

AMFI-WB WE-LEAD Project

Individual Case Study

A Journey of Growth towards the Fulfillment of Dream
Sudamitra Bhattacharya , Age: 36 years

Jainagar2 Block, South 24 Parganas District

Background:

Sudamitra Bhattacharya resides in Donbasi with her husband, Nabakumar Bhattacharya, their son, and her mother-in-law. The family enjoyed a stable 14-year marital life until they encountered significant challenges in 2020. The COVID-19 pandemic led to the closure of their business, leaving Nabakumar unemployed and plunging the family into financial distress. The situation worsened in 2021 when Sudamitra's mother-in-law was diagnosed with cancer. This diagnosis further strained the family's resources and made managing the household increasingly difficult.



Educational and Professional Background:

Sudamitra Bhattacharya is highly educated, holding a Master's degree in Sanskrit. She has leveraged her academic background by teaching at various colleges, contributing to her professional experience. Despite her qualifications and experience, the family's financial situation forced Sudamitra to seek new avenues to support her household.

Intervention and Support: In 2023, the SIDBI-sponsored AMFI-WB's We-lead project was launched in the South 24 Parganas district, specifically in the Jainagar-1 block. The project aimed to provide entrepreneurial support and training to individuals facing economic hardships. On July 31, 2023, Sudamitra Bhattacharya was included in the We-lead project.

Through the We-lead project, Sudamitra received comprehensive training in the Entrepreneurship Development Program (EDP) module. This training included essential entrepreneurial skills and knowledge, which were crucial for her business endeavors.



Implementation and Outcomes:

With the support from the We-lead project, Sudamitra established an EDP module adjacent to her home, enabling her to start a business in Keladron composition. She worked alongside her husband, using the skills and knowledge gained from the project to develop and expand her business. Over time, Sudamitra diversified into various developmental activities, improving her business's scope and reach.

The project also facilitated access to necessary loans and other forms of support. This financial assistance, combined with Sudamitra's determination and the training received on Tailoring , significantly enhanced her business operations. Now they are earning Rs 8000 to Rs.10000 monthly.

Training and Entrepreneurial Ventures: As a result of her efforts and the project's support, Sudamitra Bhattacharya has achieved notable improvements in her family's standard of living. Her business has become a source of financial independence, helping her family recover from the previous hardships. The success of her business not only stabilized her family's economic situation but also demonstrated the effectiveness of targeted support programs like We-lead in empowering individuals to overcome significant challenges.

Future aspiration:

Sudamitra Bhattacharya's journey highlights the transformative impact of entrepreneurial support programs in addressing economic difficulties and fostering financial stability. Her success underscores the importance of providing targeted training and financial assistance to individuals facing adversity, enabling them to build sustainable livelihoods and achieve personal and professional growth.