

An Ayah at a School, now also a successful business person at 50.

I Create Training and Magic Fund help.



The only belonging of the 50 year Iravva Akki, was a small house, her husband left her when he passed away 12 years back. She was getting a meager amount as rent and had a part time Ayah job which was just enough to eke out a living.

Getting tired of this kind of existence, Iravva decided to join

RAPID to find out other avenues of work. She attended the workshop conducted by I Create Hubli and realized there is a market for good quality clothes as well as for hand-designing lace items in her area.

At the I Create workshop, looking at the enthusiasm and the confidence she displayed while presenting her business plan I Create decided to assist her with Rs.30,000 to start her own business.

Today she works as an ayah in the nearby school and also has her garment business; helping customers with matching sets readily and lace designs. Her margins are around 30%. She has learned the importance of customer relationship and has developed a great rapport with her customers.

For Iravva Akki life has become rosy at 50!