

When She lost her Husband to Cancer, She didn't give up

Now runs a successful business and ploughs half the profits to expand her business!

40 year old Jayashree is semi-literate and was struggling to support her family after she lost her husband tragically to cancer. She was living in a small rented house with no source of income and nobody to support her.

She started working as a part time cook in the neighborhood but struggled to make ends meet. Her two children were studying and the money she earned was not enough to provide food for them,

leave alone paying for their education. She tried to sell clothes from her house without much success.



She joined RAPID and then attended I Create India Hubli Center's Aspiring Entrepreneurs Workshops (AEW) for RAPID members. She was a very enthusiastic and active participant at the workshop since she realized starting her own business was the only way to exit the cycle of poverty she had fallen into. She was so active that she was recognized as a star pupil.

With the training and the motivation provided to her by I Create she again started her business of selling clothes. The training provided at the workshop helped her to identify the problems and mistakes she encountered before and she was able to successfully maneuver this time around.

Today she is a successful entrepreneur and is quite well known in the local neighborhood for supplying quality clothes. I Create, identifying her need to expand her business has assisted her with Rs.20, 000 from its Magic Fund assistance. She has put the money to good use by diversifying her product line. She makes 30% profit and plans to plough back half her profits back in business to be able to expand.