

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



Annapurna 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 on how she was going to bring up her two year daughter.

Her aged mother was just a moral support to her. Her sister who works for Vijaya Bank, Belgaum helps her out sometimes. Life was difficult as she did not want to depend on her sister every time she needs something, as she was not sure whether her sister's family would understand her sister helping them every now and then.

She decided that she could not exist like this and joined RAPID, where she was advised to take the I Create training to find out what she can do to start her own business. She was diligent and attentive during the Aspiring Entrepreneurs Workshop (AEW) which prompted her Mentor to recommend her for MAGIC Fund.

The training helped her to identify her business skills and the market research gave her the confidence to start on her own. She found that there was no beauty parlor in her area and underwent training to equip herself with the skill.

I Create has assisted her with Rs.10,000 and helped her in setting up her business as she was very keen and confident of starting her business. She was also sure that she will be able to post profits at the earliest.

She is very committed and sure that she can develop her business and shortly can shift her parlor out of her house to a shop nearby where she can have more footfalls.