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JAWAHARLAL NEHRU NEW COLLEGE OF ENGINEERING, SHIVAMOGGA

(Approved by AICTE, New Delhi, Affiliated to VTU, Belagavi)

DEPARTMENT OF MANAGEMENT STUDIES



JNNCE-MBA MEETS ENTREPRENEURSHIP

WOMEN ENTREPRENEURSHIP SERIES

THE ESSENCE OF

WOMAN ENTREPRENEURSHIP



HER VISION, HER VENTURE

Adwaya Publications

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Edition: First

ISBN: 978-81-955508-7-6

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Publisher
Adwaya Publications
5th Cross, Rajendra Nagar, Shivamogga - 577 201
Mob: 9449326784
Email: adwayashimoga@gmail.com

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THE ESSENCE OF

WOMAN ENTREPRENEURSHIP



Her Vision, Her Venture

“There is no force more more powerful than a women determined to rise”

PREFACE

Entrepreneurship is the driving force behind economic development, innovation, employment generation, and social transformation. Among the many dimensions of entrepreneurship, women entrepreneurship has emerged as a powerful catalyst for inclusive growth, community development, and sustainable progress. Across India, women are breaking traditional barriers, creating successful enterprises, generating employment, and inspiring future generations through their resilience, determination, and leadership.

The Department of Management Studies, Jawaharlal Nehru New College of Engineering (JNNCE), Shivamogga, under the aegis of the National Education Society (NES), has always believed that management education should extend beyond classrooms and textbooks. It must expose students to real-life experiences, entrepreneurial journeys, and practical insights that shape visionary business leaders.

With this objective, the Department launched the initiative "MBA Meets Entrepreneurship. Under this banner, MBA students undertook an Interaction series with Women Entrepreneurs in and around Shivamogga. This unique programme provided students with the opportunity to interact directly with ten distinguished women entrepreneurs representing diverse sectors such as food processing, manufacturing, retail, agriculture, healthcare, education, services, handicrafts, hospitality, and social entrepreneurship. These interactions enabled students to understand the realities of entrepreneurship, including opportunity identification, resource mobilisation, innovation, risk-taking, financial management, marketing strategies, digital transformation, and leadership.

This compilation, "The Essence of Women Entrepreneurship- Her Vision, Her Venture" presents the inspiring journeys of ten remarkable women who transformed their dreams into successful enterprises despite numerous challenges. Their experiences demonstrate that entrepreneurship is not merely about creating businesses but about creating value for society, empowering communities, and contributing to national development.

The book also reflects the vision of the National Education Policy (NEP 2020), which advocates experiential learning, innovation, entrepreneurship, and industry-academia collaboration. It serves as a valuable resource for students, educators, aspiring entrepreneurs, researchers, and policymakers interested in understanding the practical dimensions of women entrepreneurship.

We sincerely express our gratitude to the President, the Secretary, and Management of the National Education Society, the Principal of JNNCE, faculty members, entrepreneurs, students, and everyone who contributed to making this initiative a meaningful success.

We hope that this publication will inspire many young minds to dream boldly, innovate fearlessly, and become job creators rather than job seekers.

Dr. C. Srikanth
HoD - JNNCE-MBA

NES Executive Council



Messages



Sri. G S Narayana Rao
President, NES, Shivamogga

It gives me immense pleasure to learn that the Department of Management Studies, JNN College of Engineering, Shivamogga, has brought out this special publication, ", "The Essence of Women Entrepreneurship- Her Vision, Her Venture" under MBA Meets Entrepreneurship – Interaction with Women Entrepreneurs. This initiative reflects the National Education Society's enduring commitment to academic excellence, innovation, and value-based education that prepares students to meet the challenges of a dynamic global environment.

Entrepreneurship is a catalyst for economic progress and social transformation. Today, educational institutions have a greater responsibility to nurture creativity, leadership, innovation, and an entrepreneurial mindset among young learners. By facilitating meaningful interactions with successful women entrepreneurs, the Department has created an excellent platform where students can learn from real-life experiences, understand business challenges, and appreciate the values of perseverance, ethics, and responsible leadership.

I am particularly pleased that these interactions have been systematically documented and published as an academic resource. Such initiatives enrich the learning ecosystem, preserve valuable entrepreneurial experiences, and inspire future generations of students to think innovatively and pursue opportunities with confidence.

I congratulate the Department of Management Studies the faculty members, students, and all the participating women entrepreneurs for their dedicated efforts in making this initiative a grand success. I am confident that this publication will serve as a valuable source of inspiration and practical learning for aspiring entrepreneurs and management professionals.

I convey my best wishes to everyone associated with this publication and hope that the Department continues to undertake many more such innovative initiatives in the years to come.

