



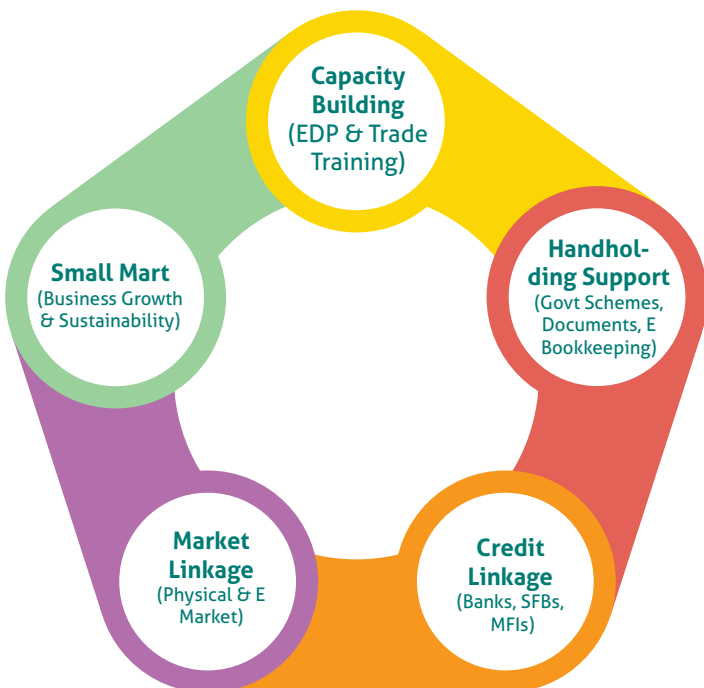
# Women Entrepreneurship Livelihood Enhancement and Development (WE-LEAD)

## Introduction:

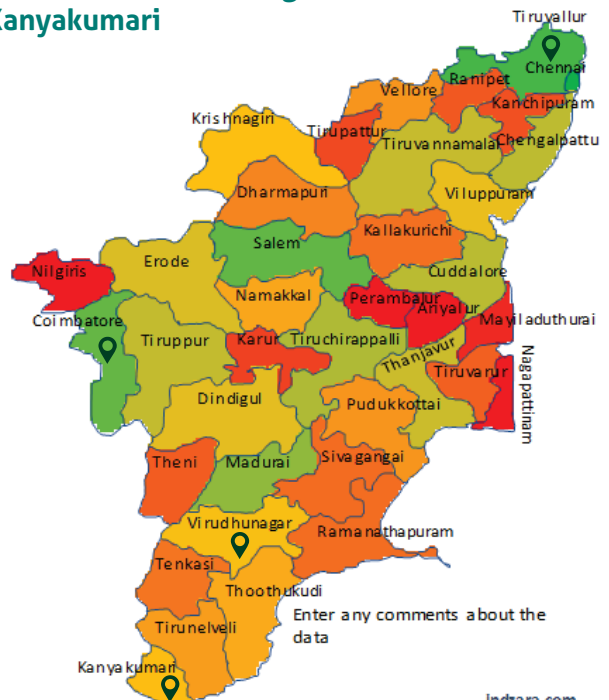
The MSME sector plays a pivotal role in the Indian economy, contributing nearly 30% to the national GDP and accounting for a significant share of employment and exports. Tamil Nadu, as a leading state in MSME development, contributes approximately 15% to India's MSME with districts like Chennai and Coimbatore emerging as industrial hubs alone accounting for nearly 8% of the state's MSME units. Virudhunagar, identified as an aspirational district, represents an opportunity for targeted MSME development, with a focus on agro-based industries, while Kanyakumari, with its unique geographical and cultural resources, contributes significantly to handicrafts, coir products, and fish processing MSMEs.

Sa-Dhan in partnership with SIDBI, has launched the "Women Entrepreneurship Livelihood Enhancement and Development (WE-LEAD)" initiative, which is designed to empower 5,200 women entrepreneurs in Tamil Nadu. Recognizing the gender disparities in the Micro, Small and Medium Enterprises (MSME) sector, where only 20% of MSMEs are owned by women, WE-LEAD aims to bridge this gap by aligning with MSME development policies and leveraging partnerships with Government Bodies, Banks, Microfinance Institutions (MFIs) and other financial institutions. The aim is to foster sustainable business growth and long-term economic empowerment for women.

