

B. P. H. E. Society's,
INSTITUTE OF MANAGEMENT STUDIES
(CAREER DEVELOPMENT & RESEARCH) &
RAMESH PHIRODIA EDUCATIONAL TRUST'S
SKILL ENHANCEMENT & ENTREPRENEURSHIP
DEVELOPMENT CENTRE (SEEDC)
AHMEDNAGAR



Atmanirbhar



Dr. Sanjeevan Arsud
Chairman
B. P. H. E. Society



Mr. Vishal Barnabas
Secretary
B. P. H. E. Society



Dr. M. B. Mehta
Director
IMS



Dr. Vikram Barnabas
Deputy Director
IMS



Dr. Rucha Tandulwadkar
Co-ordinator
SEEDC



Mr. Ramesh Phirodia
Managing Trustee
Ramesh Phirodia Educational Trust



Dr. S. B. Kolte
Ex. Director General
IMS



AVAILABLE COURSES

General Courses (Open to all)

Computer Hardware / Software	Spoken English
Diploma in Foreign Language (French & Japanese)	Soft Skills and Personality Development
Paper Bag Making	Travel and Tourism
Music / Drama	Event Management
Plumbing	Electrician
Courses for Ladies	
Jewellery Making	Cushion Making
Flower Making	Tailoring (Kids /Tradition Wear)
Beautician	Knitting

* Apart from above mentioned courses the centre will provide demand based and need based courses.

DIRECTOR'S MESSAGE



IMS, Ahmednagar is well known as a reputed Institute providing professional courses like MBA & MCA. It has been accredited by NAAC as Grade 'A' and re-accredited as Grade 'A+' Institute. It is also the recipient of the 'Best Institute Award' given by S. P. Pune University.

IMS, Ahmednagar has also promoted 'Skill Enhancement & Entrepreneurship Development Centre (SEEDC)' for promoting and conducting skill based training programs and courses. Skill Enhancement & Entrepreneurship Development Centre (SEEDC) has been making sincere efforts to support entrepreneurship specially for women. It has recently started IMS Women Entrepreneurship Association (IMS-WE).

I am glad to know that SEEDC is coming out with a booklet celebrating the success of Women Entrepreneurs and their association with us. I am sure that the booklet will be informative and motivative for other women entrepreneurs to associate with us and start their own ventures. This will eventually lead to more self-employment in our society and country.

I congratulate all the women entrepreneurs for the success in their respective ventures.

My best wishes to all those who are associated with this activity.

Dr. M. B. Mehta
Director



Hello All,

It is in the very definition of Entrepreneurship that entrepreneur is a person who looks in the surrounding, understands the need of the society and then fulfill these needs by providing some sort of product or service. And while doing this he/she is ready to take the risk. Few years back I was also Home maker like you all. I was observing in my surrounding keeping eyes and ears open. My mother in law was making very good and tasty mukhvas. I realised this tasty mukhvas can be converted into product. I shared this idea with family and they happily accepted this. I worked on the product and of course the continuous support of the family and my husband was there. This is how Mastani came into existence.

In the journey of Mastani, there were many ups and downs. Many hurdles were coming in my way. The situation was challenging. But I never gave up. I fought back and kept on going. My message to all budding women entrepreneurs is that keep going don't stop, never get upset or never get tired. Because of not getting success. It is rightly said that the only constant in the world is the change. So according to the changing world change yourself, find new ideas and come out with the solutions. Keep going, never get tired, never stop, never get disheartened.

Best of luck !

Mrs. Madhubala Chordiya

Proprietor - Chordiya Product



Ms. Sunita Londhe
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■ **Name of the organization ?**

Anukul Computers

■ **Is it registered ?**

Yes

■ **If yes with which Agency ?**

Anukul Computers both is registered with Ministry of Micro, Small, and Medium Enterprises (MSMEs) of the Government of India.

■ **Reason/ Inspiration behind starting this business ?**

I believe that if everyone is digitally literate and has computer skills everyone will grow with this vision Anukul Computers was started in 2002.

■ **How did you raise funds ?**

We started with our own Funds and invested later from the profit earned.

■ **No. of years in the business ?**

Anukul Computers - 20 Years

■ **Which Products/ Services provided by you ?**

Anukul Computer offers Computer Training and Skill Development courses which are essential in daily life and for career growth.

■ **USP of your Business ?**

Offering Career oriented & Skill oriented computer courses with hands-on training and practice with assignments.

■ **No. of Employees (including Women employees) ?**

5 employees (including 2 Women)

■ **No. of active clients you serve or are in business with ?**

70 students & 2 IT Companies for Online exam and Counseling Projects.

