iConnect

I Create Newsletter: August 2018

We are grateful to the Sinhas…

Raghu Sinha and Mala Mathur Charity Trust generously donated Rs. 6 lakhs for conducting workshops for disadvantaged women and unemployed youth, and seed capital to the serious aspirants. The Trust is involved in many philanthropic activities like promoting young artists on the cultural scene, offering scholarships to the needy students, and supporting sports events. It has contributed to social causes, welfare measures and financially assisted organisations for specially gifted children.

Col. Vijay Kapoor initiated the conversation with Mr.Ajay Sinha the Chairperson of the trust, invited him to our ongoing workshops and TOT's to give him the feel of our missionary zeal. Mr.Sinha an extremely gentle person with social concern and strong desire to improve the lot of humanity was impressed by our work. Mr.Sudhir Mathur, the managing trustee who is always supporting innovative ideas too endorsed the proposal to contribute to creating an ecosystem for entrepreneurs

Sharmila Chari

I Create India

www.icreateindia.org

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

Entrepreneurship Awareness Program (EAP)

Participants during the awareness sessions conducted by I Create Snehdeep

I Create Snehdeep, Vadodara conducted 15 awareness sessions this month. The table below gives the date, location, number of participants and the names of the facilitators who conducted the awareness sessions. The typical ideas which the women were interested to start were Grocery shop, Garment selling, Agarbatti making, tailoring, Tiffin service, Imitation jewelry trading, Beauty Parlor, Sari selling, Pickle making, tailoring, Gallo, Roti and Khakara making and Making Rakhis.

Sl.No.	Date	Location	Faculty	No. of participants
1.	02.08.2018	Ramwadi, Navayard	Joseph/Pratibha	07
2.	03.08.2018	Ashapuri, Navayard	Joseph/Pratibha	06
3.	05.08.2018	Lalpura, Navayard	Joseph/Pratibha	06
4.	06.08.2018	Ekta Nagar, Chhani Jakat Naka	Joseph/Pratibha	05
5.	07.08.2018	Gothda village	Jitendra	07
6.	08.08.2018	Makarpura, Vadodara	Joseph	07
7.	08.08.2018	Sama, Vadodara	Pratibha	05
8.	08.08.2018	Tarsali, Vadodara	Jitendra	05
9.	11.08.2018	Bajwa village	Jitendra	06
10.	12.08.2018	D'Cabin, Navayard	Joseph/Jitendra	05
11.	17.08.2018	Bajwa	Jitendra	05
12.	18.08.2018	Aakashganga	Joseph	10
13.	20.08.2018	Dashrath	Jitendra	06
14.	21.08.2018	Gajrwadi	Joseph/Pratibha	07
15.	29.08.2018	Varasiya	Joseph	11

I Create Goa in partnership with Directorate of Sports and Youth Affairs and Revolutionary Goans conducted an awareness program to 123 participants on 5th August. The session was conducted by Manish Gosalia, Mayur Arsekar, Maryn Dmello , Suprajit Raikar, Tejas Kanekar, Ashok Parab- EDC Goa and Siddesh Pednekar.

Participants during the EAP conducted at Goa

I Create Academy conducted an awareness program for 110 retiring army jawans at the MEG & Center, Bangalore on 10th of August. The session was conducted by Nagendra Babu.

Participants during the EAP conducted at MEG & Center

Aspiring Entrepreneurs Workshop (AEW)

Participants during the workshop

I Create Rajasthan in partnership with Bosch foundation conducted a workshop at Charanwala Village, Sanganer, Jaipur from 30th July to 1st August for 50 women from the Self-Help Group created by Bosch. The workshop was facilitated by Hema Chawla, Santana Khurana and Neerja Nigam.

Participants watching a projected video on I Create activities during the workshop

I Create Rajasthan in partnership with Bosch India Foundation conducted a workshop at Brahmpuri Village, Bassi from 8th-10th August for 39 women from the Self-Help Group created by Bosch. The workshop was facilitated by Hema Chawla, Shipra Vajpei, Santana Khurana and Neerja Nigam.

Feedback from the workshops

Women found the training useful as they learnt lot of new things about starting and running the business

Participants working on their Business Plan during the AEW conducted at Army.

I Create Academy conducted a workshop at MEG & Centre, Army, Bangalore from 14th -20th August for 34 participants. The workshop was facilitated by Nagendra Babu, Murthy and Shobha.

