

KAMLA FOUNDATION UK
MICRO ENTERPRISE PROJECT – CASE STUDIES

Study 5



Bio Data

Name: Mrs. Rani

Age: 35

Status: Married, 3 daughters

Background: Dalit, one child is disabled.

MEP: Fruit Vending

I was born into a poor family in a village in the Pudukkottai District. I was married in a village near Pillayarpatti and am now living in a house in Samathuvapuram provided by the Government. I have three daughters, one of whom is disabled (pictured). The other two children are studying at the local school. My husband is a local street vendor with such a low income it is not enough to feed the family.

I approached the Ford Trust at Maruthangudi for some assistance. Initially I was supported with INR. 4000 (£50) but this was not enough to buy a cart so that the business could be more effective. With a further INR 2000 I had enough to buy a cart at the market price. I went on to receive further support from the Ford Trust for the purchase of fruit.

Now I am earning INR. 75 to 100 (£1.30) per day. During the festival season, it increases to INR. 200 per day. This is very helpful for supporting the family at the moment. In the future, I hope to expand the business with additional investment.

My sincere thanks to Kamla Foundation and to Ford Trust for their guidance and follow up assistance for my business.