



# 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 visionary founder of TradiReady, a sustainable development venture rooted in Silchar, Assam, committed to delivering impactful, eco-friendly products to health-conscious consumers. With a Postgraduate Diploma in Computer Application and nine years of diverse experience spanning sales & marketing, finance, and insurance, Rubina leverages her extensive professional acumen to lead the company. Her current work centers on serving the community through various social schemes and direct engagement with farmers, providing a strong foundation for TradiReady's mission.

## STAGE OF BUSINESS

IDEATION



9395759985



Rubinasingha21@gmail.com



Village-Lantugram, PO-Dhola, Pin-  
788114



Rubina Singha (Facebook)