■ **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

I come from a family which has no business background so knowing how to do business and stand out with my strength in the market was the first challenge for me.

■ **How did you overcome them ?**

In order to overcome this challenge, I first did a research that how other computer Institutes are providing training and why are students approaching them. So, I focused on skill development along with providing knowledge.

■ **What are the reasons for your success ?**

Consistency, dedication and facing the challenges are the key to success.

■ **How did you preserve through the tough times of pandemic ?**

In the beginning it was a very hard phase for us but when we saw that the whole world has suddenly transformed from offline work to digital work. We with the support of School Net India Pvt Ltd and Google India taught school teachers of Zilla Parishad to take online classes and how to give assignments to students so that the education process should not stop.

■ **How do you market your products ?**

We basically use 3 types of marketing - ● Offline Marketing - By putting hoardings on MSEB poles in our area and distributing leaflets ● Online Marketing - Recently we have started paid digital marketing on Facebook and Instagram. Also, we do marketing through social media handles. ● Mouth Publicity & Tie Ups.

■ **Yearly revenue/turnover of business ?**

25 Lakhs

■ **How much increase in turnover has been there in current year as compared to previous year Percent of Increase ?**

Anukul Computer - 25%

- **Future plans ? (1. Short term 1-2 years, long term more than 2 years)**
 1. **Short term** - To arrange workshops and get customer retention for our paid computer courses. ● To launch more diversified computer courses ● To provide training of Google Tools to entrepreneurs and teachers of Ahmednagar.
 2. **Long Term** - To make every village of India digitally literate.
- **What are your tips for growing a business ?**
 - Do not underestimate your business & do not compare it with other businesses. ● Keep faith in your product & try to improve your product as per the need of customer. ● Ensure quality to your customer.
- **Are you helping / motivating budding entrepreneurs? (If yes) how ?**

Yes , I prefer to purchase products and also encourage women entrepreneurs by promoting them in my network.
- **Suggestions for budding entrepreneurs ?**
 - Be Consistent ● Analyze Daily ● Presentation ● Face Challenges
- **Awards /Recognition received ? (Name of award and agency which gave award)**

‘**Udyogini Award**’ for year 2019 from Lokmat ● ‘**Best Skill Center Award**’ to Anukul Computers in year 2018 from Maharashtra State Skill Development Society of Maharashtra Government. ● ‘**Women Entrepreneur Award**’ from Aadarsh Vyapari Sanghatna.
- **Your contribution towards Society**

I have been working as a Treasurer of a Registered Social Work Organization ‘Srujan Shikshan Prashikshan & Sanshodhan Sanstha’ - Our Organization is providing learning with happiness to children who are poor and deprived. During Covid-19 Lockdown Period , Provided Online education to students of Remand Home - for their personality development and to bring positive changes to children of Remand Home (Children who are kept for rehabilitation as they are charged under CRPC but they are below 18 years)





Ms. Snehal Dharmadhikari

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■ **Name of the organization ?**

Nakshtra Food Products

■ **Is it registered?**

Yes !

■ **If yes with which Agency / Agent ?**

(Reason/ Inspiration behind starting this business ?

My product is the need of an house in today's busy life.

■ **How did you raise funds ?**

Own capital

■ **No. of years in the business ?**

3 years

■ **Which products/ services provided by you ?**

Ready to cook food.

■ **USP of your business ?**

Product is useful to kids, women, senior citizens.

■ **No.of employees ?** (No. of women employees & No. of active clients you serve or are in business with?

100+

■ **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

Labour, Marketing

- **What are the reasons for your success ?**
Best products quality and customer satisfaction, service
- **How did you preserve through the tough times of pandemic ?**
Consistency, situation based marketing
- **How do you market your products?**
Social media marketing, what's up, facebook, pamphlet, mouth to mouth publicity.
- **Yearly revenue / turnover of business ?**
Upto 3 lakh
- **How much increase/reduction in turnover has been there in current year as compared to previous year ?**
2019 = 50000/- ● 2020 = 150000/- ● 2021 = 240000/-
- **Future plans ?** (1. Short term 1-2 years, long term more than 2 years)
 - **Short term** - In my own town Brand building
 - **Long term** - Nakshtra factory
- **What are your tips for growing a business ?**
Find answers for what can I do, What do I like ? What do I want.
- **Are you helping / motivating budding entrepreneurs?**
Yes ! It's my passion, helping women and motivating for bigger business.
- **Your contribution towards Society ?**
Provide employment to homemakers.
All the training required for the business





