



I Create Newsletter: (February 2013)



***Jyothika and her husband Vijay with
their Bomb Sniffing Dogs***

Chitra Jagannath

I Create India

www.icreateindia.org

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This issue of I Connect features an unusual human interest story of Jyothika- We always thought that providing Security is a male domain. Jyothika proves otherwise!

When Jyotika attended the I Create AEW workshop in 2003, she was newly married. Jyotika always wanted to make something of her life and the AEW gave her that opportunity and the tools to do it. After the AEW, she decided to start her own business. She started a beauty parlour business with mentoring by Joseph Pius. Even though Jyotika had not finished High School and was only 7th class pass, her husband was a college graduate. Jyotika had big dreams for herself and her husband but her husband was not as motivated as she was. He merely wanted to stay in the village and become a farm laborer.

Jyotika knew that she and her husband had no future in the village. So she went to Baroda much against the wishes of her in-laws and lived there by herself. She repeatedly asked her husband to come and join her there. He finally agreed and moved to Baroda. Once in Baroda, she found him a job in a security firm while she herself continued with her beauty parlour business. But Jyotika's interest in the security business started growing as she saw great opportunity there. She learned as much as she could about the security business and motivated her husband to start a security business of their own which she helped to run. The security business is doing so well that they now have 60 employees. Jyotika and Vijay have even bought a bomb sniffing dog for Rs. 20,000 which they rent out to different organizations. They have now bought a house of their own.

Having tasted the excitement of doing business and making good money, Jyotika started many side businesses such as selling saris and artificial jewelry from her house. She also has a team of women whom she has trained to serve food and drinks at parties. She makes good money from this business as well.

Jyotika decided that if she had to spend time taking care of her three daughters at home, she would not be able to run her business and provide for them well. So she sent them to a boarding school nearby so she could keep an eye on them and at the same time run her various businesses and travel freely. She has travelled all over India to attend various conferences, seminars and meetings. Sometimes, she is invited as a speaker.

Now Jyotika's dream is to serve the community by motivating 30 women in her community to become entrepreneurs like her. She believes that it is only by becoming economically independent that a woman can earn the respect of her family and community. Once she starts bringing in money her position in the family changes. She is then able to make independent decisions for herself and her children. Jyotika is a role model for her community.

The above story has been compiled by Joseph Pius -Director I Create Snehdeep.

We would like to see more features like this. So requesting all the heads to compile and send it to Aruna for editing!

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Now, for the statistics, of the EAPs and the AEW's and where these Programs were conducted.

The Entrepreneurship Awareness Program (EAP) was conducted by the following centers-

- I Create Rajasthan conducted at EAP at Subodh Girls College, Jaipur for 157 students.
- I Create Academy conducted a EAP at M.S. Ramaiah College Bangalore on 12th Feb for 28 students from the Hotel Management Course.
- I Create GCCI conducted an EAP on 13th Feb at the National Institute of Technical Teachers Training & Research for 10 participants. Manish Gosalia, Regional Coordinator conducted the awareness program.
- On 21st Feb I Create Rajasthan conducted an EAP at SOS Village Sanganer, Jaipur for 50 destitute women.

Aspiring Entrepreneurs Workshop were conducted by-

Pic below shows students presenting the business plan



I Create Safar in association with Yuva Parivartan Rajasthan conducted an AEW at Chiru for 30 participants at Usha Devi Polytechnic Raigarh. Venkatesh & Tejaswini facilitated the program and Mr. Chaitanya Kalyanpur was the observer. The AEW was held from 4th -8th Feb

Pic below shows students listening to Jervis making a point



I Create Goa held an AEW at The Human Touch - an NGO working with rehabilitation of drug users, commercial sex workers,, transgender and Homosexuals. Fifteen(15) participants were spell bound by the inputs provided by Farida Dias, Urvita Bhatia, Noella Fernandes, Poonam Sadekar, Faye Xavie Coelho, Prashanti Talpankar, Amey Hegde and Jervis Pereria. This AEW was held from 11th-15th Feb.

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- From 18th -21st Feb I Create Goa conducted another AEW program at the Government Polytechnic, Bicholim for 32 students. Smita Aldonkar, Anar Sangodkar, Poonam Ghatwal, Creema Dhargalkar, Amey Hegde, Jervis Pereira facilitated the workshop.

Harsh & Aruna were part of the AEW conducted by I Create Safar and they have sent us this report -

Visit to Aspiring Entrepreneurs Workshop conducted by I Create Safar, Mumbai

When we visited the Regional Vocational Training Center in a low income community of Mumbai, I Create Safar Master Trainers were evaluating the Business Plan presentations by the girls who had just finished their five day intensive entrepreneurship program conducted by I Create Safar. Also visiting with us were members of board of our affiliate, I Create (Gujarat Govt and Private Enterprise Joint undertaking). The members were:



- Mr. Parag Amin, an eminent and successful entrepreneur from the US
- Mr. Sudhir Jain, the Director, of the prestigious IIT Gandhinagar, Gujarat, and
- Mr. Madhu Mehta, Chief Mentor I Create (Gujarat Govt and Private Enterprise Joint undertaking)

Also present was Dr. Arvind Agrawal, President – Corporate Development & Human Resources. RPG Enterprises, as an observer.

The room was full. There were about 30 girls who came from low income families. They were thin and small which made us think perhaps they were undernourished. They gave the impression of being shy and timid. However, when they came up in front of the class and several strangers (including all of us visitors), they very confidently presented their Business Plans using PowerPoint. They had been divided into groups of six. Each group member covered one aspect of their business plan so that everyone had a chance to speak. They covered among other subjects:

- Identification of business opportunity and market research
- Marketing, pricing and distribution plan
- Competitive factors and risks mitigation
- Costing of unit of sales of their product or service
- Break even, Cash flow and income statement
- How to raise startup capital and keep it a low cost operation in the initial stages

All of us were impressed by each of the presentation including the props they had created, as also the samples of their products, brochures and business cards, all with their company name, logo and tagline!

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Highlights:

- Yogesh Goswami, a student of MES College, Vascodagama and the third participant from Goa at the 7th NBPC was featured in " The Goan" on 9th Feb. His feature may be accessed at – <http://www.thegoan.net/story.php?id=2941>
- Jocelyn who was the first prize winner was felicitated by ICVK in Bangalore on 16th Feb

A new addition to I Create-

Deepak Sriram has joined I Create as an IT coordinator .He will be involved with the Website and Classle. We welcome him to the family.

Looking forward to more success stories, more programs, more partnerships and more funding!