Messages



Sri. S N Nagaraja
Secretary, NES, Shivamogga

It gives me immense pleasure to know that the Department of Management Studies, JNNCE, has brought out this special publication, "The Essence of Women Entrepreneurship- Her Vision, Her Venture". This initiative reflects the institution's commitment to providing quality management education through innovation, industry engagement, and experiential learning.

Women entrepreneurs are making remarkable contributions to economic growth, employment generation, and social development. Their entrepreneurial journeys are stories of determination, perseverance, innovation, and leadership. By documenting these experiences, the department has created an academic resource that will inspire students to think beyond conventional career choices and develop an entrepreneurial mindset.

I appreciate the Department of Management Studies for conceptualizing this meaningful initiative. The active involvement of students in interviewing, documenting, and presenting entrepreneurial experiences is particularly commendable, as it promotes learning through participation and practical exposure.

I congratulate the faculty members, students, Editorial Board, and all the entrepreneurs who have contributed to this publication. I am confident that this book will serve as a valuable reference for management students and motivate many young minds to become responsible entrepreneurs and future business leaders.

MESSAGES



Dr. Y. Vijaya Kumar
Principal, JNNCE, Shivamogga

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Acknowledgement

The successful completion of this special publication, "MBA Meets Entrepreneurship – Interaction with Women Entrepreneurs," has been possible through the encouragement, guidance, and wholehearted support of many individuals and organisations. It is my privilege to express my sincere gratitude to all those who have contributed to making this initiative a meaningful academic endeavour.

I express my profound gratitude to the Management-NES, Dr. Y. Vijaya Kumar, Principal, JNN College of Engineering, for their constant encouragement and unwavering support in promoting innovative academic initiatives that enrich student learning.

I place on record my sincere gratitude to Dr. C. Srikanth, Director – MBA, for his visionary leadership, invaluable guidance, and continuous motivation throughout the planning, execution, and publication of this initiative. His encouragement has been instrumental in transforming this concept into a valuable academic resource.

I profusely thank Dr Santhosha, Assoc. Professor for his creative presentation of this compilation.

This publication would not have been possible without the generous participation of the distinguished women entrepreneurs who willingly shared their entrepreneurial journeys, business experiences, challenges, achievements, and valuable insights. Their willingness to inspire young management students through candid interactions has enriched this publication immensely.

I sincerely appreciate all the faculty members of the Department of Management Studies for their encouragement, and support throughout the programme. I also extend my appreciation to our MBA students, whose enthusiasm, commitment, and active involvement in interviewing, documenting, editing, and compiling the entrepreneurial experiences have made this publication truly collaborative and meaningful.

It is our sincere hope that this collection of entrepreneurial experiences will continue to inspire students, researchers, educators, and aspiring entrepreneurs for many years to come.

With sincere gratitude,

Dr. Subhadra P. S.
Coordinator & Editor
MBA Meets Entrepreneurship – Interaction with Women Entrepreneurs

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“

There is no limit to what as women can accomplish

”

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JNNCE – MBA Meets Entrepreneurship

Seeds of Sustainability



Ms. Kavitha

Woman Entrepreneur





Ms. Kavitha
Woman Entrepreneur

Introduction

In the scenic Malnad town of Shivamogga, where lifestyle echos simplicity and tradition breathe through every household, a quiet revolution is taking place–not through protests or politics, but through Chapathis, Rotis, Chatnipudies and Holiges.

At the heart of this transformation is Ms Kavitha, a woman homemaker turned food entrepreneur. She is the founder of SAP Bio Products, a fast-growing food processing unit that blends Karnataka's culinary traditions with modern-day entrepreneurship. Today, Kavitha not only provides employment to other women but has also created a brand that consumers trust for quality, authenticity, and purity.

Here is a snapshot of the focused interaction of JNNCE MBA students, Chandana, Darshan, Kiran, Rahul, Eeeksha with Ms Kavitha, a successful budding entrepreneur in Food Industry in Shivamogga.

Kavitha, what inspired you to initiate transition from homemaker to food entrepreneurship?

Honestly, it began with a passion for preserving and promoting traditional recipes of Masala power, rasam powder–these were less available for affordable price. I started making small batches for friends and neighbors. The response was overwhelming. Meanwhile, as I was in PG Business, I realized that food processing could be my way of contributing to the community, especially women entrepreneurs like me.

How did you start SAP Bio Products? What were the initial challenges?

I started with very small amount of investments, from my savings and used my kitchen as the production center. Hygiene, packaging, shelf-life–everything was a learning curve. Some Banks were reluctant, and navigating food safety certifications was tough. Later, through the PM-FME scheme, I was able to upgrade to a formal processing unit.

Tell us about your team. How did you bring rural women into your venture?

Initially, I worked alone. But as demand increased, I reached out to women in nearby places. I trained them in basic food handling, hygiene, and packaging. Many were hesitant at first, but once they saw the steady income, more joined.

What are the main products you process, and what makes them special?

