

KAMLA FOUNDATION UK

MICRO ENTERPRISE PROJECT – CASE STUDIES

Study 2



Bio Data

Name: Mrs. S. Vijayalakshmi

Age: 30

Status: Married - 3 daughters

Background: elementary education

MEP: Rice Corn (Pori)

I was born into a poor family in a village in the Pudukkottai District. I was married at the age of 23 and now have three daughters. My eldest child is studying in 4th standard at the local school. My husband is a carpenter by trade, however this work is uncertain and irregular and we are often faced with extreme poverty. My neighbours suggested I join the Self Help Group (SHG) promoted by Ford Trust. The Ford Team assessed our family situation and decided to support me to start a “Pori Kadai” (Rice Corn Shop) in Pillayarpatti, a temple based tourist spot.

In May 2009, I started the shop with the assistance of INR. 3000 (£40) from Kamla Foundation, UK through Ford Trust, Maruthangudi. I am now selling Rice Pori and other grain foods in the shop. I am able to earn INR. 80 to 100 (£1.25) per day by selling 40 to 50 kgs of the produce. I can now help to support the family. My husband assists me during his free time by getting goods from the wholesalers in the nearby towns of Tiruppathur or Karaikudi. Before starting the MEP, we were living a desperate existence, now, we feel we can maintain the family and care for my three daughters in a dignified manner.

I am very thankful to Kamla Foundation and the Ford Trust. I am planning to expand the business in future by applying for financial assistance from the Bank.