

KAMLA FOUNDATION UK

MICRO ENTERPRISE PROJECT – CASE STUDIES

Study 3



Bio Data

Name: Mrs. G. Dhanalakshmi

Age: 25 years

Status: Married. 1 male child.

Background: Middle class. Studied to 10th standard.

MEP: Grocery Shop

I was born into a middle class family in Siravayal Pudur. I lost my father, a mill worker in an accident nine years ago. Five years ago, I married my relative at the age of 20, we have one son. Due to a lack of jobs in the village and a husband who suffers from alcohol addiction, my family is faced with poverty and the distress this brings.

I approached the Ford Trust, for some financial assistance under the Self Help Group Scheme. I was helped to set up a Grocery Store with the assistance of INR 3000 (£40) from Kamla Foundation, UK through Ford Trust, Maruthangudi.

Now, I am running the business with more financial support of INR. 5000 from the local Bank. They have also assured me more assistance in the future. I am able to earn an average of INR 120 per day by selling grocery items and snacks. Now there are no worrying financial problems and I am able to maintain my family. I am also hoping to expand the business with more investment.

I express my sincere thanks to Kamla Foundation and also the Ford Trust for their help to get the business off the ground.