

Manisha's Path to Financial Independence



Residing with her three young children and husband with little to no money, Manisha was no stranger to adversity. The family depended on the dwindling fund provided by Manisha's parents and her husband's meagre income provided no reprieve to their woes. Manisha used to go door-to-door asking for a job or menial income-generating opportunities. However, her lack of adequate education became an hinderance in her path, deterring her from securing a stable job. One day after a hopeless attempt to look for a job, she met Jyoti Sharma, a Community Resource Person working with the Development Alternatives group.

She visited warehouses with Jyoti to understand the requisite qualifications and skills to acquire a job. Determined, she attended a logistics training programme conducted by the Development Alternatives group and WE-LEAD (Women Empowerment through Livelihoods, Entrepreneurship, and Access through Digitalisation), a project designed to leverage technology and bridge informational and resource gaps for creating sustainable economic opportunities through entrepreneurship. After giving multiple interviews and putting in her utmost efforts, Manisha secured a job at a warehouse run by DB Schenker. She worked hard and dedicated herself to her job, rising through the rank of a picker with a pay of ₹11,500 per month to the position of a scanner earning ₹ 13,000 per month. Throughout her journey to secure financial freedom, Manisha had no support from her in-laws or the community she lived in. Despite constant discouragement, she focused on the people she loved and cared about and succeeded in achieving her goals.

She rebelled against the idea that viewed women as passive individuals merely existing to look after their families and home. With her sincerity toward her work, she pulled her family out of poverty and proved herself to those who tried to pull her back. Since then, Manisha has come a long way; she now earns enough to send her children to a private school while getting tuition for her older children. Her own experience has taught her well, education is of paramount importance to her, and she encourages her children to never compromise on it. Her oldest daughter has finished college and her younger children are excelling in high school. Assistance from Development Alternatives and WE-LEAD enabled her to access a future she had not thought possible. She aspires to send all her children for higher education and build secure futures for them.