

AMFI-WB WE-LEAD Project

Individual Case Study

A Journey of Resilience and Empowerment

Sokhi Manna, Age: 35 years

Suvarara GP, Panchla Block, Howrah District

Background:

Sokhi Manna, a 35-year-old woman, is a remarkable example of determination and resilience. Living with her two children, a boy and a girl, she has faced significant challenges in her life, including domestic violence from her in-laws, which led her to live separately. Despite these hardships, Sakai has managed to carve out a path for herself and her family, demonstrating the transformative power of empowerment and skill development.

Early Life and Challenges:

Sokhi belongs to the general category and is registered as Below Poverty Line (BPL). With only a third-grade education, she faced limited opportunities for economic advancement. Her husband works as a daily wage worker, contributing to their modest family income. Sakai's decision to move out and live separately from her in-laws due to domestic violence was a turning point in her life.



Training and Support:

She received training in artificial jewelry making under the WE-LEAD project. This skill opened new avenues for her, enabling her to start her own business. The project also provided her with entrepreneurship development programs (EDP), which equipped her with essential business skills.

Business Endeavours:

Sokhi's after training started making artificial jewelry. With an initial loan from Bandhan Bank, she managed to build her home and purchase raw materials for her business. Her monthly income sees a 50% profit margin.

Marketing and Social Media:

One of the notable aspects of Sokhi's success is her use of social media for marketing her products. Although she is adept at using Android phones, she is apprehensive about using digital payments. Nevertheless, her online presence has significantly boosted her sales, allowing her to reach a wider audience.

Personal Growth and Future Plans:

Sokhi feels empowered by her achievements and is determined to expand her business further. Her future goals include overcoming her fear of digital payments

and becoming proficient in all aspects of digital transactions.

Conclusion:

Sokhi Monna's story is a testament to the impact of skill development and empowerment initiatives. Through the support of the WE-LEAD project and her own determination, she has transformed her life, providing a stable and secure future for her children.