



iConnect

I Create Newsletter: May 2020

We are proud....

42 Successful Entrepreneurs in the months of April and May

I Create's mission is building the capacity of people to be wealth- and- job –creators. To further this mission I Create has been extending its mentoring and handholding services to help those in need to survive the present COVID 19 situation.

The efforts of our mentors have been successful and we are proud that 42 I Create India trained and mentored proteges have successfully started their business in the months of April and May.

**A mentor empowers
a person to see a
possible future, and
believe it can be
obtained.**

- Shawn Hitchcock

Sharmila Chari

I Create India

www.icreateindia.org

<https://www.facebook.com/ICreateIndia/>

https://www.youtube.com/channel/UClagLN7v9xWb1ot3sPGg?view_as=subscriber

<https://www.linkedin.com/company/i-create-india/>

Entrepreneurship Awareness Program (EAP)

I Create Academy conducted a pilot online Entrepreneurship Awareness Program for the Mobilisers, Project Manager and program coordinator of Rural Development Council, Hosur on 20th May. The session was interactive with the participants enthusiastically participating in knowing how entrepreneurship training will help them in successfully starting and sustaining their business. The awareness was conducted by Chitra, Sharmila and Murthy.



RDC – Rural Development Council (RDC) is a registered nonprofit voluntary organization established in the year 2002, by a team of socially committed team community workers who internalized the need for creating a lasting social change in the lives of vulnerable and socially most backward communities such as Adivasis (Tribal) and Davits (Scheduled Caste) with prime focus on women and children.

Facilitators Corner

Links to News Articles which will be of use to Facilitators and Mentors.

- <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/is-it-lockdown-for-startups/articleshow/75634452.cms>

"In this article, Ateesh Tankha of Citibank USA, stresses the need for "unit economics" in any business - start up or stay sustained. He also draws the distinction between "profitable sale of product and service", which is needed for sustenance and "profitable sale of business" - which seems to be chosen model of many start ups to become a UNICORN and make a quick buck. He emphasises the kind of things we have been trying to impress upon our participants"

Shared by Ulhas Kamat

- <https://www.hindustantimes.com/india-news/street-vendors-to-get-loans-of-up-to-10-000/story-RnShCvxjEnbDDeITH48fKL.html>

shared by Manish Gosalia

- <https://www.moneycontrol.com/news/business/personal-finance/want-to-apply-for-an-msme-loan-here-are-the-steps-to-follow-5346941.html>

shared by Ranju Mehta

- <https://yourstory.com/2020/05/facebook-enters-ecommerce-shops-millions-small-businesses-online>

shared by Hema Chawla

Stay In, Stay Safe, Fight Covid 19

Success story of I Create Trained Entrepreneur from MEG & Center, Bangalore. The BIC is sponsored and funded by HCL Foundation

Nayak Nayab Rasul converts his passion of carving wooden doors into a successful business.



Ln. Nk. Nayab Rasul grew up in Tenali which has a sobriquet of 'Andhra Paris'. He is the youngest of three sons. His father was a mason and mother a homemaker. Life for young Nayab was very tough as the family was always short of cash. But his parents were very clear that their sons should never miss school and wanted them to at least complete basic education which will help them to live a better life. Many times, Nayab could not afford school books, shoes, and uniforms, he would take the second-hand books from his seniors, use his brother's shoes and uniform. Somehow, amidst all these struggles, he completed his 12th grade in Tenali.

As a school going boy, Nayab had dreamt of a job that would give him a regular monthly salary. While studying in 11 & 12th grade, he observed that some of his seniors joined the Army, and many people in Tenali talk about them with pride for their desire to serve the motherland. This inspired Nayab and he set his eyes on Army service. After completing 12th grade, he started trying to get into the army and finally joined the Indian Army in the year 2003. He served the Nation for 17 years. During his service, his major postings were in Jammu & Kashmir, Rajasthan, and Arunachal Pradesh.

Nayab is married and his family comprises of his wife and two sons, studying in 2nd and 5th grade. One of his brothers has a furniture shop and makes customized furniture. Nayab used to help him whenever he came home on holidays. Gradually he started liking the work, especially carving and designing wooden doors, it was his favorite task.

In Dec 2019, Nayab came to MEG & Centre, Bangalore for Discharge Drill, as per the retirement process. By that time I Create India's Entrepreneurship Training Workshop was the most sought after course in MEG & Center for Aspiring Entrepreneurs. He was keen to participate in this workshop to explore options for the second innings of his life.