Ms. Priya Dekhane
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- **Name of the organization ?**
Kasturi Enterprises
- **Is it registered?**
In process
- **Which products/ services provided by you ?**
Food products like Ukdiche Modak, solkadhi
- **No. of active clients you serve or are in business with ?**
more than 100
- **Any challenges faced by you? (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)**
Yes, labour, we want some labour for help in our work
- **How did you overcome them ?**
We are searching labor .
- **What are the reasons for your success ?**
My family support is one of most important reason for our business.
- **How did you preserve through the tough times of pandemic ?**
In pandemic period we started new business for patients. we had provide lunch dinner and breakfast.. That's way I preserve.
- **How do you market your products ?**
Social media marketing, what's up, facebook, pamphlet, mouth to mouth publicity.

- **How much increase/reduction in turnover has been there in current year as compared to previous year ?**

Yes definitely, our business is increase as compared last 2 year.

- **What are your tips for growing a business?**

Patience is most important quality.





Ms. Rashmi Rajan
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■ **Name of the organization ?**

Her Matches

■ **Is it registered ?**

No

■ **Reason/ Inspiration behind starting this business ?**

Passion to drive my own Handmade Company and love towards handcrafted Jewelry.

■ **How did you raise funds ?**

Started with my Pocket money to buy the materials, made them and sold in exhibitions initially.

■ **No. of years in the business ?**

5-6 years

■ **Which products/ services provided by you ?**

Handcrafted Jewellery and home decor.

■ **No. of employees ?**

currently - 3No. (Women Employees - 2)

■ **No. of active clients you serve or are in business ?**

150

■ **Any challenges faced by you ?**

No

■ **How did you overcome them ?**

Marketing

■ **What are the reasons for your success ?**

Consistency

■ **How did you preserve through the tough times of pandemic ?**

I was on break and learnt new skills.

■ **How do you market your products ?**

Online and exhibitions

■ **What are your tips for growing a business ?**

Learn and understand the market, Think innovative.

■ **Are you helping / motivating budding entrepreneurs ? If yes, how ?**

Yes ! By promoting their brands and their work.

■ **Suggestions for budding entrepreneurs ?**

Supporting each other's business can help you grow well.

■ **Awards/recognition received ?**

Blossom Fashion Shows - twice, have been taking workshops for students on jewellery making.





Ms. Surekha Uday Shah
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- **Name of the organization ?**
Sanket Traders
- **Is it registered ?**
No
- **Reason/ Inspiration behind starting this business ?**
My family inspire & supported me for this business start up.
- **How did you raise funds ?**
Initial my family has given fund to invest & after business start up we have rotate the amount.
- **No. of years in the business ?**
12 Years
- **Which products/ services provided by you ?**
We have provided homemade food products.
- **USP of your business ?**
Our products are Healthy & Jain.
- **No. of employees ?**
2 No.
- **Active clients you serve or are in business with ?**
8 active clients in our city & district.
- **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)
We didn't any major problems. We are doing business smoothly & increasing step by step.

■ **How do you market your products ?**

We are marketing our product mouth to mouth publicity & media publicity.

■ **Yearly revenue/turnover of business ?**

4 - 5 lacks

■ **How much increase/reduction in turnover has been there in current year as compared to previous year ?**

Increased by 10%

■ **What are your tips for growing a business ?**

To growing the business good quality & healthy products with good price.

■ **Suggestions for budding entrepreneurs ?**

We are promoting entrepreneurs by giving sales promotions & various scheme.

■ **Awards/recognition received ?**

We have received '**Best Quality Product**' award by Rotary Club, Lions Club & various exhibitions where we have participated.





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- **Name of the organization ?**
SHREEJI COLLECTIONS
- **Is it registered ?**
No
- **No of years in the business ?**
5 years
- **Which products / services provided by you ?**
Banarasi sarees, Banarasi duppatta, Banarasi and cotton dress material, bedsheets, dohar, diwan set, rajai and many more...
- **No employee ?**
Managed by self and family support
- **No of active clients you serve or are in business with ?**
About 100 - 150 customers
- **How did you preserve through the tough times of pandemic ?**
Business was completely stand still during pandemic but I chose to stay calm and positive and waited for good days to be back.
- **How do you market your products ?**
Through social apps like whatsapp, Facebook, Instagram (@.shreeji.collection.), Family support and mouth publicity
- **Yearly revenue/turnover of business ?**
Yearly turnover of approximately Rs. 3 lakhs.

■ **How much increase/reduction in turnover has been there in current year as compared to previous year ?**

In previous year due to pandemic the business was only less than 10% and now in this year it has been increased to about 75%.