## Key Components:



## Geographical Focus: Chennai, Coimbatore, Virudhnagar and Kanyakumari



Enter a any comments about the data

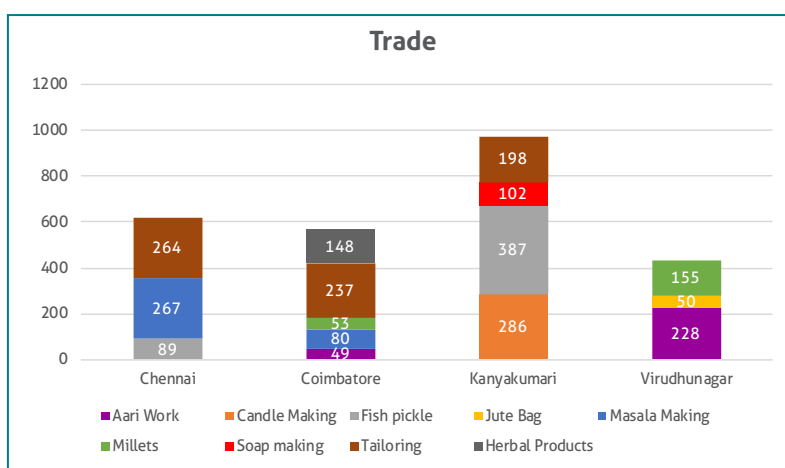
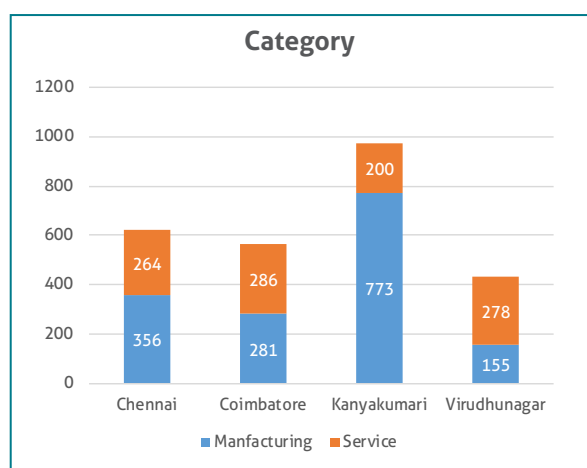
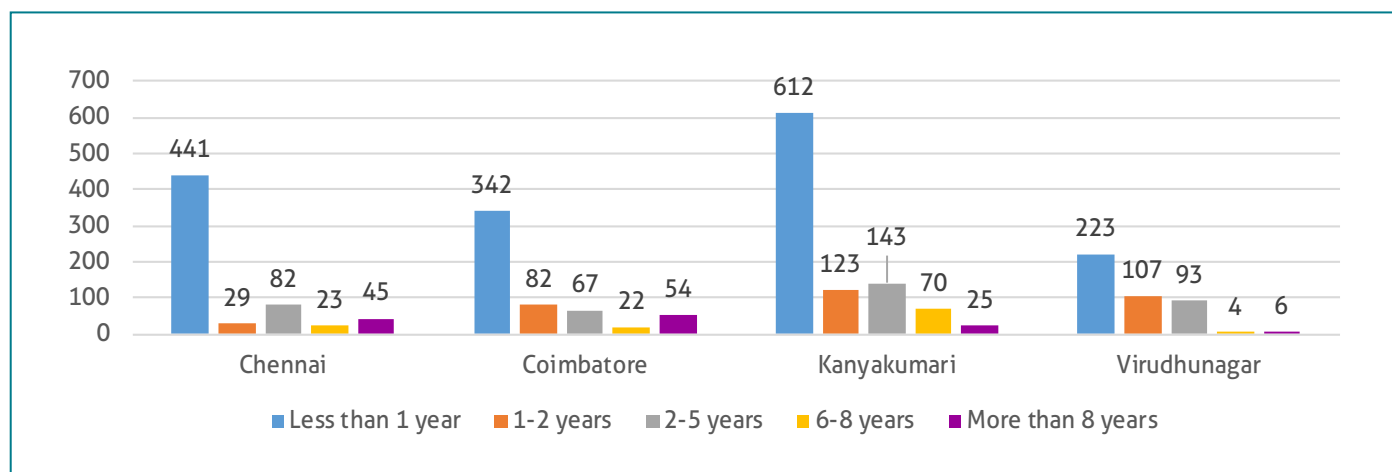
## Progress: Districts – Chennai, Coimbatore, Virudhnagar & Kanyakumari



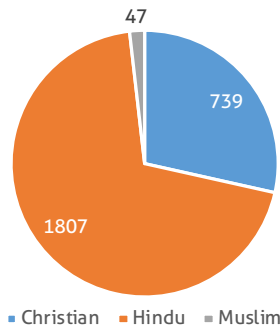
### Trained Beneficiaries

Chennai	No. of Beneficiaries	Coimbatore	No. of Beneficiaries	Virudhunagar	No. of Beneficiaries	Kanyakumari	No. of Beneficiaries
Royapuram	270	Thondamuthur	449	Kariapatti	86	Agastiswaram	159
Tondiarpet	84	Kariapatti	86	Rajapalaiyam	189	Killiyoor	138
Korukupet	102	Others	32	Sivakasi	36	Kurunthancode	189
Teynampet	84			Virudhunagar	72	Thackalai	154
Thiruvottiyur	80			Watrap	50	Thiruvattar	117
						Thovala	200
						Others	16
<b>Total</b>	<b>620</b>	<b>Total</b>	<b>567</b>	<b>Total</b>	<b>433</b>	<b>Total</b>	<b>973</b>