We primarily process traditional food products rooted in the Malnad region as stated here. These are all made using brand sourced, chemical-free ingredients. What makes our products truly special is the authenticity and focus on health. We adapt the measures to meet modern hygiene and packaging standards. For example, chutney powders are preservative-free but still have a decent shelf life due to careful processing and natural techniques In short, our uniqueness lies in offering traditional taste with modern convenience, all while supporting local farmers and women workers in the region."

Our flagship products are:

- Chapathis, Rotis and Chutnypowder
- Home Extracted Edible Oil Products
- Holige and other Sweet dishes

What are your plans for the future of SAP Bio Products?

We propose to set up an eco-friendly packaging line. I plan to open a small outlet in the city. My dream is to turn SAP Bio Products into a national brand that stands for purity and empowerment.

What advice would you give to other women entrepreneurs looking to benefit from Government Scheme support?

I have been benefited from a couple of government schemes that specifically support women entrepreneurs. One of the most impactful was the Mudra Loan under the Pradhan Mantri MUDRA Yojana, which provided us with the initial working capital to scale up our food processing unit. Additionally, I applied for support through the Stand-Up India scheme, which is designed to promote entrepreneurship among women and marginalized communities. These grants and schemes not only provided financial assistance but also gave me the confidence to take bold steps in expanding my business. The process involved some paperwork and patience, but it was worth it. I would strongly encourage other aspiring women entrepreneurs to explore these opportunities. Also I have been supported by a prominent public sector bank

Entrepreneurship involves taking risks. How do you approach risk management in your business, and what strategies have helped you navigate uncertainties?"

"Risk is an inevitable part of entrepreneurship – especially in the food processing industry, where we deal with variables like raw material availability and quality, labour availability, market demand, regulatory changes, and even climate-related factors. I approach risk management with a mix of careful planning and flexibility. First, I always maintain a buffer – whether it's in terms of inventory, finances, or time. Second, I closely monitor market trends and customer feedback. Being proactive helps us adapt quickly – whether it's modifying a product line or pivoting our marketing approach. Lastly, I believe in calculated risk. I take the time to do feasibility studies before launching new products or investing in machinery. And I always consult mentors and industry experts – it's a huge help in minimizing blind spots.

For any entrepreneur, especially women stepping into business, managing risk isn't about avoiding it – it's about preparing well and staying agile."

What marketing and promotional strategies have been most effective in growing your business, especially as a woman entrepreneur in a competitive market?"

"Word-of-mouth" has been the most powerful and cost-effective marketing tool for my business – especially in the early stages. In smaller towns and close-knit communities like Shimoga and other parts of the Malnad region, trust plays a huge role in purchasing decisions. When one satisfied customer shares their experience, it naturally brings in more people.

I focus on building strong customer relationships. I personally follow up on orders, ensured product quality, and respond to feedback. This makes my customers feel valued – and they, in turn, recommend us to their friends and even other food orgnisations

Over time, we saw that our most loyal customers were also our best promoters. Their genuine recommendations brought in repeat buyers and new leads – something no ad campaign could match in authenticity. Even today, we encourage happy customers to share reviews and testimonials, and we sometimes reward referrals with discounts or small gifts.

In my experience, if you deliver consistent quality and care, your customers will do the marketing for you."

Q9. Who are your primary customers in your wholesale food processing business?"

Our primary customers are PG accommodations, small hotels, and lodges, especially in and around Shimoga and the Malnad region. These businesses require bulk quantities of ready-to-cook or ready-to-eat items that are consistent in taste, hygienic, and cost-effective. We also take special care to ensure quality control, hygiene, and shelf life, which are critical for institutional buyers.

Most of these clients have come through referrals or local networks, and we work hard to maintain those relationships by being reliable and responsive. In this line of work, consistency is key – one delay or compromise can cost you a client. That's why we treat every order with utmost professionalism.

What advice would you give to aspiring women entrepreneurs, especially in food processing?

Start with what you know. Our kitchens are full of business ideas. Keep your quality high and never compromise on hygiene. Join SHGs, take training, and don't fear small beginnings. It's okay to fail. Every mistake teaches something. Also, use digital tools–they are powerful!

How do you handle competition from big food brands?

We can't match their marketing budgets, but we can offer what they can't–authenticity, freshness, and personal touch. Our customers trust us because they know we use no shortcuts.

What role has technology played in growing your business?

Technology has been a game-changer. We use WhatsApp Business for order-taking and updates. However, I propose to adopt digitalisation for my business.

If given an opportunity to mentor other women, what would your message be?

My message is simple: don't wait for perfect timing–start with what you have. Use your local resources, your family support, and your traditional knowledge. Learn continuously, don't be afraid of digital tools, and most importantly–believe that you deserve success. Every home kitchen has a hidden business inside it.

Closing Remarks

Kavitha's journey is a glowing example of how business knowledge, when combined with entrepreneurial grit, can uplift not just one woman, but an entire community. In a state where rural unemployment and women's economic dependency are challenges, her story offers both hope and direction.

