

## **Annapurna Durgadi converts her passion and hobby into a successful business!**



Annapurna Durgadi is 38 years old and is a confident woman who wants to make sure that both her daughters are well educated and lead a better lives than her own. She has two daughters, one pursuing her Engineering and other is in 10<sup>th</sup> class. Her husband sells baby corn to hotels and shops in Dharwad and Belgaum in Karnataka. He earns Rs. 8,000/- to Rs.10,000/- a month. The income was not sufficient to meet their expenses and the educational expenses of her

two daughters. Though Annapurna herself has completed her Xth standard, she did not pursue her education as she was passionate about stitching different types of garments; she took her tailoring training from RUDSETI (Rural Development and Self Employment Training Institute) and also attended a tailoring workshop conducted by K H Kabbur Institute, Dharwad.

She has attended ICreate Hubli training workshop between 17<sup>th</sup> and 20<sup>th</sup> November, 2015 at RAPID, Dharwad. She received a loan of Rs.25, 000 from MAGIC Fund to buy materials for her business.

She is adept at sewing different types of clothes and has now developed a loyal customer base. She owns her home and has rented a shop to run her business. Along with tailoring, she also sells tailoring materials like buttons, falls, hooks, lace, sarees, petticoats (underskirt for sarees) and Dress Materials. Her passion and hard work now yield her a profit of Rs. 8,000/- to 10,000 a month. This income helps her to meet the ever increasing educational expenses of her daughters.