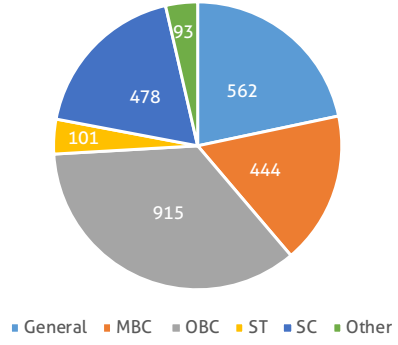
### Enterprise Experience



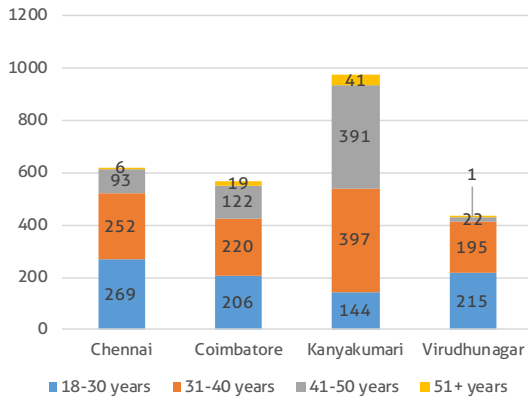
### Religion



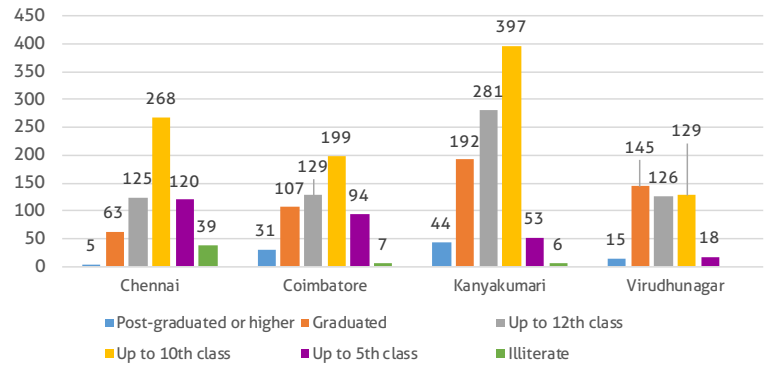
### Caste



### Age



### Education



## Focused Govt Scheme:

- Prime Minister's Employment Generation Programme (PMEGP)
- Tamil Nadu New Entrepreneur cum Enterprise Development Scheme (NEEDS)
- MUDRA Yojana (Micro Units Development and Refinance Agency)
- Subsidy Schemes for Women Entrepreneurs
- Unemployed Youth Employment Generation Programme (UYEGP)
- Annal Ambedkar Business Champions Scheme (AABCS)
- Kalaighar Kaivinai Thittam (KKT)
- Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME)
- Distribution of Sewing Machines at Free of Cost
- Pradhan Mantri Matsya Sampada Yojana

## Stakeholders Liasioning :



### Financial Linkage

Commercial Banks  
Regional Rural Bank  
Cooperative Banks  
SFBs, MFIs



### Govt Bodies

MSME  
TN RISE  
DIC  
RSETI



### Market Linkage

Physical Market  
ONDC  
Amazon Saheli  
Market Mirchi, ShopEG

***Building Lakhpati Didi and empowering them through the Government Flagship Program. It will help them to achieve a steady and sustainable socioeconomic standing.***

## About Sa-Dhan

Sa-Dhan is an association of Impact Finance Institutions and an RBI appointed Self-Regulatory Organization (SRO) for Microfinance Institutions. Sa-Dhan is the first and largest association of community development finance institutions in India formed over two decades ago for supporting and strengthening the agenda of fostering Inclusive Impact Finance in India. It strives for creating a better understanding of the microfinance sector among policymakers, funders, banks, governments, researchers, and practitioners. Sa-Dhan has about 220 members working in 33 states/UTs and over 646 districts, which includes both, for Profit and Not for Profit MFIs, SHG promoting institutions, banks, rating agencies, capacity-building institutions etc. Sa-Dhan's members with diverse legal forms and operating models, reach out to approximately 63 million clients with loan outstanding of more than ₹2,27,410 crores. Sa-Dhan is also recognized as a National Support Organization (NSO) by National Rural Livelihood Mission (NRLM).