On attending the workshop, he was impressed by the various concepts taught and the way it was taught. He was motivated by the concept of Business Idea generation where it was explained that business ideas could be generated from Experience, Skill, and Passion, etc. He also learned the importance of the other aspects like conducting Market Research before starting any business, once the business starts, the importance of writing Cashbook, maintaining quality in the work, having one's USP, extending good customer service, etc. After retirement, Nayab returned home in early Jan 2020 armed with the knowledge of conducting business successfully. He observed that a lot of construction is going on in his Town as well as in Guntur City which is just 25 kms away from his place. He then thought of making a business out of his experience and passion to meet the growing demand for Furniture in his area. Thus started Nayab's second innings of his life with Furniture business at a total investment of Rs.3 lakhs.

His USP: beautifully carved doors, he is also into deals in second-hand furniture. He has employed two carpenters and a painter to help in the business. He proudly informs that within 2 months, his sales have increased to around Rs. 2 lakhs per month and he is making a decent profit after meeting all his expenses. In the future, he wishes to expand this business by employing more carpenters.

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అసిస్ట్ లా ట్రేడర్స్
Old Second's Wood Sales & Purchase

పాత ఇంట్ల, గదిలూలు, కిటికీలు, కుంభాకాశులు, అన్నంకాశులు,
అల్లంకాశులు, పుస్తకాల కుర్చీలు, బెంచులు,
జిండాకాశులు, కుర్చీలు, తొట్టికాశులు గ్రామం.

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Success story of I Create Trained Entrepreneur from ACC & S, Ahmednagar. The BIC is sponsored and funded by Jankidevi Bajaj Gram Vikas Sanstha

A determined Jawan who not only served the Nation for 17 years, is continuing to serve the Kisan of the Nation by renting out tractors to help in farming.



LD. Rakesh Kumar belongs to the family of Agriculturists and is from UP. His family comprises of his parents and a younger brother. They had around 5 acres of land in Padam-Nagli village in Saharanpur district, UP. Like all farmers, his family also was dependent on agricultural income. The family of 4 struggled to make ends meet. In addition to the financial problems, his mother used to fall sick frequently and they had to borrow money

from Thakurs for her medical expenses. As soon as they got money after selling the harvest, a major chunk had to be paid to the Thakurs else they would lose their land. The family used to struggle in the fields themselves to save the daily wages paid to farm labors. These travails made deep impressions on the young mind of Rakesh. Being the eldest son of the family, he was determined to take up a good job so that his family would lead a decent life.

Rakesh Kumar's family got him married at the age of 17 when he was still studying in school. He completed 10th grade and did not think of going for further studies as his family was in need of a regular monthly income. He started looking for employment. He realised that with his qualifications, getting a decent job would not be easy. Around that time, he came to know that the Indian Army was recruiting, he applied and joined the Indian Army as a driver.

During his tenure in the Army, he saved money and bought a second hand Tractor for his brother to start the business of renting it. Over the years, his brother built a sizeable network of customers. Rakesh Kumar was happy that he made a good decision and decided that on his retirement he will join his brother in running the business

By the time he retired, both his children were already in college, Rakesh Kumar served in the Army for 17 years in various stations and reached ACC & S, Ahmednagar in the last month of his service. Here, he was informed about the Entrepreneurship workshop conducted by I Create India. He was keen to attend the workshop to learn the ropes of running a business successfully. The business arithmetic covered in the workshop was very useful to him. Importance of various costs in business and then how to manage business impressed him. At the end of the 5 days, he felt confident that he could run a business successfully.

On his return home, post-retirement, Rakesh Kumar did not waste any time relaxing. He sold the old tractor, that was bought for his brother and purchased a new Mahindra Tractor and a few more equipment used by farmers. He invested around INR.6 lakhs for buying all this from his own funds. His village is situated 2 km away from sub-district headquarters, Nakur and 27 km away from district headquarters, Saharanpur. He informs that there is good demand for tractor on rent in these areas. Therefore, he drives the tractor for 8 hours and his brother drives it for another 8 hours. He is earning INR 2,000 a day after meeting all his expenses.