■ **What are your tips for growing a business ?**

We have planned this business future as long term various and latest variety in the stock, reasonable or low price compared to market rate with best quality assurance, and good service to all our customers are our tips to grow our business

■ **Are you helping / motivating budding entrepreneurs ? If yes, how ?**

Yes, we are helping budding entrepreneurs to resale and earn.

■ **Suggestions for budding entrepreneurs ?**

We suggest budding entrepreneurs to have patience and work hard to grow their business.

■ **Your contribution towards Society ?**

We empower more women to get involved in this business.





Ms. Priyanka Borude
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■ **Name of the organization ?**

Saraswati Foods

■ **Is it registered ?**

Yes

■ **If yes with which agency ?**

MSME's

■ **Reason/ Inspiration behind starting this business ?**

Doing what I love to do the most.

■ **How did you raise funds ?**

Using the savings and borrowed funds from close family members.

■ **No. of years in the business ?**

1.7 Yrs

■ **Which products / services provided by you ?**

Wide variety of homely Veg and Non-Veg Food.

■ **USP of your business ?**

Homely food, free from colours and testing powders.

■ **No. of employees ?**

5 No. (Women employees - 2 No.)

■ **Active clients you serve or are in business with ?**

1000+

■ **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

Availability of Raw material ● Labor ● Logistics

■ **How did you overcome them ?**

Starting business in Covid period was challenging. Resources were not easily available. So all family members have geared up & helped in making & delivering food.

■ **What are the reasons for your success ?**

Hard work and determination.

■ **How did you preserve through the tough times of pandemic?**

We have started this business during pandemic when restaurants were closed and people were longing for tasty food which is prepared and delivered with all precautions.

■ **How do you market your products ?**

Social media marketing and the most important part is mouth to mouth publicity by our customers has helped us to grow.

■ **Yearly revenue/turnover of business ?**

10 lakh +

■ **Future plans** (1. Short term 1-2 years, long term more than 2 years)

Aiming to start restaurant in Ahmednagar and Pune and maintain the brand's reputation of Homely food by creating job opportunities for women's.

■ **What are your tips for growing a business ?**

Be creative, stay focused and never give up on your dreams.

■ **Are you helping / motivating budding entrepreneurs ? Yes If yes, how ?**

I often get various queries from women related to Marketing, registration of business and sometimes only to get some positive thoughts and motivations.

■ **Suggestions for budding entrepreneurs ?**

- Do What you love.
- Reserve funds in order to sustain the business minimum 6 months.

■ **Your contribution towards Society ?**

Saraswati Foods along with the Borude family organises Blood donation camp every year in the month of July.





Ms. Shetall Maloo
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■ **Name of the organization ?**

Natures Misst

(Manufacturer of all organic and paraben free cosmetics)

■ **Is it registered ?**

No

■ **Reason/ Inspiration behind starting this business ?**

it is not I had started my business with soaps and that too only for my children but slowly gradually people started giving orders and they liked the quality and also started getting results of soaps then I started making all other beauty products. Today I have all the range of cosmetics from Head to Toe.

■ **How did you raise funds ?**

I took help of my parents for rising the funds.

■ **Which products / services provided by you ?**

Skincare, Haircare, lipcare

■ **No. of employees ?**

Right now its only me who work for my company.

■ **Active clients you serve or are in business with ?**

clients over 300.

■ **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

Yes I am facing problem for an FDA license, finance and brand building. I have not yet overcome these issues.

■ **What are the reasons for your success ?**

My honesty towards my work and not compromising over quality of raw materials.

■ **How did you preserve through the tough times of pandemic ?**

it was very tough my business went 2 years back coz of pandemic.

■ **How do you market your products ?**

Through Facebook, Instagram, exhibition, mouth publicity, personal messages.

■ **Yearly revenue/turnover of business ?**

As it is a small scale company it is around 1lk yearly

■ **Future plans** (1. Short term 1-2 years, long term more than 2 years)

Current year I have slightly grown with the income Want to set up my brand nation wide.

■ **What are your tips for growing a business ?**

Be honest towards your business and your clients you will definitely get 100% reward for it in terms of appreciation, blessings and of course increase in your client numbers. yes I always purchase stuff from them Same as above Not yet I want to make everyone go eco friendly.





Ms. Mrunmayee Kulkarni

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■ **Name of the organization ?**

The Organic Roots & Meva Dryfruits

■ **Is it registered ?**

Yes, I Have Obtained FSSAI License (Food Safety & Standards Authority of India)

■ **Reason/ Inspiration behind starting this business ?**

Creating My Own Brand Under Which I Can Serve Healthy And Natural Products to Society.

