

AMFI-WB WE-LEAD Project

Individual Case Study

Success Story of Sadhana Das

This is a great success story highlighting the positive impact of the WE LEAD project by AMFI-WB in Nadia, specifically on Sadhana Das. Here's a breakdown of why it's a compelling story and some key takeaways:

Background:

Beneficiary Name – Sadhana Das
ID Number – 002307
Age – 40
Address – Dhakapara village, Ramnagar No. 1 Gram Panchayat, Ranaghat 1 Block
District Name – Nadia



Key Elements of Sadhana Das's Success Story:

- **Overcoming Lockdown Hardships:**
 - The story clearly outlines the challenges Sadhana faced due to the COVID-19 lockdown, including reduced work and financial struggles. This makes her success even more impactful.
 - It shows the real world problems that the WE LEAD project is helping to solve.
- **Diversification of Income:**
 - Sadhana's initiative to diversify her income by starting a ready-made clothing business and a grocery shop is a testament to her resilience and entrepreneurial spirit.
 - It shows that she is not relying on just one source of income any more.
- **Financial Inclusion and Empowerment:**
 - The loan of Rs. 30,000 from Bandhan, facilitated through the WE LEAD project, was crucial in enabling her to start her new ventures.
 - This shows the power of microfinance in empowering people.
- **Community Support and Guidance:**
 - The WE LEAD project staff conducted surveys, provided EDP (Entrepreneurship Development Program) and offered essential guidance.
 - This shows that the project provides more than just money, it provides support.
- **Hope and Optimism:**
 - Sadhana and her family's optimism about the WE LEAD project and their desire to expand their power loom business demonstrates the project's positive impact on their lives.

- This shows that the project is providing lasting hope.

Key Success Factors:

Network and Partnerships: The WE-LEAD project represents an essential partnership that has enabled Sadhana to access resources, knowledge, and financial support. Building networks through such projects helps individuals like Sadhana grow and overcome obstacles.

Conclusion:

The combination of financial support, business diversification, community support, and the optimism of Sadhana and her family makes their journey a promising success story. With further assistance, especially in securing a larger loan for the power loom business, Sadhana is on a path to achieving sustained growth and economic stability.