

# AMFI-WB WE-LEAD Project

## Individual Case Study

### Success Story of Tuktuki Kumbhakar

This case study highlights the positive impact of the WE-LEAD project, run by AMFI-WB and supported by SIDBI, on the life of Tuktuki Kumbhakar. Here's a breakdown of the key elements and their significance:

#### Background:

**Beneficiary Name - Tuktuki Kumbhakar**

**Application ID - 01411**

**Village Name – Patakol, Bankura**



#### Challenges

- **Family:** Tuktuki, her husband (a car driver), and two school-going children.
- **Challenge:** Financial hardship due to fluctuating income, impacting the children's education and overall household budget. Tuktuki desired to contribute financially.

#### WE-LEAD Project Intervention:

- **Awareness:** Tuktuki learned about the WE-LEAD project, designed to empower women economically.
- **Engagement:** She contacted the project and received a detailed explanation of its objectives.
- **Baseline Survey:** A preliminary assessment was conducted.
- **EDP Training:** Tuktuki received Entrepreneurship Development Program (EDP) training, equipping her with basic business skills.
- **Belmala Training:** She opted for Belmala (likely a type of craft or garland) making training, a 7-day program. This provided her with a marketable skill.
- **Market Research:** Tuktuki proactively identified potential sales avenues.
- **Credit Linkage:** The WE-LEAD project facilitated a ₹15,000 loan from a Self-Help Group (SHG).
- **Material Procurement:** She used the loan to purchase raw materials for Belmala making.
- **Sales & Income Generation:** Tuktuki now sells her products in local shops, earning ₹2,000-₹3,000 per month.

## Impact:

- **Empowerment:** Tuktuki has become financially independent, contributing to the family income.
- **Improved Livelihood:** The additional income has eased the financial strain on the family, likely improving their overall quality of life and ensuring the children's education.
- **Self-Reliance:** Tuktuki's success demonstrates the effectiveness of the project in fostering self-reliance among women.
- **Positive Feedback:** Tuktuki expresses gratitude to the WE-LEAD project for enabling her to achieve her dream.

## Key Success Factors:

- **Targeted Training:** The Belmala training provided Tuktuki with a practical skill that she could readily utilize.
- **Financial Assistance:** The credit linkage through the SHG provided the necessary capital to start her business.
- **Project Support:** The WE-LEAD project played a crucial role in awareness, training, and facilitating access to finance.
- **Tuktuki's Initiative:** Her proactive approach to identifying markets and utilizing the training and financial assistance was essential to her success.



## Conclusion:

Tuktuki's story is a testament to the positive impact of the WE-LEAD project in empowering women and improving their livelihoods. It highlights the importance of skill development, access to finance, and project support in enabling women to become financially independent. This case study serves as a valuable example of how such initiatives can transform lives and contribute to community development.