

## Skill to Enterprise Model (STEM)

A joint initiative of IIM Shillong  
and SIDBI, India

### EDUCATION

Post Graduate Diploma in Computer  
Application (PGDCA)

### 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 nine years of dedicated experience in the various sector like Sales, Marketing, Finance, Customer service and Insurance.



### Rubina Singha

Rubina Singha is the Founder of TradiReady, a sustainable venture based in Silchar, Assam. She holds a Postgraduate Diploma in Computer Application from Women's College, Silchar, and brings over nine years of experience in the various sector like sales, marketing, finance and Insurance. Currently serving as a Senior Relationship Manager at Insurance Dekho, she guides clients in making informed financial decisions. Rubina leverages her expertise and professional acumen to lead TradiReady, focusing on delivering impactful, eco-friendly products to health-conscious consumers.



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