As India's food processing sector booms, stories like Kavitha's remind us that the most meaningful growth is that which nourishes both palates and people.



Glimpses of Interview

“When women succeed in business, they create opportunities not only for themselves but also for many others”

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JNNCE - MBA Meets Entrepreneurship: Shyli Handloom Garments

The Loom of Dreams



Ms. Veena C R

Shyli Handloom Garments
About the Enterprise

Introduction

Shyli Handloom Garments is a renowned local enterprise based in Shivamogga, Karnataka, dedicated to promoting traditional handloom clothing. Established with the vision of preserving India's weaving heritage, the brand blends cultural authenticity with contemporary fashion trends, making handloom more accessible to modern customers.

Heritage & Vision

The core philosophy of Shyli Handloom is to revive and sustain traditional weaving techniques while creating sustainable livelihood opportunities for artisans, especially women from rural areas. The brand believes in celebrating Karnataka's rich handloom culture and promoting eco-friendly, sustainable fashion.

Products

- Handloom sarees (cotton, silk, and blended varieties)
- Kurtis, stoles, dupattas, and shawls
- Ethnic and fusion wear designed with modern patterns
- Customized handloom garments for special occasions

USP (Unique Selling Proposition)

- Authentic handloom products with natural dyeing methods
- Fusion of traditional weaving with modern designs
- Direct support to local artisans and women weavers
- Sustainable and eco-friendly production practices

Customer Base

Shyli has a strong customer base in Shivamogga and nearby regions. With the rise of digital platforms, the brand has also expanded to a wider audience through Instagram, WhatsApp marketing, and exhibitions across Karnataka. Customers prefer Shyli for its authenticity, comfort, and cultural connection.

Challenges

Like most handloom ventures, Shyli faces challenges such as competition from machine-made textiles, fluctuating raw material supply, and the need to constantly educate customers on the value of handloom.

Shyli Handloom Garments stands as a proud example of entrepreneurship rooted in culture, sustainability, and social responsibility. It not only preserves a traditional craft but also empowers artisans and inspires young entrepreneurs to combine passion with purpose.

Madam, could you share your background and how your journey as an entrepreneur began?

Since my childhood days, I have an exposure to cultural richness and traditional crafts of Malnad region, Karnataka. From a young age, I was fascinated by weaving and tailoring that lead to engaging myself in small-scale handloom work. After completing my education, I worked briefly in a garment unit, but I realized that my heart was in creating something of my own. I wanted to combine my passion for fashion with my desire to create employment for women. That dream eventually gave birth to Shyli Garments in 2016.

Why did you choose the handloom industry specifically?

Handloom represents both heritage and sustainability. Unlike mass-produced fabrics, handloom carries a personal touch, cultural value, and uniqueness. Unfortunately, I noticed that the craft was declining because artisans were struggling to find markets. I felt it was my responsibility to revive this art, give opportunities to local weavers, and show that handloom can still be commercially viable in today's fashion industry.

Was it your dream from the beginning to become an entrepreneur?

Initially, no. Like many women, I thought I would simply take up a job and support my family. But as I grew older, I realized that jobs can give security, while entrepreneurship gives both freedom and impact. When I saw the struggles of weavers in Shivamogga, I realized that if someone could create a platform for them, it would benefit both artisans and customers. That thought encouraged me to step into entrepreneurship.

How did Shyli Garments come into existence?

Shyli Garments started as a very modest venture. In 2016, we had just two sewing machines, a rented small space, and four artisans who believed in me. We focused on school uniforms and women's ethnic wear in the beginning. Slowly, we added handloom sarees, kurtis, and custom-designed outfits. Today, we have a workshop with over 25 employees, and we also support nearly 50 local weavers indirectly by purchasing their fabrics regularly.

What products do you specialize in?

We specialize in handloom products both for men and women including Jubba Paijamas, sarees, kurtis, dupattas, uniforms, and eco-friendly cotton garments. Also we produce bags and purses. Recently, we also launched a line of contemporary clothing made from handloom fabrics, blending tradition with modern design. Our uniqueness lies in offering both ready-made garments and custom tailoring, with a strong emphasis on sustainable fashion.

Who are your key customers?

Our customer base is diverse. At the local level, we serve households, schools, and small boutiques in Shivamogga. At the state level, we have partnerships with Bangalore boutiques that promote handloom-based clothing. We also cater to online customers, especially young professionals who prefer eco-friendly, handmade products. Interestingly, NRIs also show great interest in our handloom products and buy in bulk.

How do you maintain quality in handloom products?

Quality is at the heart of our business. We carefully source cotton and silk from trusted suppliers, ensure natural dyeing wherever possible, and involve skilled artisans in every stage of weaving. After weaving, each garment undergoes a quality check for fabric strength, finish, and detailing. Since handloom is a slow process, we educate customers that patience results in better durability and exclusivity.