■ **How did you raise funds ?**

Invested Personal Savings.

■ **No. of years in the business ?**

1 Year

■ **Which products / services provided by you ?**

Home Delivery (Service) of Organic Veggies And Premium Dryfruits.

■ **USP of your business ?**

Authentic , Natural , Healthy , High Grade & Premium

■ **No. of employees ?**

Right now its only me who work for my company.

■ **Active clients you serve or are in business with ?**

Around 70 Customers

- **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

Yes, I Am Facing Challenge Regarding Brand Building & Some Renowed Agencies Are Helping Me Out.

- **What are the reasons for your success ?**

Overcame With : Honesty, Quality Promise, Dedication & Hard Work

- **How do you market your products ?**

By Not Adding Much Customers, Serving only Existing Customers and Along With This When I Was Having Enough Time During Lock Down I Have Invested That Time In Doing Research of My Field, Studying Different Marketing Techniques, Gathering Knowledge from Market etc.

- **Yearly revenue/turnover of business ?**

Around 3.5 Lakhs

- **Future plans (Short term 1-2 years, Long term more than 2 years)**

Short Term Plan : To Maximise My Brand Value • To Connect More Customers
• To Increase Sales And Profit.

Long Term Plan : To Generate Empowerment For Transgender Society.
• Market Study, Proper Analysis Of Your Business And Sales, Gathering Knowledge Regarding Market Conditions, Dedication, Hard Work & Honesty.

- **What are your tips for growing a business ?**

Serving Society As Healthy, As Natural And As Honest Food Products As I Can Because In Marathi We Say 'अन्न हे पूर्णब्रम्ह' And I Want To Live 100% With This Term.

- **Are you helping / motivating budding entrepreneurs ? Yes If yes, how ?**

By Arranging Professional Seminars, Mentoring Sessions Of Successful Entrepreneurs Which Will Help Young Entrepreneurs To Deal With Challenges From Their Experience / Knowledge And Will Also Open The Doors For More And More Entrepreneurs.





Ms. Asha Mutha
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■ **Name of the organization ?**

Zaika for Spices

■ **Is it registered ?**

Yes

■ **Reason/ Inspiration behind starting this business ?**

After my husband passed away in year 2012, for several reasons we had to wind up our factory in a years time. Loneliness I started thinking about doing something of my own. It was with a thought of keeping myself busy. The taste of my home made food was always loved, appreciated by many. An idea to begin with something in that interest area stuck me & thats how 'Zaika for Spices' was came into existance.

■ **How did you raise funds ?**

Self Funded

■ **No. of years in the business ?**

7 years ago (in 2015)

■ **Which products / services provided by you ?**

All types of Spices, Ready Mix, Beverages & Pickles.

■ **USP of your business ?**

Natural, no added preservative / Color & retains nutrients as it is solar cooked.

■ **No. of employees ?**

5 No. (Women employees - 2 No.)

■ **Active clients you serve or are in business with ?**

750+ across cities & countries

- **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)

With changing times, learned social media to market on digital platforms.

- **Pandemic Impact**

Impact our business gives multi fold times during pandemic as people preferred home made, hygienic food that taste good.

- **How do you market your products ?**

Reached through personal relationship, social media, professional networks & different events.

- **Future plans** (1. Short term 1-2 years, long term more than 2 years)

- **Short Term** - Expand products & Clients
- **Lont Term** - Export

- **Suggestions for budding entrepreneurs ?**

Yes, I do. through my hard work, passion & belief that one can begin in any age and through my motivational talks, I inspire them to be on their own.

- **Contribution to society ?**

Create employment opportunities & a part of profit is donated to an orphanage.





Ms. Pratiksha Lodha

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■ **Name of the organization ?**

THE HOMEMADE COOK
where Taste Meets Soul.....

■ **Is it registered ?**

No

■ **Reason/ Inspiration behind starting this business ?**

Covid 19.....its a big inspiration for me....

