

# AMFI-WB WE-LEAD Project

## Individual Case Study

### Success Story of Sandhya Das

This case study highlights the positive impact of the WE-LEAD project, an AMFI-WB initiative supported by SIDBI, on the life of Sandhya Das in Patakala village, Bankura.

### Background

**Beneficiary Name - Sandhya Das**

**Village Name – Patakala, Bankura**

**ID - 002702**



### Key Points:

- **Family Background:** Sandhya's family of four faced financial hardship. Her husband's inconsistent income as a car worker and the pressure to fund their daughter's education created significant strain.
- **Initial Situation:** Sandhya desired to contribute financially but lacked the confidence and skills due to limited education.
- **WE-LEAD Intervention:**
  - Bandhan Group representatives introduced Sandhya to the WE-LEAD project.
  - She participated in EDP (Entrepreneurship Development Program) training, gaining knowledge about business and market strategies.
  - Sandhya showed interest in Belmala (likely a type of craft or product) training and completed a 7-day program.
  - Recognizing her lack of capital, the project facilitated a ₹25,000 loan from Bandhan Bank.
- **Business Development:**
  - Sandhya invested ₹10,000 from the loan to start her Belmala business.
  - She established sales channels by supplying Belmalas to shops near temples.
- **Outcome:**
  - Sandhya's business has thrived, generating a monthly income of ₹2,500 - ₹3,500.
  - Her increased income has significantly improved her family's financial situation and overall well-being.
  - Sandhya and her family are reportedly very happy with the success of her venture.

## Analysis:

This case study effectively demonstrates the WE-LEAD project's success in empowering women. Several factors contributed to Sandhya's positive outcome:

- **Targeted Support:** The project provided a comprehensive approach, including EDP training, specialized Belmala training, and crucial financial assistance.
- **Needs-Based Approach:** The project addressed Sandhya's specific challenges: lack of skills, lack of capital, and limited access to market opportunities.
- **Financial Inclusion:** Facilitating a loan through Bandhan Bank was critical in enabling Sandhya to start her business.
- **Market Linkages:** Connecting Sandhya with shops near temples provided a viable sales channel for her products.
- **Empowerment:** The project empowered Sandhya to become a financially independent contributor to her family, boosting her confidence and self-esteem.



## Conclusion:

Sandhya Das's story is a testament to the WE-LEAD project's positive impact. It highlights the importance of providing comprehensive support, including training, financial assistance, and market access, to women entrepreneurs. This case study serves as a compelling example of how such initiatives can transform lives and contribute to economic empowerment.