What were the main challenges you faced as a woman entrepreneur in handloom?

The challenges were multi-dimensional. Firstly, financial support–convincing banks and investors to believe in a woman entrepreneur in a tier-2 city like Shivamogga was not easy. Secondly, societal bias–many people thought I would not be able to handle a garment business independently. Thirdly, competition from power loom and machine-made fabrics, which are cheaper. Overcoming these challenges required resilience, continuous networking, and proving myself through consistent quality and dedication.

How do you manage and motivate your workers, especially women artisans?

Many of my employees are women balancing family responsibilities. We provide flexible timings and a safe, respectful work environment. I believe in treating them like partners rather than workers. We celebrate festivals together, offer training workshops, and encourage them to try new designs. This motivates them to give their best and stay loyal to the organization.

The handloom industry is both traditional and competitive. At the local level in Shivamogga, our competitors are almost none, however, power loom-based garment makers are the competitors.

However, what differentiates Shyli Garments is our focus on community and authenticity. Unlike the other brands, we directly work with local weavers and artisans, ensuring that their craft and livelihood are sustained. Our pricing is fair – we make handloom accessible to middle-class customers without compromising on quality.

What milestones has Shyli Garments achieved so far?

One of our proudest milestones is that we grew from a 3-machine unit to a recognized garment brand within five years. We received appreciation from the District Industries Centre for promoting women's employment. We have participated in state-level exhibitions in Bangalore and Mysore, and our sarees were showcased at a Karnataka handloom fair. Most importantly, we have created steady income for more than 30 women and 50 weavers, which is more valuable than any award.

What is your leadership style?

I don't take decisions alone. For example, when we plan new designs or decide pricing, I involve my team, especially the designers, because they know the market pulse and production challenges better than anyone. This collective decision-making builds a sense of belonging among employees.

Do you receive support from government or cooperative schemes?

Yes. Initially we had received financial support under the Mudra Loan Scheme, which was crucial for purchasing additional machines. We also have got support from various Departments, which helped us connect with exhibitions and training programs. These schemes may seem small, but they make a big difference for entrepreneurs like me.

What are your short-term and long-term goals?

In the short term, I want to strengthen our online presence through e-commerce and social media, so that customers across India can access our products. In the long term, my dream is to make Shyli Garments a recognized sustainable fashion brand from Shivamogga, creating at least 100 jobs and supporting 200 artisans.

Do you plan to expand into exports?

Absolutely. Handloom products have great demand abroad, especially among NRIs and eco-conscious customers. We are currently exploring tie-ups with online platforms that cater to overseas buyers. In the future, I hope to directly export sarees and handloom-based fashion wear to countries like the USA, UK, and the Middle East.

How do you ensure customer satisfaction at Shyli Garments?

Customer satisfaction has always been the foundation of Shyli Garments. In the garment and handloom sector, especially in a place like Shivamogga, our reputation depends on how happy and loyal our customers are. We focus on satisfaction at multiple levels:

Quality Assurance

Every garment that leaves our unit goes through a thorough quality check. Since we deal with handloom and tailored outfits, small details like stitching, finishing, and fabric strength matter a lot. We never compromise on quality—even if it means slower production. Customers trust us because they know they'll receive long-lasting, well-crafted clothes.

Customization & Personal Touch

Many customers approach us for custom designs—whether it's bridal wear, uniforms, or handloom sarees. We listen carefully to their preferences in color, style, and budget, and deliver accordingly. This personalisation makes them feel valued and increases satisfaction.

After-Sales Service

If a customer has issues like fitting corrections, we immediately address them. We believe customer satisfaction doesn't end with the sale—it continues until the garment is worn comfortably and proudly.

Transparent Pricing

We clearly explain fabric costs, tailoring charges, and design complexity to avoid surprises. Our customers appreciate this honesty, especially when competing with large brands that may have hidden costs.

Digital Feedback & Reviews

Through WhatsApp, Google Reviews, and Instagram, we encourage feedback. Positive reviews give us confidence, while critical feedback guides us to improve. Many customers have told us they felt more connected because we genuinely considered their suggestions.

Building Relationships, Not Just Sales

We make sure our customers don't feel like just 'buyers'. For example, during festivals we send greetings, sometimes small discounts, and updates on new collections. This ongoing relationship creates repeat customers, which is the strongest sign of satisfaction.

What qualities do you think an entrepreneur must have?

An entrepreneur must be resilient because challenges will always come. Creativity and adaptability are equally important—especially in industries like fashion where trends change quickly. Good communication skills, the ability to manage finances, and empathy towards employees also make a huge difference.

What advice would you give MBA students like me who dream of becoming entrepreneurs?

Use your MBA knowledge wisely—understanding finance, marketing, and strategy gives you an edge. But beyond theory, focus on execution. Start small, test your ideas, learn from the market, and don't be afraid to fail. Most importantly, network with mentors and industry experts who can guide you.

