



# iConnect

## I Create India's Newsletter: October 2020

I Create India and St. Xavier's college, Jaipur has signed a Memorandum of Understanding on 28<sup>th</sup> October to conduct "Entrepreneurship and New Venture Creation" a three month Certified Start-up Accelerator Program on practical entrepreneurship development for the youth.



### *Orientation session conducted at St. Xavier's College, Jaipur*

*by Dr. Ranju Mehta, I Create Rajasthan*

### **Veteran Thorat Vilas "Pomegranates help the people in nearby villages in building immunity during this COVID Pandemic"**



40-year-old Thorat Vilas Sahib Rao was holding the rank of ALD in unit 48 armed retired from the army in the month of January 2020. He is from Korhale near Shirdi, Maharashtra. His family comprises of his parents, 2 brothers, and one sister. Hailing from the family of Zamindars, money was never an issue and he led a lavish life. The family-owned 40 acres of land and grew sugarcane, Jowar, Bajra, Wheat, and Onions, they were also into Dairy farming. Other than all this, his father also owned a stone crushing unit.

Thorat's father was very keen on education and encouraged all his children to study. When Thorat was in 12<sup>th</sup>, many people from his village had joined the army and whenever they used to come for holidays, they used to entertain him with the stories of patriotism and life in the army. This inspired him and he decided to serve the Nation. His father was not convinced and tried to discourage him from joining the army, but he was determined and started to concentrate on his fitness to join the army. He used to go for a run in the morning, do exercises, and prepared for his army interview. Looking at the perseverance of Thorat, his father gave his blessings and agreed to send him to the army. All his hard work paid off when he was selected to serve the Nation.

After serving the Indian Army for 18 years, he retired and came to process his pension paper at the Armoured Corps Center & School, Ahmednagar. With his wish fulfilled in serving the Nation, the next step was to start his own business. He wanted to add on to what his father had done in agriculture. He had many ideas right from poultry farms to fish farming. When he came to know about the Aspiring Entrepreneurs Workshop being conducted by the Bajaj I Create Business Incubation Center, he readily joined to learn the nuances of running a business. During the training, the mentors explained the concept of Idea Generation, when it hit him about the demand of Pomegranates in his area. He immediately discussed his idea with the I Create Mentors who guided him and motivated him to learn more about the art of pomegranate farming. On his retirement, he went back to his native and visited the Krishi Vigyan Kendra, the agricultural science center, and learned the tricks of the trade.



Feeling confident and armed with the knowledge he learned during the training workshop, he planted 1,500 Pomegranate saplings in 5 acres of land. He is expecting an yield to the tune of Rs. 9 Lacs as the plants are growing well and the yield is high. With Rs. 3 lakhs as an investment, he is still making Rs. 6 lakhs as profit. He sells his yield in a nearby market where there is a great demand for the fruit.

He has employed two people who are helping in cultivation. During this pandemic, there is a great demand for pomegranate as it helps in immunity, and he is able to help the sick as well as run his business profitably. He is thankful to Bajaj I Create Business Incubation center which helped him to choose the right idea at the right time.

## Program Activities for the Month

**Programs conducted at Armoured Corps Center & School, Ahmednagar. The BIC is sponsored and funded by Jankidevi Bajaj Gram Vikas Sanstha.**

S.No	Date	Program	Participants
1.	20 <sup>th</sup> Oct	Entrepreneurship Awareness Program (EAP)	42
2.	20 <sup>th</sup> to 24 <sup>th</sup> Oct	Aspiring Entrepreneurs Workshop (AEW)	24

**Business Ideas ranged from Solar Equipment Shop, Car Accessories Retail Shop, Security Agency, Construction Material Shop, Footwear Shop, Dairy Unit, Vegetable Shop, Hotel, Furniture Shop, General Stores, Goat Farming, Cloth Store, Poultry Farming, R O Plant, and Electrical Shop.**

