



Case Study: A Tale of Transformation

In the heart of Batiaghata Thana, nestled within the boundaries of Khulna district, there existed an unnoticed village where Nasima Begum, a destitute woman, resided with her husband and their four children. Life was a constant struggle for Nasima, surviving on meager earnings, and there were days when they had to skip meals to make ends meet.

The turning point in Nasima's life occurred in October 2016 when she had a conversation with the branch manager of the local development and microfinance project. The manager, after hearing Nasima's story, encouraged her to join their organization, assuring her that by adhering to their rules and regulations, she could secure a loan to start a small business.

Taking the manager's advice to heart, Nasima applied for a loan of 20,000 BDT. After a thorough verification process, the branch manager approved a loan of 20,000 BDT, which Nasima utilized to establish a modest wooden shop. With the remaining funds, she procured goods to kickstart her business.

As days turned into weeks, Nasima's business flourished. Encouraged by her success, she applied for a second loan of 30,000 BDT, which was promptly sanctioned by the branch manager. The loan allowed her to expand her store, and the profits soared. Nasima's dedication and hard work became evident as she transformed her small venture into a lucrative enterprise.

Fast forward to June 23, 2013, when the manager revisited Nasima's business for an update. What he witnessed was a vivid picture of her success. Impressed by her growth, the manager

sanctioned a larger loan of 50,000 BDT, recognizing Nasima's potential to further elevate her business.

With the additional funds, Nasima expanded her shop, now dealing in both daily necessities and profitable merchandise. Her prosperity was evident, as she secured a permanent residence and even managed to send her son to serve in the Bangladesh Armed Forces.

Reflecting on her journey, Nasima expressed gratitude to the organization and its staff, acknowledging their pivotal role in guiding her toward the path of success. She pledged to remember their support and wished for the continued prosperity and well-being of everyone involved in her transformation.