What message would you give to aspiring women entrepreneurs?

My message is simple: believe in yourself. Society may have doubts, but you should not. Women have the ability to manage homes, finances, and emotions beautifully–these same skills apply to business. Don't be afraid of failure; each failure teaches you something valuable.

Finally, how do you want Shyli Garments to be remembered in the future?

I want Shyli Garments to be remembered as more than just a business. I want it to be remembered as a platform that empowered women, revived traditional handloom, and gave Shivamogga its identity in sustainable fashion. If future generations can proudly say, "This brand from our city changed lives," that will be my greatest success.

JNNCE - MBA Meets Entrepreneurship



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JNNCE - MBA Meets Entrepreneurship: From Passion to Profession: Fitness Coaching with Courage and Commitment

The Power Within



Ms. Sunitha



About Ms. Sunitha

Ms. Sunita Chetan was born in Mysore into a well-known jewellery business family. The younger of twin sisters, she displayed a natural inclination towards extracurricular activities from childhood, while also assisting her father in the family business.

After completing her B.Com graduation, she married Chetan, a member of the reputed TSB family, owners of Srinidhi Silks & Textiles, Shimoga. Post marriage, she contributed to the family enterprise by managing its fashion jewellery section.

A lifelong passion for dance and fitness inspired her to pursue professional training. She completed Aerobics training in Bangalore, earned the prestigious Reebok Training Certification, and became a certified Zumba trainer. Sunita began her career as an aerobics instructor at Café Chillax. After four years of success, she launched her own fitness studio, Fit Arena, on Savalanga Road, Shimoga, which she managed successfully for six years.

Currently, Sunita works as a fitness trainer at Naren Fitness. Over the years, she has trained more than 1,000 individuals in aerobics, earning a reputation for her passionate approach and visible results. She strongly advocates that regular aerobics can significantly improve overall health–enhancing strength, fitness, and managing conditions such as diabetes, joint pains, and PCOD.

Her expertise has also been showcased through special training sessions for students during Independence Day and Annual Day celebrations, as well as an aerobics presentation at Yoga Dasara organised by the Shimoga City Corporation.

Sunita's personal life is equally fulfilling. She is the proud mother of Prateet, a Chartered Accountant currently pursuing his MBA at IIM Kozhikode.

Q Can you tell us a little about your journey into fitness coaching?

I grew up in a family of jewellery business in Mysore and open to business environment right from my childhood days, after coming down to Shivamogga, I had the passion and I realized there was a lack of professional fitness guidance in our city. Moreover my husband inspired me in initiating the journey. The formal fitness training wasn't common. I decided to pursue certifications in personal fitness training and nutrition, and that's how my entrepreneurial journey began 15 years ago.

Q What inspired you to start fitness center instead of any other business?

Tier-two cities often get overlooked when it comes to quality fitness services. I noticed people here were interested in fitness but lacked access to certified trainers and personalized programs. I wanted to bring that level of professionalism home, instead of people having to go to only the gyms.

Q Did you receive any financial support or government funding when you started?

No, I didn't require government funding. Since the investment was minimal, I managed it with my own savings. Later, when the academy started growing, my husband and brother-in-law supported me with logistics and promotion.

Who has been your biggest support system throughout this journey?

My family. My husband and brother-in-law encouraged me when I expanded after five years. And my parents have been my lifelong role models. My father and mother were always proactive and taught me to be independent and confident–that shaped me into who I am today.

What challenges did you face as a woman entrepreneur in this field?

Initially, many didn't take me seriously because fitness training is often male-dominated. Convincing clients that I could handle strength training, diet consultations, and even group classes was tough. Managing late hours and balancing family expectations was also challenging. But slowly, my results and client transformations spoke louder than doubts.

How has the response been from the people of Shivamogga?

Honestly, overwhelming! Women especially feel more comfortable approaching a female trainer. I train not only youngsters but also homemakers, senior citizens, and working professionals. Word-of-mouth has been my biggest growth driver.

How do you differentiate your services from regular gyms?

I focus on holistic wellness, not just weight loss. My programs include aerobics, strength training, functional workouts, yoga, diet counseling, and mental well-being. I also do body composition analysis and personalized fitness tracking, which most gyms in small cities don't provide.

What role has family support played in your journey?

Immense support. My husband, my brother-in-law and parent in laws encouraged me when I had to invest time and seed money for the business as well as during certifications. My husband helps me manage accounts and marketing. Without their backing, I couldn't have sustained during the initial years.

What do you think about competition in a tier-two city fitness market?

Competition is healthy. Many gyms are coming up, but most are equipment-driven. I focus on personal transformation, which gives me an edge. Also, being approachable and building relationships with clients matters more here than flashy infrastructure.

What advice would you give to women who want to become fitness entrepreneurs?