## Glimpses of the Program



## Feedback from the Workshop

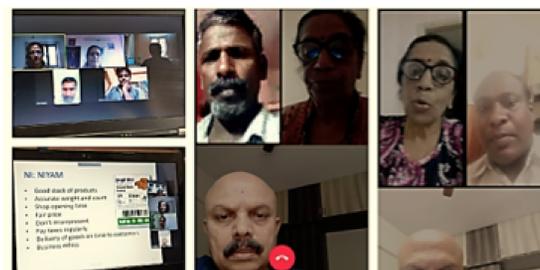
*"After joining the training programme I was not sure whether this program will actually benefit me or not but in the end realized this training is very important to Army jawans, This training programme creates a new platform for our new life"  
- DFR- Prem Shankar-15465926M-6 lancers-Mob-9217795003"*

*"A Soldier spends almost 17 years in Army, in these years he has no idea or knowledge about of civil life, Bajaj I Create creates in our mind how to survive in after army life in civil, this training builds up our confidence and change our mind-set.  
RIS-RAM Murat Singh-JC244090W-81 Armed, Mob-7410936215"*

## Online sessions for Indian Army Veterans

**Sessions covered: Idea Generation, Types of Cost, Market Research and importance of Business Plan.**

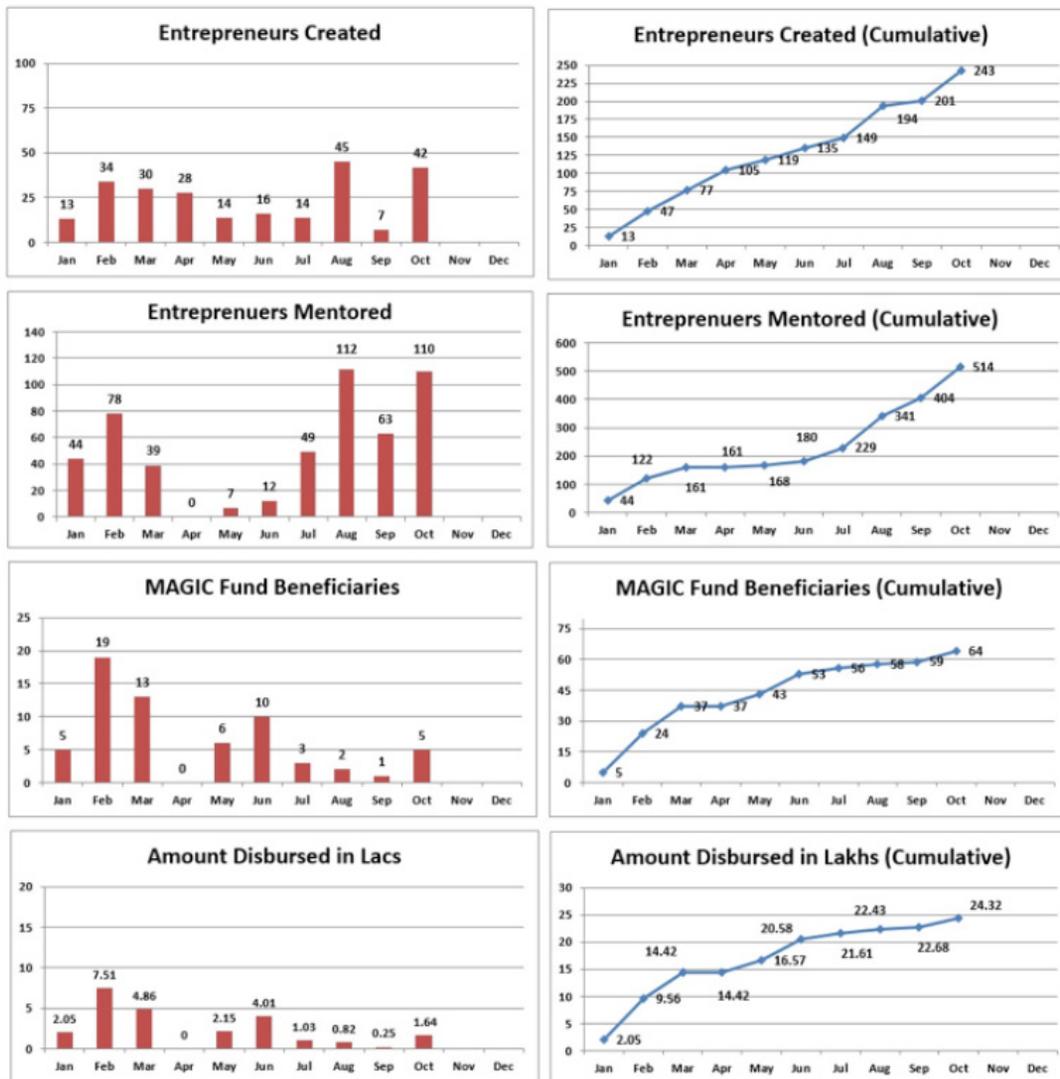
## Glimpses of the session





Veterans can register for online sessions on entrepreneurship development on this URL  
[www.icreateindia.org/veteranmentoring](http://www.icreateindia.org/veteranmentoring)

“What gets measured gets done.”



