

Shattering Gender Barriers, Pramila is Now the Primary Breadwinner of the House



Women are often exempted from the expectations of having a career or earning money. The responsibility of providing for the family is by default allocated to the man of the house and women are relegated to subservient or ‘feminine’ duties like bearing kids and performing household chores. Pramila always detested the idea of passively staying at home. Marrying at a young age of 20, she was tied into matrimonial life where she was confined to looking after her three children while her husband worked. She yearned to make her own career and contribute to the income of the family. Deciding to take the big leap from her role as a homemaker alone; In 2021, she started a small business from home.

She took up minor stitching jobs for a while but kept feeling unfulfilled. One day she met Usha, a WE-LEAD field coordinator. We-LEAD (Women Empowerment through Livelihoods, Entrepreneurship, and Access through Digitalisation) is a project designed to leverage technology and bridge informational and resource gaps for creating sustainable economic opportunities through entrepreneurship. Usha helped Pramila secure a loan of Rs. 50,000 from Rang De-a social impact platform that facilitates peer-to-peer lending to support low-income and underserved communities. The platform connects individuals who are willing to lend small amounts of money with borrowers who need access to affordable credit for various purposes, such as education, healthcare, livelihood initiatives, and more. This monetary aid helped Pramila to turn her business around, adding beauty parlour services and cosmetics shop to her stitching endeavour. Although she was running the business from home, she made the most out of it. Working long hours, Pramila tended to each customer with utmost personalisation and attention.

Her passion for entrepreneurship was palpable. Within a short span, she grew her business into a flourishing enterprise teeming with potential. She did not give up hope and made most of every opportunity presented to her. Now she is a proud businesswoman and a strong financial support to her family. Finding dignity and her calling in her entrepreneurial venture, Pramila’s story showcases the immense promise and determination women possess. Everyone should be given a fair chance to find their purpose in life regardless of their gender and ventures like WE-LEAD and Rang De are pioneering in their strife for women-led businesses in the world.