■ **How did you raise funds ?**

Own funds

■ **No. of years in the business ?**

2 ¹/₂ years

■ **Which products/ services provided by you ?**

Specialist in Cakes, Burgers, Fries, Pizza, Sandwiches etc.... All homemade

■ **USP of your business ?**

All Food items are totally homemade... From pizza base to cakes and all

■ **No. of employees ?**

1 No.

■ **No. of women employees ?**

1 No.

■ **No. of active clients you serve or are in business with ?**

More than 3k

- **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)
Challenged we face was delivering the food items safely in pandemic....
- **How did you overcome them ?**
We personally started delivering the Food and Cakes.
- **What are the reasons for your success ?**
Hardwork, Patients, Took All care of hygiene.....
- **How did you preserve through the tough times of pandemic ?**
It was only the turning point of our business..... When all cafe were closed.....
We started our service....
- **How do you market your products ?**
Social media
- **Turnover of business ?**
15 lac
- **How much increase/reduction in turnover has been there in current year as compared to previous year ?**
Increased by 15 to 20%
- **What are your tips for growing a business ?**
Hardwork, Patients, Focus, continuity.....
- **Are you helping / motivating budding entrepreneurs ?**
Yes
- **Suggestions for budding entrepreneurs ?**
Be focused in your work... Give your 100%
- **Your contribution towards Society ?**
We helped covid positive by offering free food..... and Take classes so girls and ladies can stand and start their own bussiness





Ms. Nilima Gujrathi
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- **Name of the organization ?**
Shreeji Collection
- **Is it registered ?**
No
- **Reason/ Inspiration behind starting this business ?**
Self Motivation
- **How did you raise funds ?**
by adding profit to this capital
- **No. of years in the business ?**
15 years
- **Which products/ services provided by you ?**
Ahmedabadi Pure Cotton Kurtis, Legins, Plazo sets, One Piece, Anarkalis, Kolkatta Kurtis with Heavy
- **USP of your business ?**
Quality Products
- **No. of employees ?**
2 No.
- **No. of women employees ?**
2 No.
- **No. of active clients you serve or are in business with ?**
More than 150

- **Any challenges faced by you ?** (Legal permissions, finance required, labour, other infrastructure facilities like power, water, roads, marketing, brand building etc.)
No
- **How do you market your products ?**
by giving advertisement in various groups in Facebook, Whatsapp, by mouth publicity
- **Turnover of business ?**
15 lac
- **How much increase/reduction in turnover has been there in current year as compared to previous year ?**
Increased by 15 to 20%
- **What are your tips for growing a business ?**
Hardwork, Patients, Focus, continuity.....
- **Are you helping / motivating budding entrepreneurs ?**
Yes
- **Suggestions for budding entrepreneurs ?**
Be focused in your work... Give your 100%
- **Your contribution towards Society ?**
We helped Covid positive by offering free food..... and take classes so girls and ladies can stand and start their own business.





सौ. गीता पटेल
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■ उदयोगाचे नांव ?

साई बुटीक

■ रजिस्टर्ड आहे का ?

होय

■ व्यवसाय / उदयोगाचे सुरु करण्यामागचे कारण / उद्देश वा प्रोत्साहन ?

मशीन कामात व डिझाईनींगमध्ये पुर्वीपासूनच आवड होती. डिझाईनर ब्लाऊज शिवणे हा माझा छंद होता. ते माझ्या मैत्रीनींना आवडत होते. हळूहळू मी बाहेरचे गिन्हाईक घेऊ लागले. वेगवेगळे फॅशनचे क्लासेस मी केले व जाँब सुध्दा केला. मुलींना ब्लाऊज व कुर्ती कटींग शिकवण्याची माझी कला आवडू लागली. हे सर्व बघून माझ्या आईने मला व्यवसाय सुरु करण्यास प्रोत्साहित केले. तु व्यवसाय सुरु कर, नक्कीच यशस्वी होशील असा सल्ला दिला. मला भिती वाटत होती, पण मनात जिद्द होती, मी करणारच. मग मी सुरुवातीला साड्यांचा व्यवसाय सुरु केला, त्याला उत्तम प्रतिसाद मिळू लागला. मग मी साड्यांबरोबरच कुर्ती विकण्यास घरातुनच सुरुवात केली. काही कारणास्तव मी लांब रहायला गेले. मला परत भिती निर्माण झाली, उदास झाले. आता मी व्यवसाय कसा करू ? परंतु माझ्या पतीने व माझ्या मुलांनी मला खूप धैर्य दिले. मग मी गाडी घेतली व नगरमध्ये एका छोट्या फ्लॉट मध्ये पुन्हा छोटेसे बुटीक टाकले. दररोज १० कि.मी. चा प्रवास रोजचा सुरु झाला.

■ भांडवल कसे उभे केले ?

मी स्वतः भांडवल उभे केले.

■ किती वर्षांपासून व्यवसाय करित आहात ?

गेले १२ वर्षांपासून व्यवसाय सुरु आहे.

■ व्यवसायाचे स्वरूप ?

डिझाईनर ब्लाऊज शिवणे, डिझाईनर साड्या व ड्रेस मटेरीयल विकणे इ.