## Program Summary

		For the Month		YTD 2020	
1	Entrepreneurs Created	42		243	
2	Entrepreneurs Mentored	110		514	
3	Entrepreneurs Handheld	0		1	
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)	5	1.64	64	24.11
5	Amrit Fund (Jaipur)	2	.40	14	2.90
Programs		For the Month		YTD 2020	
		Programs	Participants	Programs	Participants
7	AEWs	1	24	16	435
7	EAPs	2	245	50	2,549
8	Refresher	0	0	1	17

Since inception, MAGIC has assisted 318 beneficiaries by providing Rupees 1.02 crores as Seed Capital Assistance.

Contributors: I Create Team.

### **Sadhana's Bangle and Saree Shop helps her family to lead a comfortable life, MAGIC Fund helps!**



43 year-old Sadhana Nemanath Kesar hails from Maharashtra, she relocated to Gulbarga after her marriage. Her husband has a small roadside hotel serving only snacks like samosa and other fried items, only for a few hours in the morning and evening. The family of seven including four daughters and one son were dependent on the meagre income from this business. Though, Sadhana was interested to send her children to a better school, the financial difficulties the family faced made it a distant reality. Having studied up to 9<sup>th</sup> grade she was unable to get employment as the basic qualification for many jobs was 10<sup>th</sup> grade. The family neither owned land nor had any other properties other than a small house.

As days passed by, with the growing needs of the family, she was getting restless sitting at home and started thinking of contributing to the family's income by starting some small business on her own. This created a problem as with a minimal education and almost no skills, she wondered what she could do to share the financial burden of the family.

As she was a friendly person, she got along well with her friends and neighbors and during one of her meetings with her neighbors and friends, she shared her the idea of starting some business which will help her to earn little extra income to meet her expenses, one thing led to another and Sadhana found out that there is an opportunity to start a home-based bangle store.

Women in her locality are very fond of wearing bangles, and Indian women are traditionally encouraged to wear them as part of their tradition and culture. She decided to convert this belief into a business idea. She decided to start a bangle store in the space available in front of her house. She discussed with her husband and invested Rs. 10,000 to start a bangle store. She trained her daughters too to take care of the shop, while she was away helping her husband to run the hotel. With the bangle business running successfully, her regular customers requested her to consider selling saris and blouses so that they can finish their shopping at one place.



Encouraged by the customers' demand, she decided to start selling sari and other accessories for women under one roof. She approached I Create India for seed capital assistance to get materials from Gulbarga and Mumbai. She was mentored on her business plan by I Create Mentors at MYRADA, Gulbarga, and was assisted with Rs. 30,000 from the I Create India's MAGIC (Mentor and Angel Group of I Create) Fund to expand her business.

She has proven to be a shrewd businesswoman, she has not spent any money on renting premises by keeping her business at home. She has saved on her rent and labor as her daughters help her in running the business. One of her daughters is learning tailoring to start tailoring services in the shop. She has gained a reputation in the neighborhood for selling quality goods at a reasonable price. Her customers, mostly women are elated that they can shop everything under one roof and her customer base is growing day by day. This in turn, has helped the family to tide over their financial difficulties and elevated their status in society.

## Upcoming Programs

- 9<sup>th</sup> November – Entrepreneurship Awareness Program for Magic Bus Foundation, Jaipur
- 17<sup>th</sup> to 21<sup>st</sup> November – Aspiring Entrepreneurs Workshop for Magic Bus Foundation, Jaipur
- From 23<sup>rd</sup> November – Entrepreneurship Development Program at St.Xavier's College, Jaipur
- 3<sup>rd</sup> week of November - EAP and AEW at ACC&S, Ahmednagar.

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