

Financial Education Case Study – Aidha

Aidha – Singapore

Primary programs

Training in money management, entrepreneurship and key life skills

Beneficiaries

Migrant domestic workers in Singapore and low-income local women



Quote from Armi, Aidha trainee

"Aidha made it possible for me to have a business on my own. I could finally see the clear path that I needed to reach my business goals. I don't know what the next challenge will be, but I keep pushing myself, because I really want to succeed."



Picture of Armi

Story of Armi, Aidha trainee

When Armi Sampani moved from the Philippines to Singapore in 2006 to work as a migrant domestic worker, she dreamed of setting up her own business in the future but she did not know where to start. Things changed for her after she joined Aidha and successfully completed all three of Aidha's financial education modules in 2017 and also won the award for the best business plan of her graduating class.

Armi returned to the Philippines (Iloilo City) in 2019 with her plan to run an ice cream business. She launched her business in 2020 but the start of the Covid pandemic resulted in several challenges and delays. Concurrently she was also part of Aidha's Business Accelerator program cohort of 2020/21 (as a virtual participant) where she received support to address her business challenges. One of them was that all the ingredients she used were purchased locally (as she wished to support local farmers) but she realised that the eggs tended to not be fresh, altering the quality of the final products. With the guidance of her mentors from Aidha's Business Accelerator program, she decided to set up an egg farm to get her own supply of fresh eggs for ice cream production.

She also saw this as a golden opportunity to sell her eggs in her hometown. "It was the perfect time because it was COVID and people bought eggs locally. I now have two small businesses!", said Armi. She harvests the eggs every morning and delivers them around her hometown. She now has almost 400 chickens and plans to purchase more cages to accommodate even more hens. Armi hopes to use the income from the sales of eggs to continue supporting the growth of her ice-cream business.