Feedback from the workshop

" *I was under dilemma whether to go for Employment or commence my own business. But after the training I am clear about my ambition, I will start my business"*

Participants listening intently to the facilitator during the workshop conducted at Bassi.

I Create Rajasthan in partnership with Bosch India Foundation conducted a workshop at Ghdua Phaliyawas,, Bassi from 21st 23rd August for 48 women from the Self-Help Group created by Bosch. The workshop was facilitated by Ranju Mehta, Hema Chawla and Prashant Mishra.

Mentoring Session at Madras Engineer Group(MEG) & Centre, Bangalore

Army Jawans during the mentoring session

I Create Academy conducted a Mentoring Session on 29th August at MEG (Madras Engineer Group) and Centre of Indian Army, Bangalore.

20 aspiring entrepreneurs were mentored by our team comprising of Nagendra Babu, Murthy and Shobha
The Business ideas ranged from Travel & Tourism, Dairy, Hollow Block manufacturing, Coffee Shop, Goat rearing, Catering, Textiles etc. The session was conducted following the Aspiring Entrepreneurs Workshop conducted in the month of August for 34 participants.

Highlights

Article on 3rd August in Navhind Times about Mayur Arsekar, Program Coordinator, I Create Goa.

Mayur Arsekar attended a program on entrepreneurship, organised by I Create India which helped him with the systematic planning and execution of his business plan. Later, he decided to associate with I Create India, as part of their Goa branch, to take this program forward and inspire Goan youth, housewives, the unemployed etc to get into entrepreneurship, and also provide complete guidance to start a business. I Create India has so far, created around 30 entrepreneurs in Goa.

Goenkarbythebook

Mayur Arsekar from Ponda has been manufacturing all sizes of school and college notebooks under the name 'Goenkar' in a bid to promote Goan culture and identity. NT KURIOCITY finds out more

RAMANDEEP KAUR | NT KURIOCITY

Having always been interested in the paper business, and seeing it as a creative sector with a huge scope for innovation, Ponda-based Mayur Arsekar started manufacturing school and college notebooks in March 2018 along the lines of other popular brands.

"In the past, there were several notebook brands in the Indian market. Most of them no longer exist today. Only brands which have been constantly evolving and improving have survived and are now household names," he says.

Arsekar runs a business under the title Shet Arsekar Enterprises, based in Mapusa and Ponda. The business revolves around wholesale stationery trading as well as manufacture of notebooks. While their wholesale paper, stationery items and gift trading division is called 'The paper Cut', their notebook-manufacturing division is called 'Goenkar – the quality notebook'.

In fact the front and back covers of these books bear images depicting Goan culture, tradition, history, etc. In addition to that, the inside of the back cover contains information, puzzles and general knowledge about the state. Arsekar adds: "The prime objective is to educate the children and youth about Goa and its rich heritage."

He further explains that the book covers are printed outside Goa. "Due to the cost effectiveness at the moment only binding, stapling, creasing and pressing is done here. We import quality paper for our books, and the manufacturing process is partly done at our unit in Tisca-Usgao. Our full-fledged manufacturing unit in Goa is expected to be operational soon," says Arsekar adding that in general, they have adopted an eco-friendly manufacturing process.

They also undertake customised printing of notebooks, as per the requirements of their clientele. For example, printing pictures of the client (ie school, college, corporate etc) on the covers of the books etc.

"What sets our brand apart from the rest is the wealth of local information and Goan images on the covers, which are instantly eye-catching. And even though our brand is new in the market, we received a very good response from students in Goa," he says.

What's noteworthy is that Arsekar started his business from scratch, with no prior background or financial support. He, however made a careful study of his business idea, did his homework through research and surveys, spotted the opportunity, prepared his business plan, and executed it – the key to the success of any business. During the early days of his business his family and friends supported him immensely. My mentor Manish Gosalia and friend Syno Fernandes believed in my idea and gave me my first orders. And Vishwesh Naik supported me financially, making it possible to go ahead with my business dreams," says Arsekar.

Arsekar also attended a program on entrepreneurship, organised by I Create India, a not-for-profit organisation, which helped him with the systematic planning and execution of his business plan. Later, he decided to associate with I Create India, as part of their Goa branch, to take this program forward and inspire Goan youth, housewives, the unemployed etc to get into entrepreneurship, and also provide complete guidance to start a business. I Create India has so far, created around 30 entrepreneurs in Goa.

