



# iConnect

## I Create Newsletter: December 2019

### Training of Trainers (TOT)

A Training of Trainers Workshop was conducted at I Create Academy in Bangalore for 14 participants. The participants included I Create Staff from ACC&S, Ahmednagar, faculty from Sant Rawool Maharaj Mahavidyalaya (SRM), Shri Kaljibhai R. Katara Arts College, Shamlaji, Gujarat, Bankers and Life Skills Trainers who wanted to be part of I Create's Mission in Creating Job Creators. The TOT was facilitated by Ulhas Kamat, Ranju Mehta, Nagendra Babu and Connie Alva from 16<sup>th</sup> to 21<sup>st</sup> of December.

#### *Glimpses from the TOT*



Sharmila Chari

I Create India

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

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

[https://www.youtube.com/channel/UClagLN7v9xWb1ot3sPGg?view\\_as=subscriber](https://www.youtube.com/channel/UClagLN7v9xWb1ot3sPGg?view_as=subscriber)

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

## Programs conducted this month at MEG & Center for retiring army jawans.

| S.No | Date                                    | Program                                  | Participants |
|------|---|--|--------------|
| 1.   | 14 <sup>th</sup> Dec                    | Entrepreneurship Awareness Program (EAP) | 220          |
| 2.   | 16 <sup>th</sup> – 20 <sup>th</sup> Dec | Aspiring Entrepreneurs Workshop (AEW)    | 30           |
| 3.   | 27 <sup>th</sup> Dec                    | Mentoring Session                        | 14           |

Business Ideas ranged from, Selling Bore well accessories, Manufacturing Wooden Furniture, Fertilizer Shop, Stevia Farming, Renting Centring Materials, Bee Keeping, Wine Shop, Dealership of Mother Dairy etc.,

### Glimpses from the Program



### Feedback from the Workshop

*“At the outset, I express thanks to the founders of I Create and also the Facilitators who helped clarify the doubts of every one. I am passionate about business but could not follow my passion. This Workshop has given an Outline on doing business. I want to implement this knowledge 100% in my business and take it to new heights”* **Havaldar Prashant Vittal, MEG & Center**

*“I Create India has conducted 5 days’ workshop. Initially we were very apprehensive about it. But, we didn’t realize how the 5 days passed off so fast. We are going with lot of information on Entrepreneurship which will help us in future.”* – **Subedar Balachandran, MEG & Center**

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.   | 5 <sup>th</sup> Dec                   | Entrepreneurship Awareness Program (EAP) | 200          |
| 2.   | 6 <sup>th</sup> -10 <sup>th</sup> Dec | Aspiring Entrepreneurs Workshop (AEW)    | 28           |
| 3.   | Ongoing                               | Mentoring Session                        | 20           |

Business Ideas ranged from Washing Powder & Cake Business, Dairy Unit, Gas Agency, Furniture shop, Online Trading, R O Plant, Bag Manufacturing, , Goat Farming, Fitness Centre, Yoga Center, A to Z Mall, Cement Agency, Direct Marketing etc.,

### Glimpses from the Program



### Feedback from the Workshop

*“I was not aware of the concept of Break Even Point, now I know how important this is in the business. I was also unaware of the various scheme the bank provides to start business and the training has helped me to know more about them. I also learnt how to promote my business using inexpensive ways.” – L D Hardeep Singh, ACC&S, Ahmednagar*

*“I learnt about the various types of cost – Start up, Fixed and Variable which are very important in starting a business. No one else has taught us like this, the concepts are made simple and easy to understand.- Hon.Captain Jorawar Singh, ACC&S, Ahmednagar*

## Entrepreneurship Awareness Program (EAP)



**Participants during the awareness sessions conducted by I Create Snehdeep.**

I Create Snehdeep conducted ten awareness sessions at Ramwadi, Sakarda, Mahadevpura, Bajwa, 2 in Panjarapol, Gotri, Chhani, Kotambi and Sevasi in Vadodara for 56 women. The sessions were conducted by Joseph and Jitendra.



I Create Goa conducted an awareness Program at Cacora Govt. ITI for 200 students on 13<sup>th</sup> December. The session was conducted by Manish Gosalia.



I Create Goa conducted an awareness program at Govt. College of Arts, Science and Commerce (Khandola) for 37 students from M.com Stream on 16<sup>th</sup> December. The session was conducted by Manish Gosalia.