He attributes the success of his business to I Create India's workshop. He further adds that he served the country for 17 years, now he is serving the farmers and hence he can happily proclaim "Jai Jawan Jai Kisan"

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Entrepreneurs from the MEG & Center, Army, Bangalore. The BIC is sponsored and funded by HCL Foundation

S.No	Name	Business Started	Place of Business
1	NK Krishan Gopal	Knitting & Stitching Garments	Shimla.Himachal Pradesh
2	SPR/Hav Anoop Singh	Tours & Travels	Agra UP
3	Hav Niranjana Reddy	Security Agency	Secunderabad, Telengana
4	Spr B Maniraj	Security Services	Madurai,Tamilnadu
5	ACP/NK P B Ramanjaneyalu	School	Ananthapur,Andhra Pradesh
6	V Pandi	Departmental store	Theni, Tamilnadu
7	Nagesh I C	Areca nut plantation	Hassan Karnataka
8	N Lakshmi Prasad Reddy	Construction of building	Chittoor,Andhra Pradesh
9	G K Chozham	Real Estate	Vellore,Tamilnadu
10	Ellumallai N	Supply of paddy and peanuts to the mills	Tiruvannamalai,Tamilnadu
11	V Chellapandi	Agriculture	Madurai,Tamilnadi
12	Hav A S Narayanan	Provision store	Madurai,Tamilnadu
13	Spr S Vinayagam	Mini super market	Thiruthani,Tamilnadu
14	Sipoy B Anjan singh	Computer center	Markapuram, Andhra Pradesh
15	ACP/Nk J D V Prasad	Sheep n goat rearing	Machilipatnam,Andhra Pradesh
16	Hav Siva Kumar P	Paddy separator machine	Trivandrum, Kerala
17	Hav Kumaresh R	Garment shop	Ambattur,Tamilnadu
18	Nk L J Baasha	Travel agency	Thirupathy,Andhra Pradesh
19	Kumar Nejakar	Tea stall	Prakasam,Andhra Pradesh
20	S N Khasimvali	Provision store	Prakasam,Andhra Pradesh
21	M Shiva Kumar	Travel agency	Bangalore,Karnataka
22	Ganapathy Reddy	Camphor manufacturing	Chittoor,Andhra Pradesh
23	LN Ram Reddy M	Dairy	Mehboobnagar Telengana
24	K Shiva Kumar	Selling sarees	Telangana Andhra Pradesh
25	Nk Shivaputra Shidaraddi	Agriculture (Onion and sugarcane)	Belgaum,Karnataka
26	Hav Pradeep G	Defence Academy	Pandalam Kerala
27	Prashant Vittal	E Commerce	Shankarpall Hyderabad
28	Spr D Mohan	Goat Rearing	Bhinesa, Telangana

Entrepreneurs from ACC& S, Ahmednagar.The BIC is sponsored and funded by Jankidevi Bajaj Gram Vikas Sanstha.