- आपल्या व्यवसायाचे लोकांना फायदा काय ?
साड्या व ड्रेस मटेरीयलची उत्तम क्वालिटी व योग्य किंमतीमुळे लोकांना त्याचा फायदा होतो.
- कामगारांचा संख्या किती ?
माझ्याकडे एकही कामगार नाही, मी स्वतःच व्यवसाय सांभाळते.
- व्यवसायाची जाहिरात कशा पध्दतीने करता ?
मी छोठ्या-मोठ्या स्टॉलच्या माध्यमातून, शाळा-कॉलेजेसमध्ये जाऊन व व्हॉट्स अॅप, फेसबुक ग्रुपसच्या माध्यमातून माझ्या व्यवसायाची जाहिरात करते.
- अंदाजे वार्षिक उत्पन्न किती ?
साधारणतः किमान ७० ते ८० हजार
- या पुढील भविष्यातील योजना काय आहेत ?
सध्या मी पुणे, नाशिक, औरंगाबाद, रांची, राहुरी अशा बऱ्याच ठिकाणी माल पाठवते व आता अमेरिकेलासुद्धा माल पाठवू लागले. माझी पुढील योजना ह्या व्यवसायाला मोठे स्वरूप देऊन स्वतःचे दुकान टाकण्याचा आहे.
- व्यवसाय वृद्धीसाठी उपाय योजना काय करावे ?
माझ्या मते व्यवसाय करतांना सगळ्यात पहिले वेळेचे नियोजन करणे गरजेचे आहे. आपल्या व्यवसायाशी पूर्णपणे प्रामाणिक असले पाहिजे तसेच कठोर परिश्रम करण्याची तयारी असली पाहिजे.
- नविन व्यवसायीकांसाठी काय सल्ला देणार ?
नविन व्यवसायीकांना मी काय सल्ला देणार ? मी स्वतः खुप लहान व्यवसायीक आहे. तरीही सांगू इच्छिते की कोणत्याही कामाला कधीही कमी लेखू नका.
- नविन व्यवसायीकांना प्रोत्साहित अथवा मदत करणार का ?
हो, नक्कीच ! जे कोणी व्यवसाय करू इच्छितात परंतु हिमंत वा पैसे नसतील त्यांना मी होलसेल दरात मालाचा पुरवठा करते.
- सामाजिक बांधीलकी म्हणून आपण काय केले ?
मी आता पर्यंत ९९ एक्झिबिशनमध्ये सहभागी झाले. तसेच मागील वर्षी मी स्वतः व माझी मैत्रिण निकीता सोबत लॉकडाऊनच्या काळात ठप्प झालेले व्यवसाय पुन्हा सुरु व्हावीत या उद्देशाने बडीसाजन, अहमदनगर येथे प्रदर्शन भरवले. तिथे ९० महिलांनी आपले व्यवसायीक स्टॉल्स लावले होते.



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- उदयोगाचे नांव ?
प्रणव गृह उदयोग
- रजिस्टर्ड आहे का ?
होय
- व्यवसाय / उदयोगाचे सुरु करण्यामागचे कारण / उद्देश वा प्रोत्साहन ?
आर्थिक परिस्थिती हे सर्वात महत्त्वाचे कारण आहे तसेच माझ्या पतीचे व मुलाचे मला पूर्णपणे प्रोत्साहन आहे.
- भांडवल कसे उभे केले ?
बचत गटाच्या माध्यमातून मी भांडवल उभे केले.
- किती वर्षांपासून व्यवसाय करित आहात ?
गेले ७ वर्षांपासून व्यवसाय सुरु आहे.
- व्यवसायाचे स्वरूप ?
१२ ही महिने खमंग भाजणीची चकली हा सगळ्यात मुख्य पदार्थ आहे. त्याच बरोबर सर्व फराळाच्या ऑर्डर स्विकारतो. उन्हाळ्यामध्ये सर्व वाळवणाचे प्रकार व तिखट, हळद तसेच सर्व प्रकारचे मसाले घरगुती प्रमाणात, घरगुती पध्दतीने बनवते. तसेच मकर संक्रांतीच्या काळात हलव्याचे दागिन्यांचे ऑर्डर सुध्दा स्विकारते.
- आपल्या व्यवसायाचे लोकांना फायदा काय ?
घरगुती पदार्थ लोकांपर्यंत - वेळेत व घरपोहोच सेवा देणे इ.
- कामगारांचा संख्या किती ?
आमच्याकडे एकही कामगार नाही, आम्ही तिघेही मिळून काम करतो.

■ अंदाजे ग्राहकांची संख्या किती ?