## Aspiring Entrepreneurs Workshop (AEW)



**Participants during the workshop conducted at Akhiyapura, Bassi**

I Create Rajasthan partnering with Bosch India Foundation conducted a workshop at Akhiyapura, Bassi, for 25 participants from 12<sup>th</sup> to 14<sup>th</sup> December. The workshop was facilitated by Hema Chawla and Sarvesh Sharma.

### Feedback from the workshop

Participants were happy to participate in the training, they said that this was the first time that any such training has been arranged in their village, they the training boosted their confidence and now said they are excited about starting the business.



**Participants from Sindouli, Bassi during the workshop.**

I Create Rajasthan partnering with Bosch India Foundation conducted a Skill and Entrepreneurship Training workshop at Sindouli, Bassi, for 49 participants from 23<sup>rd</sup> to 26<sup>th</sup> December. The workshop was facilitated by Ranju Mehta, Hema Chawla, Sarvesh Sharma and Irfan (paper bags)

### Feedback from the workshop

Participants were happy as they would be able to use cow dung (for making Diyas and dhoop) which otherwise used to go waste. They said they were glad to learn how to make paper bag and can find market for it as plastic is banned. Women are willing to start their business as they have no other source of earning

## Memorandum of Understanding ( MoU)

Two MoUs were signed this month

- Wheels Global Foundation (WGF) was founded in 2013 as an independent 501(c)(3) organisation by prominent IIT alumni, to leverage work done at IITs and IITians in India and across the world to provide innovative technology driven solutions to the challenges that affect the global rural population in six areas; Water, Healthcare, Energy, Education, Livelihood and Sustainability. Their goal is to increase access, communication, and funding for technologies and/or charitable missions aimed at improving the living conditions of citizens across the globe through the implementation of sustainable programs. **WHEELS Charitable Foundation** is the Indian arm of WHEELS Global Foundation and is a non-profit organisation that focuses on program dedicated to promoting technology enabled philanthropy, by promoting and scalable social entrepreneurship. I Create and WHEELS have entered into an MoU to establish a partnership between the two organisations and collaborate on sustainable rural community development at Grassroots in India.
- **HCL Foundation** HCL Uday is HCL Foundation's Urban CSR program, essentially operational in cities where HCL has a presence. HCL addresses its corporate social responsibility towards its immediate neighbourhood through this program. HCL Uday is implemented in partnership with government, like minded NGOs, urban communities and HCL's own Power of 1 – Community Champions in close coordination by HCL Foundation, using well committed CSR funds by HCL. The skilling initiatives of HCL Foundation focus on employable skill training for local communities, especially youth and women; creating micro-enterprise opportunities for young women and men, including seed loans; and building capacity of the trainers. . I Create India has entered into an MoU with HCL – Uday Foundation to sponsor and fund the Business Incubation Centers at MEG & Center, Bangalore and AMC Center, Lucknow for retiring Army Veterans.

## Facilitators Corner

" We have always emphasised the maxim that 'Top line (revenue) is for ego;bottomline (profit) is for real'.

The start ups are getting a reality check and started focusing on profits rather than on amount of funds/investment raised from VCs. About time, too.

<https://tech.economictimes.indiatimes.com/news/startups/founders-forced-to-chase-profit-not-just-funds/72324729>

Shared by

**Ulhas Kamat**

### Success Story for the month

#### **Entrepreneurial Journey of a strong willed woman, Babli, a successful entrepreneur and a Job Creator too.**



Poonam Devi who is popularly known as Babli in her neighborhood sets the perfect example of a Woman Entrepreneur. Babli Devi lives in Saankh village, Bassi with her husband and son. Her two daughters got married and were well settled. Babli's husband used to be a property dealer and was also earning good money from farming. She was leading a comfortable life and was always willing to help others with her knowledge as she is a post

graduate. Women in her neighborhood used to look upto Babli for advice. Despite all the comforts, she decided to start her entrepreneurial journey to be of help to other women in her village. While she was busy searching for some good business ideas to work upon, her husband and son in law met with a very brutal road accident in which she lost her son in law and her husband sustained brain injuries which took a toll on her finances.. Babli was struggling with the emotional trauma and at the same time needed money for her husband's treatment combined with the responsibility to care of her daughter and granddaughter. Being strong natured, she didn't give up and was desperately looking for some help.