But given that digitisation is slowly taking over every area, won't notebooks redundant soon? Arsekar disagrees. "I don't see them becoming redundant anytime soon. However, keeping that in mind, we have been working towards diversifying our business activities into recycled paper products, corporate and return gifting solutions, unique stationery products and more. We also plan to make our products available online in the near future."

Arsekar believes that there is immense scope for Goans to get into self-employment, especially, given proper guidance and planning. Giving his advice to aspiring entrepreneurs, he says: "Small and micro businesses in the manufacturing, trading and service sector can be set up, too. I am more than willing to support Goan youth who are keen on starting their own ventures. Furthermore, the State and Central government offers several attractive financial schemes, for budding entrepreneurs, provided they have a proper business plan to back their ideas."

He strongly feels that entrepreneurship is the only way to create opportunities and help Goans move towards prosperity. "There are plenty of opportunities out there for Goans to tap into, considering that the consumption of a variety of goods and services is on the rise. Individuals with determination, discipline, and vision, would make excellent entrepreneurs. So, if you have the enthusiasm, we can definitely guide you on the path to entrepreneurship," says Arsekar.

About Arsekar

Mayur Arsekar has done his MBA, and his last work assignment was as senior manager with Max Bupa Health Insurance. He quit his job in March 2017 to follow his dream of starting a business. In April 2017, his stationery business, Shet Arsekar Enterprises, was born. He currently manufactures and customises notebooks, paper products and gifting solutions.

To Read more: click on this link http://www.navhindtimes.in/goenkar-by-the-book/

Facilitators Corner

Banks fear Mudra loans sans collateral may become NPAs –
To Read more click on the link…

https://www.deccanchronicle.com/business/economy/120718/banks-fear-mudra-loans-sans-collateral-may-become-npas.html

Shared by Chitra Jagannath

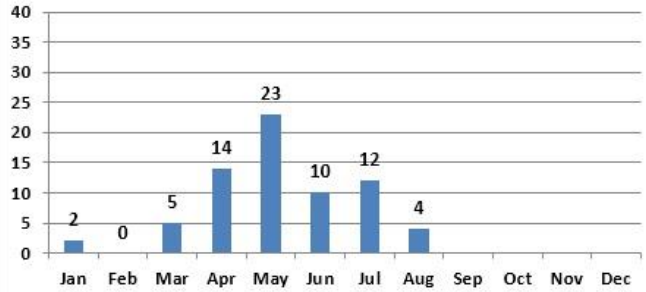
E Cell Programs conducted in the month of August

Dates	Govt. Polytechnic for Women, Bangalore	Govt.Polytechnic, Chinthamani	Govt.Polytechnic, Vijayapura
2nd		Financial Literacy – Sources of Income	
6th -10th	Aspiring Entrepreneurs Workshop		Aspiring Entrepreneurs Workshop
18th	Financial Literacy – Sources of Income		
23rd		Ideathon	
29th		Ideathon	
30th			Financial Literacy – Sources of Income & Ideathon

