

Skill to Enterprise Model (STEM)

A joint initiative of IIM Shillong
and SIDBI, India

EDUCATION

Graduation

ABOUT IDEA/VENTURE

TradiReady is a pioneering organic oral care product: a unique tooth powder derived from rice husk, effectively transforming agricultural waste into a natural, mineral-rich solution. This venture is founded on principles of sustainability, offering consumers an eco-friendly and chemical-free alternative that provides gentle teeth cleaning and effective whitening. By utilizing a zero-waste packaging strategy, TradiReady directly targets the health-conscious and eco-aware consumer segment looking for impactful.

PROFESSIONAL EXPERIENCE

With over six years of dedicated experience in the insurance industry. Currently, she serves as a Senior Relationship Manager at Insurance Dekho, demonstrating a proven track record in client relations, financial guidance, and sales management within the sector.



Rubina Singha

Rubina Singha, the Founder of TradiReady, a sustainable venture from Silchar, Assam. A graduate of Women's College, Silchar, she has built over six years of expertise in the insurance industry, currently serving as a Senior Relationship Manager at Insurance Dekho where she skillfully guides clients in making informed financial choices. As a single mother, her dedication is matched by the personal strength she draws from her enjoyment of horse riding. She channels this unique blend of commitment, client-facing acumen, and personal drive into TradiReady, aiming to provide impactful, eco-friendly products to the health-conscious consumer.



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