That's when she met team I Create from Rajasthan who gave her the confidence that she can turn things around with her never dying spirit. She was convinced and decided to organize a Skill and Entrepreneurship training at her house that was conducted by I Create Rajasthan (ICR). The workshop was organized by Raghu Sinha Mala Mathur Charity Trust. For the first two days, a group of 9 ladies that Babli selected were taught how to make cleaning agents like: washing powder, washing soap, phenyl.

All the raw material was provided by the ICR team. For the next three days the team conducted Entrepreneurship skill training. Babli and the group were ready with their first lot of cleaning agents and gave it to other participants as samples. They received good feedback for the products but there were still some fine-tuning to be done.



After the training Babli started manufacturing soap and detergent with her group. They were being mentored by ICR team wherein they were told how to determine the selling price, how to market the product, and what kind of packaging would be required. Raw Material was also provided for manufacturing the products.

It was not an easy journey for Babli as the other ladies lost interest as they were not earning much in the beginning. Arranging raw material was a big challenge. Also there were problems in the product but Babli knew, that this was her only chance to get out of the financial crunch. She decided to do some more research on her own to solve them but was regularly in touch with Team ICR to discuss her problems, possible remedies and plan for action for growing her business.

She was taught in the training to start small and grow gradually which she followed religiously. Babli used to manufacture soap every week and started visiting nearby villages on Sunday to sell them. She also approached many shopkeepers to keep her products but they wanted good packaging. That's when Babli decided to give her products proper branding.



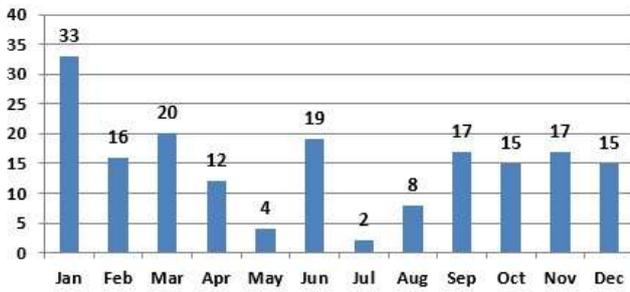
She started getting repeat orders and was also reaching out to new customers every week. Her business started growing and she needed more help. She decided to employ 2 women from her neighborhood on part-time basis. Since the demand was increasing day by day she was advised by Team ICR to automate some part of the process that will increase her production capacity. Babli was assisted with Rs.15000/- to buy few machines.

Today she employs 7-8 women and is able to sell her products not just in Basis but also from nearby places like Tonk and Bagri also. Her monthly sales has reached **Rs.90,000 to 1,00,000/-** giving a profit of **Rs.30,000-40,000** per month.

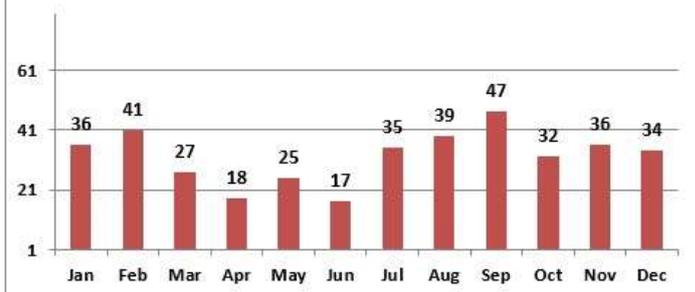
Babli is really grateful for the opportunity that she has got, she expresses her deep sense of gratitude to ICR not just for supporting her in every step and in every way possible but for motivating her from time to time. She is working very hard to bring her family to the same position where it was before the tragedy happened. At the same time she is enjoying her Entrepreneurial journey with new challenges every day.