Believe in yourself and don't hesitate to enter male-dominated fields. Start small, focus on quality service, and build trust. In fitness, your credibility is your biggest asset. And remember–consistency is key, not just for workouts but also for business.

How do you manage work-life balance as a fitness entrepreneur?

My day starts very early with client sessions and often ends late in the evening. Hence time management becomes very important. Initially, it was exhausting, but over time I created a routine. My family support has been great in this regard. I dedicate mornings and evenings to training, afternoons for family and business planning. Fitness itself keeps me energized, so I practice what I preach.

How do you attract and retain clients in a smaller market?

In a tier-two city, people value trust and personal connection more than advertisements. I focus on client transformations and let their stories speak for me. I also conduct community fitness workshops in schools and other associations, which helps spread awareness and bring in new clients.

Do you see a difference in fitness awareness between tier-one and tier-two cities?

Yes. In metros, fitness is seen as a lifestyle. Here, many people still look at it only for weight loss or medical necessity. But the mindset is changing fast–especially among youth and working women.

What role does technology and social media play in your business?

A huge role! I use fitness tracking apps, online diet monitoring. I use social media to connect with clients. Instagram reels and YouTube workout videos help build credibility. I have uploaded plenty of videos which has crossed more than lakh views.

How do you handle nutrition and diet counseling?

Many clients think dieting means starving. I educate them about balanced meals using local foods like ragi, millets, seasonal fruits, and home-cooked dishes. I never promote fad diets, but sustainable nutrition habits.

What is the most rewarding experience you've had so far?

Once, a 45-year-old homemaker who had diabetes and obesity trained with me for a year. She not only lost weight but reversed her sugar levels and gained confidence to travel alone. That transformation was more rewarding than any business milestone. Similarly, many patients with PCOD issues, stress related issues etc., have found themselves better after the training which is very gratifying.

Do you also train men, or do you focus only on women?

I train both, but 70% of my clients are women. Many men too approach me. Initially, there was hesitation and disinclination because my aerobics training is dance-based, but now they respect my expertise and appreciate the classes.

How do you ensure safety and avoid injuries during training?

Education is key. I teach proper posture, warm-ups, and stretching. I never push clients beyond safe limits. In small cities, many gyms neglect form, but I make safety my brand identity.

Every entrepreneur faces risks. What were the risks or challenges in your journey?

For me, investment was never a big challenge because I started small. The real risk has always been consistency in clients. In a tier-two city like Shivamogga, people sometimes join with enthusiasm but drop out due to work, family, or lack of discipline. Keeping them motivated and consistent is the toughest part.

What is your ultimate dream as a fitness entrepreneur?

My dream is to make fitness accessible and affordable to everyone. I want to create a chain of community-driven fitness centers where people feel fitness is a celebration, not a punishment.

What is your message being a woman entrepreneur to us?

"Confidence, Courage, Commitment, Action."
"Confidence to believe in yourself, courage to face doubts, commitment to stay consistent, and action to keep moving forward. Don't wait for perfect conditions–start small, and grow step by step. Your passion can transform not just your life, but also your community."

JNNCE - MBA Meets Entrepreneurship



“Entrepreneurship is about being able to face failure, manage failure and succeed after failing”

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JNNCE - MBA Meets Entrepreneurship: 25 Years of Creativity & Commitment – A Conversation with Shivamogga's Rental Costume Pioneer

Celebrating Every Occasion



Mrs. Uma

Background



Mrs. Uma

In the culturally vibrant city of Shivamogga, Mrs.Uma always had a deep interest in fancy dress, dance, and theatre. As a schoolgirl, she would often engage in creative activities. After completing her PUC in the town, Savanoor, , she got married and settled down in Shivamogga. A thought kept sparking in her mind – "If our city had a proper rental costume service, it would help so many people."
With a modest capital and just 50–60 costumes, she started her business from a small room in her home. In the early days, she learned tailoring herself, stitched many costumes by hand, painted them, and even crafted the accessories. This combination of passion, skill, and courage laid the foundation for a journey that has now spanned 25 successful years.

Madam, can you tell us about your journey of starting a rental costume business in Shivamogga 25 years ago?

In the culturally vibrant city of Shivamogga, Mrs.Uma always had a deep interest in fancy dress, dance, and theatre. As a schoolgirl, she would often engage in creative activities. After completing her PUC in the town, Savanoor, , she got married and settled down in Shivamogga. A thought kept sparking in her mind – "If our city had a proper rental costume service, it would help so many people."
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How has your family supported you in this business journey?

My husband has been my backbone and he encouraged me to take the risk, my children help in managing orders and deliveries, and my family assists during festival seasons when demand is high. Without their emotional and practical support, sustaining this business for 25 years would have been difficult.

What do you feel is the secret behind the longevity of your business?

Hard work and commitment. We never compromise on the quality of our costumes or the cleanliness. We also maintain personal relationships with our customers. Many clients have been with us for decades – they trust us because we value their events as much as they do.

