

## **Yashoda dreams big in life and starts her business!**



Yashodha is an active young lady and wants to live a comfortable life without counting every penny she spends. Her two children, a boy and a girl studying in 8<sup>th</sup> and 5<sup>th</sup> respectively are her life. She wants to give them everything that she was denied when she was a child. Her husband has sold Ayurvedic medicines for the past nine years. Though his

earnings are enough to take care of them modestly, she dreams of bigger things in life.

She had started selling clothes from her home and going weekly to the bazaars to sell saris. The earnings were limited and left her dissatisfied when it came to meeting her children's genuine needs.

As a RAPID member, she came to know about the entrepreneurship workshop being conducted by I Create and decided to attend the training there.

She was very active and attentive during the training and was very confident of taking her business to the next level with the knowledge gained from I Create Workshop. She was assisted Rs.30,000 from the I Create Magic Fund to expand her business. Today she runs a successful Sari business in her hometown. She has built business and at the same time helped the less fortunate by selling them saris on installment basis. She has thus expanded her customer base.

Yashodha is now making profits of Rs.10,000 per month on an average and hopes to increase it even more using some of the promotion techniques she learned at the I Create workshop. She is happy that she is able to take care of her children's needs and provide them healthy life without comprising on other necessities of life.