**AT.A.GLANCE - 2019**

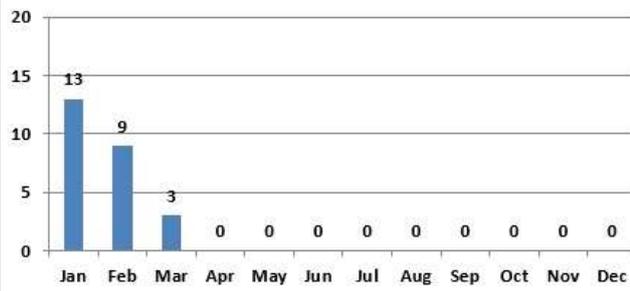
**Entrepreneurs Created**



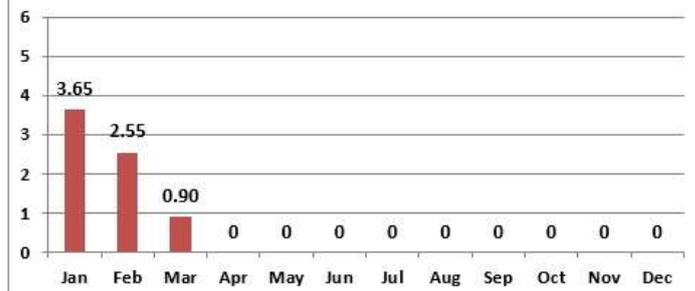
**Entrepreneurs Mentored**



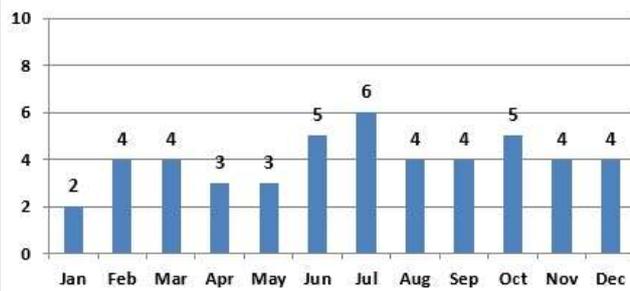
**MAGIC Fund Beneficiaries**



**Amount Disbursed in Lakhs**



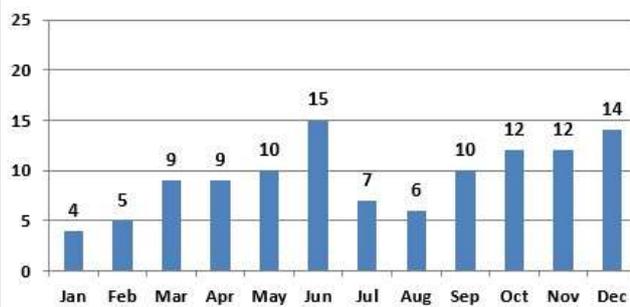
**AEW**



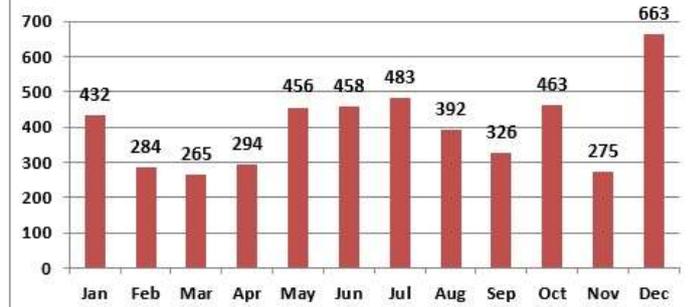
**AEW Participants**



**EAP**



**EAP Participants**



Program Summary in Numbers- December 2019

|                         |                        | For the Month   |                        | YTD 2019        |                        |
|-------------------------|------------------------|-----------------|------------------------|-----------------|------------------------|
| 1                       | Entrepreneurs Created  | 15              |                        | 178             |                        |
| 2                       | Entrepreneurs Mentored | 34              |                        | 387             |                        |
| 3                       | Entrepreneurs Handheld | 0               |                        | 30              |                        |
| Seed Capital Assistance |                        | Number Assisted | Amount in Lakhs of INR | Number Assisted | Amount in Lakhs of INR |
|                         |                        | For the Month   |                        | YTD 2019        |                        |
| 4                       | MAGIC FUND (Bangalore) | -               | -                      | 25              | 7.10                   |
| 5                       | Amrit Fund (Jaipur)    | 2               | .50                    | 41              | 7.00                   |
| Programs                |                        | For the Month   |                        | YTD 2019        |                        |
|                         |                        | Programs        | Participants           | Programs        | Participants           |
| 7                       | AEWs                   | 4               | 122                    | 48              | 1402                   |
| 7                       | EAPs                   | 14              | 663                    | 113             | 4791                   |
| 8                       | TOTs                   | 1               | 14                     | 4               | 71                     |

Since inception, MAGIC has assisted 254 beneficiaries by providing INR 78 Lakhs as Seed Capital Assistance.

**Contributors:** I Create Team.