

## **SUCCESS STORY- 9: SAYRA BANU'S SEWING CENTER**

Sayra Banu's Sewing Center is known to all in the village Senpara of Pobahati Union under Jhinaidah Sadar upazila in Jhinaidah District. At the entrance of the village there is a signboard showing written on it "SAYRA BANU SEWING CENTER" with address. Sayra is a popular name there in the village. If you ask anyone in the village about Sayra Banu's Center they will show you the place where she works and lives with her husband and children.

Now Sayra Banu is a successful entrepreneur and solvent woman because of her hard work and perseverance but there has been a long and pathetic history behind her success. The story that lies behind her success is full of tears and sorrow. Sayra came from a very poor background and when young got married to a day laborer. She was just a housewife and her husband earned little money for the family of 5 members which was not sufficient for maintaining the family. They lived from hand



to mouth without any savings and could not afford to buy good food, new dress for children, this made her often frustrated. At that time there was no opportunity to work for women in the village. They could hardly manage their body and soul together with a daily income of Tk. 50-60. She was always thinking of doing something to earn money to help the family out of poverty and misery and save the children from malnutrition and illiteracy.

Although, the condition was tough enough to bear Sayra knew for sure that education is the key to overcome poverty. As a result she was determined to educate her two children and establish them in the society. The education expenses were getting increased gradually as they were upgraded to new classes. When her elder son completed class VI her husband decided to stop his study and engage him in the job as a day laborer in 2004. Sayra strongly protested against the decision but could not help continuation the study of her son. But her argument was that when their son got passed; he should not be stopped from school. She spent nights screaming and weeping on their bad luck and misery. But due to economic stringency she could not stop her husband taking decision to refrain the boy from school.



Since then she was looking for an opportunity to work to earn money to support children education and the opportunity came at last. In 2005, Sayra came to know from her neighbors that ADD an NGO (PO of BNF) was providing destitute women tailoring training for self-employment. She received four kinds of training from the organization namely: 1) sewing, 2) needle craft, 3) embroidery, and 4) block boutique. Then she selected sewing as her occupation. She received a sewing machine as donation for free from the NGO. She also got some materials to start with her tailoring business. As she started her tailoring-shop in the village people started putting orders. Within short period of time she became successful women entrepreneur providing good quality products and timely service delivery to her customers. She got her children readmitted to the school and emancipated him from bondage of labor. She earned her bread from her sewing job and saved taka 4,000 to buy a rickshaw van for her husband. Then she and her husband started to earn incomes from new sources and soon prosperity touched their family. They bought a piece of cultivable land for rice cultivation which meets their demand for grains. She also received a cow from the NGO which costs taka 20,000 at market price. Sayra built a sanitary latrine and sunk a tube well at her premises. She also started cloth business at her house to increase her business. Sayra's son is now studying in Jheinaidah City College. He drives his own bicycle to the college. Shayra's daughter studies in class VI. After bearing all expenses, she has saved Tk.13,000 last month. She dreams to buy another three sewing machines to expand business and buy an auto-rickshaw for her husband.

