Gram Panchayat District Name – Birbhum
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#### **Key Takeaways:**

- **Empowerment through Training:**
  - Regina Baby, a housewife in a remote village, expressed a desire for self-reliance.
  - She participated in the WE LEAD project's Entrepreneurship Development Program (EDP).
  - She gained valuable skills through soft toy making training.
- **Financial Support and Microfinance:**
  - Ujjivan Microfinance provided financial support, enabling her to start her soft toy business.
- **Market Access and Collaboration:**
  - Initially, a trainer assisted her in marketing the products, allowing her to earn a 10% profit.
  - She sought greater control over her sales.
  - Her husband expanded his existing business to include soft drinks, and now sells her soft toys.
  - Another WE LEAD beneficiary, Purnima Bibi, who runs a shop at a fair, purchases Regina's goods, creating a beneficial business relationship between two women.
- **Increased Family Income and Self-Reliance:**
  - Regina Baby has achieved self-reliance.
  - Her family's overall income has significantly increased.
  - The project helped her to become a contributing member of the family's income stream.
- **Community Impact:**
  - The story highlights how the WE LEAD project fosters collaboration and mutual support among women in the community.

- It shows how microfinance initiatives can create sustainable livelihoods in rural areas.

**In essence, Regina Baby's story demonstrates the transformative power of:**

- Providing women with access to skills training.
- Offering financial support to start small businesses.
- Facilitating market access and fostering collaborative networks.

### **Conclusion**

This success story is a testament to the effectiveness of the WE LEAD project in empowering women and improving the economic well-being of their families and communities.