

## 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



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