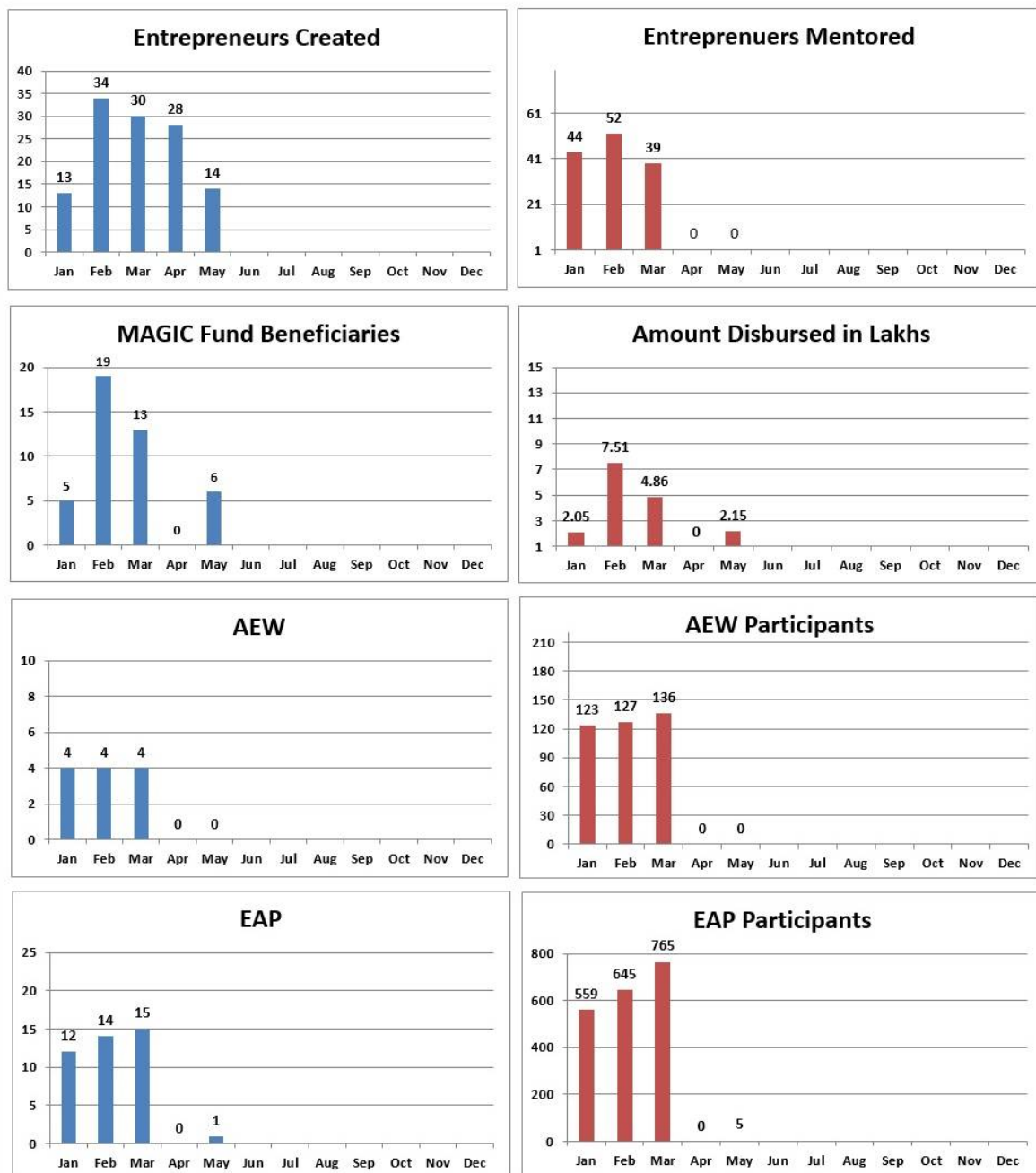
29	LD Satinath Mondal	Art & Crafts Class	West Bengal
30	LD Om Bir	All Items 99 Product Selling	Nizampur,Haryana
31	DFR A.Vadivel	Goat Farming	Madurai, Tamil Nadu
32	ALD Patel Alpesh kumar	Online Trading/Manufacturing Organic Fertilizer	Anand, Gujarat
33	LD Md.Ravil Ansari	General Store/ Dairy Farming	Bihar
34	SWR Harvail Singh	Dairy Farming	Punjab
35	Hav Vikas Kumar	Automobile Glass	Ahmedabad
36	ALD Thorat Vilas Sahebrao.	Pomegranate Farming	Ahmednagar

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Entrepreneurs from our NGO Partners who had been assisted with MAGIC (Mentor and Angel Group of I Create) Fund.

S.no	Name of the beneficiary	NGO Partner	Business Idea	Place
37	Abeda Begum	GRAMS, Lingasugur	Clothe Selling	Lingasugur
38	Amaravva Gadeppa	GRAMS, Lingasugur	Dairy	Lingasugur
39	Sadhana Nemanath Kasar	MYRADA, Gulbarga	Bangle Selling	Gulbarga
40	Mallamma Hiremath	GRAMS, Lingasugur	Stationery	Lingasugur
41	Rafath Sultana	GRAMS, Lingasugur	Vegetable Selling	Lingasugur
42	Gousia Begum	GRAMS, Lingasugur	Fruit Selling	Lingasugur

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Program Summary in Numbers- May 2020

		For the Month		YTD 2020	
1	Entrepreneurs Created	14		91	
2	Entrepreneurs Mentored	1		136	
3	Entrepreneurs Handheld	0		0	
Seed Capital Assistance		Number Assisted	Amount in Lakhs of INR	Number Assisted	Amount in Lakhs of INR
		For the Month		YTD 2020	
4	MAGIC FUND (Bangalore)	6	2.15	43	16.57
5	Amrit Fund (Jaipur)	0	0	9	2.10
Programs		For the Month		YTD 2020	
		Programs	Participants	Programs	Participants
7	AEWs	0	0	10	313
7	EAPs	1	5	43	2,004
8	Refresher	0	0	1	17

Since inception, MAGIC has assisted 302 beneficiaries by providing INR 94 Lakhs as Seed Capital Assistance.

Contributors: I Create Team.