



# iConnect

## I Create Newsletter: May 2016

### Parents as Agents of Change



I Create Rajasthan (ICR) has achieved a Breakthrough by organizing a Counselling session for the Parents of those students who would like to take their Business Plans to the next step to fulfil their dreams.

The problem usually faced by the interested students is the objection from the Parents. So this time ICR and ITI Women College conducted a session for the parents. The session was attended by Mr. Ajay Gupta, Mr. Neeraj Mathur (Principal, ITI Women), Ranju Mehta, Hema Chawla, Parents and Students (9 students shortlisted) on 28<sup>th</sup> May 2016.

After the interactive session, all the parents were happy and ready to support their wards. Mr. Ajay Gupta shared his experiences and motivated the parents and offered one year Incubation Facility to these students. This gave the much needed encouragement, not only to the students but to both the organizations as people now acknowledge and appreciate the work that I Create does.

**Sharmila Chari**

**I Create India**

[www.icreateindia.org](http://www.icreateindia.org)

## **Entrepreneurship Awareness Program (EAP)**

I Create Academy conducted an Entrepreneurship Awareness Program for retiring Army Jawans of the Southern Command at the ASC centre, Bangalore on 3<sup>rd</sup> May for 18 Jawans. The session was conducted by Nagendra Babu and Pankaja.



**Participants at Manjusar Village, Vadodara during the workshop.**

I Create Snehdeep conducted an Entrepreneurship Awareness Program at Manjusar Village, Vadodara for 13 women on 7<sup>th</sup> May. The session was conducted by Joseph.

I Create Snehdeep conducted an Entrepreneurship Awareness Program at Don Bosco Snehalaya for 12 students pursuing Mobile servicing course. The session was conducted by Joseph.

## **Aspiring Entrepreneurs Workshop (AEW)**



**Participants during the Newspaper exercise at the workshop conducted at Don Bosco Tech, Rangajan, Golaghat, Assam from 25<sup>th</sup> to 30<sup>th</sup> April for 16 participants.**



**Participants of Navlakha Umbre village during a discussion**

I Create Safar conducted a workshop for 11 participants from Navlakha Umbre, Talegaon, Pune from 30<sup>th</sup> April to 3<sup>rd</sup> May. The workshop was facilitated by Venkatesh, Tejaswini and Amit Mere.



**Participants of The International Center Goa working on their Business Plan**

I Create Goa conducted an AEW at The International Center Goa for 6 Participants on 6<sup>th</sup>, 7<sup>th</sup> and 13<sup>th</sup> of May. The workshop was facilitated by Clare, Jervis and Cicero



**Participants of YMCA presenting their Business Plan.**

I Create Safar conducted a workshop at YMCA from 9<sup>th</sup> to 13<sup>th</sup> May for 16 Participants. The workshop was facilitated by Tejaswini, Amit Mere and Medha Nadkarni

## Change the Mindset Program (CMS)



**Students discussing with the Facilitator during the CMS workshop**

I Create Safar conducted a CMS Program at Rustomjee Academy for Global Career - Thane for 30 Participants spread over 11 days (from 16<sup>th</sup> to 27<sup>th</sup> May 2016). The workshop was conducted by Venkatesh, Tejaswini and Amit Mere. .

## Appeal to Create MAGIC

Mr. Kirit Desai from USA, a successful entrepreneur and philanthropist, has pledged to match every Rupee raised by I Create for MAGIC fund with one Rupee of his contribution, till the fund reaches Rupees One Crore mark –during the year 2016.

Your contribution of Rs One lakh can enable us help 3 to 4 budding entrepreneurs annually in perpetuity. Your contribution would be eligible to receive exemption under section 80 (G) of Income Tax Act in India. Send your contributions by cheque drawn in favor of I Create India Angel Fund and mail to

I Create India, 433, 8th Main, Vijayanagar, Bangalore - 560040.  
Email: [Info@icreateindia.org](mailto:Info@icreateindia.org)

Or transfer to our account:

I CREATE ANGEL FUND CORPUS  
Account Number: 03121450000287  
IFSC Code: HDFC000312  
Bank: HDFC Bank, Vijayanagar Branch

**US:** send you tax deductible cheques in favour of " I Create Inc "  
41 Andover Drive, Kendall Park,  
NJ, 08824. Email: [icreateinc@gmail.com](mailto:icreateinc@gmail.com)



## Facilitator's corner

"Venture Capitalists all over have started understanding the fundamental in any business - **Top line is for ego; bottom line is for real**. This is driving quite a few startups "redefine" profit, albeit erroneously. They should get back to the two very basic principles of any successful business which even an uneducated vegetable vendor practices - "**Buy Low** (Keep your costs - all costs low)" and "**Sell High** (improve your sales revenue and more importantly the gross margin". Redefining "profit" does not make one profitable. Read more....."

