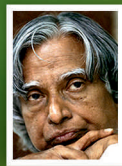




Creating Job Creators®



*"First, we need to create job generators ..... who could generate multiple employment opportunities for the deprived sections. Second, entrepreneurship incubation institutions need to be developed all over India and the developing world".*

-Dr APJ Abdul Kalam

## MAGIC

**Mentor and Angel Group of I Create (MAGIC)** is a revolving fund, created from the donations of many organizations and individuals, to be able to provide "bridge" loan or full funding to I Create trained **wantapreneurs**. This is a no-interest but reasonable-service-fee assistance model. The amount provided is returnable to ensure the "revolving" nature of the Fund.

MAGIC was started with the idea of addressing the problem faced by micro entrepreneurs in accessing capital of small magnitude (Rs.25,000 to 50,000).

In the absence of MAGIC, options available to these entrepreneurs were:

(i) Micro Finance Institutions, whose interest charges were not commensurate with the level of return the micro enterprises would generate, or

(ii) Various government schemes being implemented by financial institutions, where the bureaucracy was daunting and entrepreneurs would soon get frustrated and lose hope.

*"Financial support to RAPID women for improving their business has indeed helped lot when compared to seeking bank loan, and we could see its impact with their repay back."*

**Vani Purohit, Secretary,  
RAPID (Rehabilitative Assistance to People In  
Distress), Dharwad**

**Donation based source of funding is the key to the success of MAGIC. Your contribution of Rs. One Lakh enables MAGIC help 3 to 4 entrepreneurs annually in perpetuity.**

**Contribute generously to join in creating MAGIC.**

2

## Bibijan



*Bibijan runs a successful business and has become a job creator.*

**F**ate played on Bibijan's life when her husband succumbed to cancer. She did not have the educational background to get a job.

She joined RAPID and underwent I Create training to learn the ways of running a business profitably. I Create MAGIC funding helped her to buy a sewing machine and an over lock machine to set up her tailoring business.

She works hard and has made a name for herself in her area. She is socially conscious of helping others as she does not want anybody to suffer her fate. She continues to improve her business and her lifestyle to help her children do better in their lives.

Today she has created jobs for two assistants and reaches over 130 customers every month.

*"If you have a cause, people pop up from the pavement to join you."*

- Mahatma Gandhi

*"Service to others is the only intelligent choice for use of wealth"*

- Manoj Bhargava, The Hans Foundation

**Get involved.....**

3

## Annapurna



*Annapurna, a young divorcee, starts her own business to meet the financial needs of her two year old daughter.*

**A**nnapurna Bandei took the drastic step of divorce as she was unable to live with her husband as he was suspicious of her conduct and constantly quarreled with her. Her future looked bleak and dreary and she was worried about how she was going to bring up her two year old daughter.

She joined RAPID, where she was advised to take the I Create training to find out what she could do to start her own business. She was diligent and attentive during the Aspiring Entrepreneurs Workshop (AEW) which prompted her Mentor recommend her for assistance under the MAGIC Fund.

I Create helped her in setting up her Beauty Parlor under the MAGIC fund as she was very keen and confident of starting her business. She was also sure that she would be able to post profits at the earliest and start repaying the seed money provided.

*"I learnt from this training to stand on my own feet and also to provide jobs to others. I understood the importance of Business Arithmetic in Business and now have got the courage to start my own business. Thanks to all."*

- Sumangala V Naik, AEW Participant, Dharwad.

**Donate to MAGIC Fund**

4

## Sudha



*Sudha Kamlesh Waghela became an entrepreneur to meet the education needs of her children.*

**S**udha worked as a caretaker to support her family. Her husband's income is insufficient to meet the increasing education needs of their two sons. She underwent beautician training to start a beauty parlor to meet the education needs of her children.

She attended I Create Snehdeep, Baroda Aspiring Entrepreneurs Workshop (AEW) and was able to get assistance from I Create's MAGIC Fund. She started her business by setting up the beauty parlor in her house to save costs.

Today she earns a good profit and is confident of sending her children to a good school to further their education.

*"Learned many important things that are very useful for starting and running a business successfully and also for daily life"*

- An AEW participant, Baroda

**Support an Existing Center**

5

## Join Us To Create MAGIC

I Create has set up a goal of raising Rs. 5 Crores by the year 2020 for MAGIC Fund Corpus.

At the recently held 10<sup>th</sup> NBPC (National Business Plan Competition) of I Create in January 2016, one of the well-wishers of I Create, a very successful entrepreneur himself and a philanthropist, Mr Kirit Desai, from USA, has pledged to match every Rupee raised by I Create for MAGIC fund with one Rupee of his contribution, till the fund reaches Rupees One Crore mark –during the year 2016.

We appeal for your generous donation to the MAGIC fund and help to double your contribution by Mr. Kirit Desai's generous offer. Your contribution of Rs One lakh can enable us help 3 to 4 budding entrepreneurs annually in perpetuity.

Your contribution would be eligible to receive exemption under section 80 (G) of Income Tax Act in India. You may send your contributions by cheque drawn in favor of I Create India Angel Fund and mail it to

I Create India, 1st floor, 433, 8<sup>th</sup> Main, Vijayanagar, Bangalore 560 040 Email: [Info@icreateindia.org](mailto:Info@icreateindia.org)

**Or transfer to our account:**

**I CREATE ANGEL FUND CORPUS**  
Account Number: 03121450000287  
Name of the Bank: HDFC Bank, Vijayanagar Branch  
Bangalore 560 040. IFSC: HDFC0000312

*"We make a living by what we get;  
We make a life by what we give."*- [Winston S. Churchill](http://Winston S. Churchill)