साधारणतः १००० लोकांपर्यंत मी पोहोचले व त्यातील किमान ४० ते ५० कायम स्वरूपी ग्राहक बनले आहेत.

■ व्यवसाय करतांना काही समस्या अथवा अडचणींना सामोरे जावे लागले का ?

हो ! सुरुवातीला माझ्याकडे गाडी नसल्याने मी लोकांच्या घरी पायी जाऊन त्यांच्या ऑर्डर पोहोच केल्या. त्यावेळी मला खूप त्रास झाला, पण मी हार मानली नाही व काम सुरुच ठेवले आणि गिऱ्हाईकांचा विश्वास संपादीत केला.

■ तुमच्या यशस्वी व्यवसायाचे रहस्य काय ?

माझ्या यशाचे रहस्य म्हणजे मी सर्व प्रथम माझी चुक असेल तर ती मान्य करते व ती सुधारण्याचा पूर्णपणे प्रयत्न करते. तसेच कठोर परिश्रम व माझे व माझ्या कुटुंबियांवर पूर्ण विश्वास आहे.

■ कोरोनाच्या काळात काय शिकायला मिळाले ?

खरतर या कोरोनाच्या काळात खूप काही शिकायला मिळाले, आर्थिक परिस्थिती आणि लोकांची गरज यातून नविन व्यवसाय मला मिळाला तो म्हणजे लोकांना घरगुती साधे व सात्विक जेवण म्हणजे टिफीन सेवा मी सुरु केली. या टिफीन सेवेला मला भरभरून प्रतिसाद देखील मिळाला.

■ व्यवसायाची जाहिरात कशा पध्दतीने करता ?

मी छोट्या-मोठ्या स्टॉलच्या माध्यमातून, शाळा-कॉलेजेसमध्ये जाऊन व व्हॉट्स अॅप, फेसबुक ग्रुपसच्या माध्यमातून माझ्या व्यवसायाची जाहिरात करते.

■ अंदाजे वार्षिक उत्पन्न किती ?

साधारणतः किमान ७० ते ८० हजार, परंतु मागील वर्षापेक्षा दुपटीने वाढले आहे.

■ या पुढील भविष्यातील योजना काय आहेत ?

माझी पुढील योजना ह्या व्यवसायाला मोठे स्वरूप देऊन स्वतःचे दुकान टाकण्याचा आहे.

■ व्यवसाय वृद्धीसाठी उपाय योजना काय करावे ?

माझ्या मते व्यवसाय करतांना सगळ्यात पहिले वेळेचे नियोजन करणे गरजेचे आहे. आपल्या व्यवसायाशी पूर्णपणे प्रामाणिक असले पाहिजे तसेच कठोर परिश्रम करण्याची तयारी असली पाहिजे.

- नविन व्यवसायीकांसाठी काय सल्ला देणार ?
नविन व्यवसायीकांना मी काय सल्ला देणार ? मी स्वतः खुप लहान व्यवसायीक आहे. तरीही सांगु इच्छिते की कोणत्याही कामाला कधीही कमी लेखु नका.
- नविन व्यवसायीकांना प्रोत्साहित अथवा मदत करणार का ?
हो, नक्कीच ! जे कोणी व्यवसाय करु इच्छितात त्यांना प्रोत्साहित अथवा हवी ती मदत करण्याचा प्रामाणिकपणे प्रयत्न करु.
- आपणास कुठल्याही प्रकारचे पुरस्कार प्राप्त झाले का ?
पुरस्कार आहे का ते माहिती नाही. पण स्टॉल मध्ये मी पूर्णपणे घरगुती २२ खमंग व पौष्टिक असे पदार्थ सादर केल्याबद्दल अहमदनगरमधील सुप्रसिध्द गुंडू साडी यांच्याकडून बक्षीस म्हणून साडी मिळाली.
- सामाजीक बांधीलकी म्हणून आपण काय केले ?
कोरोनाच्या काळात ज्यांची आर्थिक परिस्थिती नाही त्यांना माझ्या ऐपतीप्रमाणे जेवणाचे डबे विनामुल्य दिले.



SEEDC ACTIVITIES



Participants during
Diwali Exhibition cum Sale



Computer Awareness programme
for Women



Inauguration ceremony of
Women's Entrepreneurship Expo



Stalls at
Women's Entrepreneurship Expo



Donating 'Face Masks' during 'COVID - 19'
to Maharashtra Police, Ahmednagar



Launch of IMS
'WE Association - Facebook Group'



Winners of
'One Week Yoga Challenge Contest'



Online guest lecture on
'Career Opportunities in Management'



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