

KAMLA FOUNDATION UK

MICRO ENTERPRISE PROJECT – CASE STUDIES

Study 4



Name: Mrs. P. Rakkammal
Age: 35 years
Status: Widow, two children.
Background: Neo literate
MEP: Vegetable Selling

I was born into the poorest family in the village and married at Sirugappatti. I have a daughter and a son. The eldest child is studying in 6th standard at the local school. My husband, a farmer, died from an illness four years ago.

I approached the Ford Trust for assistance through the Training Centre at Sirugappatti. I was supported with INR. 2000 (£25) initially but found it was inadequate to sustain my business because sales were not steady. I then received another INR. 2000, now the situation is some what better.

I get vegetables from the local farmers and sell it in the Shandy (weekly market) and along the streets of the nearby town, Pudevayal. Even though I do not earn much, it is enough to sustain my family. I want to give my children a good education and when they get a good job, I will retire from the business.

I extend my thanks to Kamla Foundation and to the Ford Trust for their kind help to run this small enterprise.