

Rakhi diversifies her business with IC training and loan from MAGIC fund!



Rakhi R.R , an arts graduate, runs her own beauty parlor business for the past three years. Although she was successful in her business, she wanted to diversify and wanted to start a boutique specializing in Zardosi work.

The customers who come to her beauty parlor encouraged her to start a boutique as she was very interested in fashion design and has a good sense of style. She attended the I Create training in the Month of April 2016 and decided to start her own boutique and named it Shraddha Boutique and Beauty Parlour. She is quite successful and has many customers. She is planning to sell her designs online and is busy deciding on the website design.

She runs her business from her own house and her husband who is in Real Estate Business and her twins who are in college are very supportive of her decision to start an Online Boutique.

She has been given a loan of Rs.25,000 from the I Create MAGIC Fund.