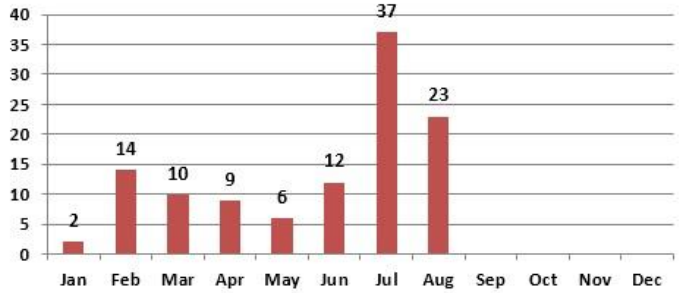
Glimpses of the E Cell Programs

AT.A.GLANCE - 2018

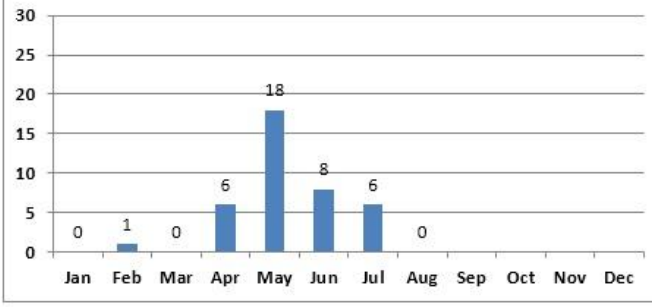
Entrepreneurs Created



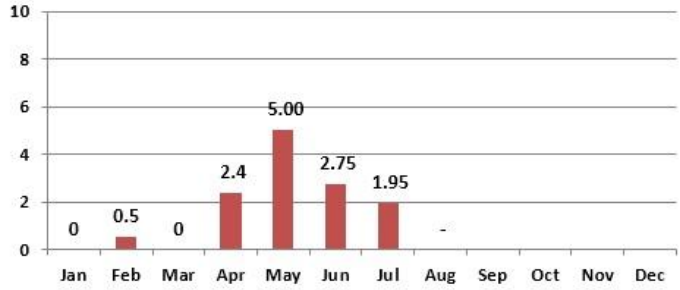
Entreprenuers Mentored



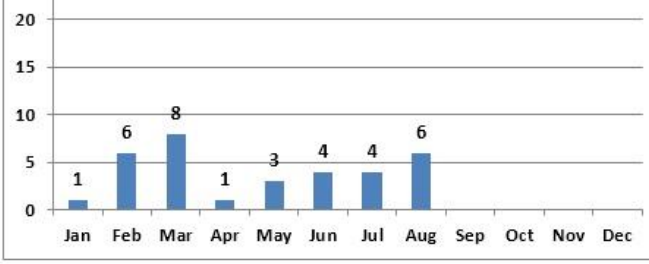
MAGIC Fund Beneficiaries



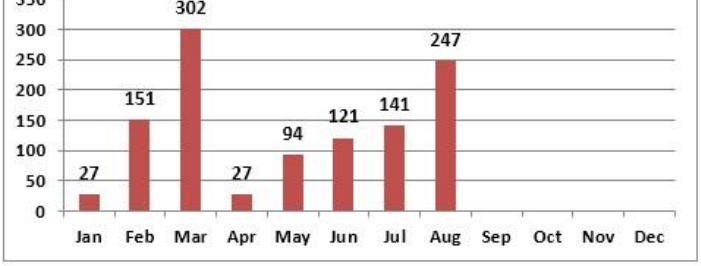
Amount Disbursed in Lacs



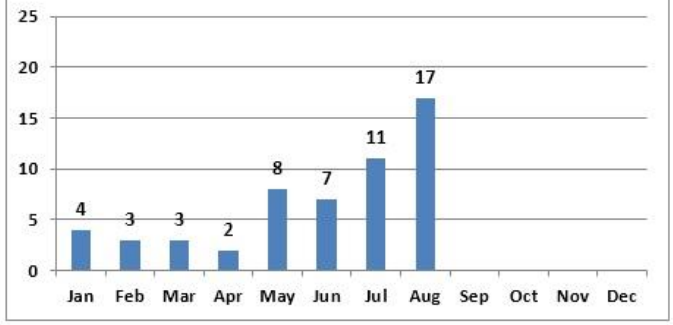
AEW



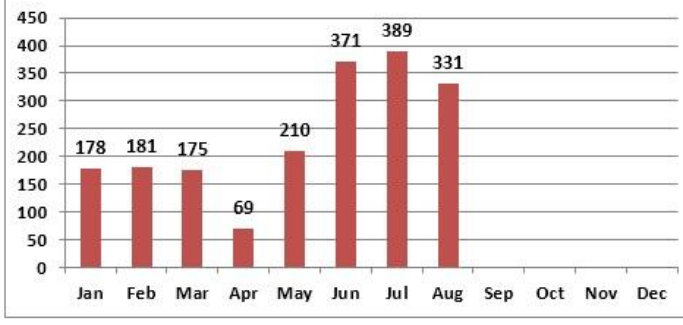
AEW Participants



EAP



EAP Participants



Program Summary in Numbers- August 2018

		For the Month		For Jan - Aug	
1	**Entrepreneurs Created**	**4**		**70**	
2	**Entrepreneurs Mentored**	**23**		**113**	
3	**Entrepreneurs Handheld**	**9**		**45**	
4	**MAGIC FUND**	Number Assisted	Amount in Lakhs of INR	**For Jan - Aug**	
		0	0	39	12.60
	Amrit Fund	0	0	13	1.40
PROGRAMS		**For the Month**		**For Jan - Aug**	
		Programs	**Participants**	**Programs**	**Participants**
5	**AEWs**	6	247	35	1173
6	**EAPs**	17	331	55	1904
7	**TOTs**	0	0	2	26

Since inception, MAGIC has assisted 189 beneficiaries by providing INR 58.52 Lakhs as Seed Capital Assistance.

Contributors: **I Create Team.**