

Pravita starts on her to support her family and sons' education



Forty four year old Pravita who lives in Khanapur, a sleepy town in Belgaum district, Karnataka carries on her shoulders the burden of providing for her

family as her husband who has his own furniture business squanders away all his earnings on drinking. His contribution to the family is next to nothing. Pravita had to earn and provide for the education and other financial needs for herself as well as for her two sons who are pursuing diploma in Civil Engineering and in 8th Standard respectively.

Pravita was earning a meager amount from tailoring and small stitching works which was just enough for hand to mouth existence. Moreover, she had lot of competition in the area as many women were doing tailoring from home. She was toying with a few business ideas, one of which was to start her own shop in front of her house. After attending the I Create workshop, where she learnt the various aspects of business, she decided to apply this newfound knowledge to start her business. She used the principles of IHOPE. She zeroed in on the IDEA of a petty shop. During the HOMEWORK, she realized that there are no such shops in the neighbourhood which had two student hostels, a Police Station and many residences which gave her the confidence that there is good OPPORTUNITY to earn profit. Fully inspired and charged up, she PLANNED to open the shop by using her own savings of Rs.6000/- as initial Investment. Finally she EXECUTED her plan of setting up a Petty Shop on 25th Feb 2016. She is presently selling consumer goods like biscuits, chocolates, chikki, soaps, shampoo sachets and stationery items like pen, pencil, eraser etc.

She is proposing to stock and sell items like groceries and also plans to buy a fridge to store cold drinks, milk, curds etc.

Initially she was making a profit of Rs.100/- a day. With her friendly and helpful demeanor she started getting many more customers and her daily profit increased to Rs.250 – 300/- . She is confident of more sales if she can manage to stock more items. Her elder son is helping her to run her business during his spare time.