<http://www.livemint.com/Companies/ZgyH2oX1IFxb33Z8WkitPK/Tech-startups-come-up-with-some-creative-definitions-for-p.html#.VzqSf5DUhJo.email>

### **Shared by Ulhas Kamat**

Small enterprises thrive as Government, Banks, NBFCs rally with funds. Read More...

<http://www.thehindubusinessline.com/opinion/columns/thomas-k-thomas/small-enterprises-thrive-as-govt-banks-nbfc-rally-with-funds/article8668698.ece#.V005jtcLvY.gmail>

### **Shared by Chitra Jagannath**

"One of the four principles for running a successful business, as emphasized in I Create Training is "Take Good Care of Your Customer". The article elaborates on how some of the large corporations, when faced with crisis, went back to this basic principle. Whether an organization is large or small- this principle holds good. Read more ....."

[http://www.business-standard.com/article/management/balancing-on-a-tightrope-116052200632\\_1.html#.V0KowdWaH4o.gmail](http://www.business-standard.com/article/management/balancing-on-a-tightrope-116052200632_1.html#.V0KowdWaH4o.gmail)

### **Shared by Sharmila Chari**

The major challenge faced by e-commerce businesses is developing a product that fits in the market something that the customers really want, but that involves a lot of time, energy and cost. Despite of all the efforts the product fails. This risk can be minimized by developing and testing [Minimum Viable Product \(MVP\)](#). Building an MVP is a strategy wherein the business will rapidly build the minimum set of features that enough to deploy the product. Read More.....

<http://yourstory.com/2016/05/getting-mvp-right/>

### **Shared by Hema Chawla**

### *An inspiring Entrepreneur story*

#### **Praveeta starts on her own to support her family and sons' education**



Forty four year old Praveeta who lives in Khanapur, a sleepy town in Belgaum district, Karnataka carries on her shoulders the burden of providing for her family as her husband who has his own furniture business

squanders away all his earnings on drinking. His contribution to the family is next to nothing. Praveeta had to earn and provide for the education and other financial needs for herself as well as for her two sons who are pursuing diploma in Civil Engineering and in 8<sup>th</sup> Standard respectively.

Praveeta was earning a meagre amount from tailoring and small stitching work which was just a hand to mouth existence. Moreover, she had lot of competition in the area as many women were doing tailoring from home. She was toying with a few business ideas, one of which was to start her own shop in front of her house. After attending the I Create workshop, where she learnt the various aspects of business, she decided to apply this newfound knowledge to start her business. She used the principles of I HOPE. She zeroed in on the IDEA of a petty shop. During the HOMEWORK, she realized that there were no petty shops in the neighborhood which had two student hostels, a Police Station and many residences. This gave her the confidence that there is good OPPORTUNITY to earn profit. Fully inspired and charged up, she PLANNED to open the shop by using her own savings of Rs.6000/- as an initial Investment. Finally she EXECUTED her plan of setting up a Petty Shop on 25<sup>th</sup> Feb 2016. She is presently selling consumer goods like biscuits, chocolates, chikki, soaps, shampoo sachets and stationery items like pen, pencil, eraser etc.

She is proposing to stock and sell items like groceries and also plans to buy a fridge to store cold drinks, milk, curds etc.

Initially she was making a profit of Rs.100/- a day. With her friendly and helpful demeanor she started getting many more customers and her daily profit increased to Rs.250 – 300/- . She is confident of more sales if she can manage to stock more items. Her elder son is helping her to run her business during his spare time.

### Photograph of the Month

Participants working on their Business Plan during the workshop conducted at DBTech, Rangajan, Assam.



### Program Summary – May 2016

Program	Number of Programs	Participants
EAPs	3	43
AEWs	3	33
CMS	1	30

**Contributors:** Chitra, Clare, Hema, Joseph, Ranju, Radha, Shobha, Tejaswini and Venkatesh.