How do you handle competition in the costume rental market?

Competition is healthy – it keeps us on our toes. I focus on offering unique costumes, timely delivery, and personalized service. Instead of copying what others do, I try to innovate by introducing fresh designs and rare cultural outfits. Many customers stay loyal because they know they will find something different here.

Running a business for 25 years is no small feat. How do you manage your work-life balance?

I follow a disciplined schedule. Mornings are dedicated to my family and personal work. Afternoons and evenings to my shop. During peak seasons, I work late, but I ensure to take small breaks after busy periods. Balance is not about equal hours; it's about giving full attention to whatever you are doing at the moment.

What challenges have you faced as a woman entrepreneur in this field?

Initially, taking people in to confidence that a woman could run such a specialized business was difficult. But over time, my work spoke for itself. Today, I am proud that my business is recognized and respected.

What advice would you give to aspiring women entrepreneurs?

Believe in your idea, work hard, and be consistent. Family support is valuable, but self-confidence is essential. Also, never shy away from learning – whether it's about customer service, marketing, or financial management.

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In today's fast-changing trends, how do you ensure the sustainability of your business?

Sustainability comes from adaptability. I keep updating our collection based on fashion changes, cultural programs, and festival themes. I also maintain our costumes carefully so they last longer – this reduces costs and waste. Additionally, we invest in multipurpose costumes that can be adapted for different events.

Costume design requires creativity. How do you bring originality into your work?

Creativity is my favorite part. I research historical periods, folk traditions, and even watch movies for inspiration. Some costumes are entirely custom-designed by me, with locally sourced fabrics and embellishments. I also work with local tailors and artisans, which keeps designs authentic and supports the community.

Who makes up your customer base?

Our customer base is diverse – schools, colleges, drama groups, dance academies, event organizers, NGOs, and even families hosting cultural events. We also cater to photographers for themed shoots in and around Shimoga and neighboring districts. Interestingly, many customers are second-generation – their parents rented costumes from me when they were young, and now they bring their own children.

Customer satisfaction is often the key to success. How do you ensure it?

For me, customer satisfaction is non-negotiable. We listen carefully to their needs, suggest suitable options, and ensure the costumes are delivered on time, clean, and in good condition. I also follow up after events to get feedback. Many customers appreciate this personal touch and recommend us to others.

What role do festivals and cultural events play in your business?

Festivals and cultural seasons are the busiest times for us. For example, during School days, Dasara and Independence Day, demand triples. These events also push us to create new designs and expand our collection. They are both a challenge and an opportunity for growth.

We heard your business sometimes handles up to 10,000 orders per day during peak seasons. How do you manage such huge demand?

Yes, during festival seasons and large-scale cultural events, the demand can be massive. We plan months in advance – categorizing costumes, tagging them, and arranging quick delivery and return systems. I have a strong network of assistants and temporary staff who work in shifts to ensure every customer is served. Technology also helps – we use digital booking records to avoid confusion.

What is the price range for renting costumes from your shop?

Our rental charges are quite affordable, considering the quality and detailing of each costume. Prices generally range from ₹500 to ₹2,000, depending on the type, material, and accessories included. For example, a simple fancy dress for a school event may cost ₹500, whereas elaborate cultural or historical costumes with full accessories can go up to ₹2,000. We also offer special package rates for bulk bookings during festivals and school annual days.

How do you balance supply with such high demand?

Supply depends on careful inventory management. I keep multiple copies of high-demand costumes and also maintain tie-ups with tailors for emergency stitching. For large school or organization bookings, we confirm requirements in advance so that no one is left disappointed. Maintaining quality while meeting quantity is the toughest challenge – but with experience, we've mastered it.

Does this high demand affect your customer service quality?

Not at all – in fact, our customers say we are more efficient during busy times because the whole team works with a "festival spirit." We double-check every costume before it leaves the shop, ensuring customer satisfaction even in the busiest season.

After successfully running your rental costume business for 25 years, what future plans do you have for diversification?

I believe in evolving with the times. Along with our rental services, costume design and sales for schools, dance academies, and theatre groups that want to own their outfits, I am exploring a new avenue to contribute to the society with the support of my family members. However, require some time to concretize. I feel, this way, we can serve a wider community while keeping our creative roots intact.

Glimpses of Interview



“Growing up, I dreamt of being economically independent because I always believed women should be so”

Sudha Murthy

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DEPARTMENT OF MANAGEMENT STUDIES

JNNCE - MBA Meets Entrepreneurship:
Ms. Ranjitha

Beauty Beyond Business



Ms. Ranjitha
Founder
Beauty & Spa Academy
(Training Centre)



Profile of Ms. Ranjitha

Name: Ms. Ranjitha
Place: Shivamogga
Business: Founder – Beauty & Spa Academy (Training Centre)
Target Recipients: Women aspiring to build careers in the beauty and wellness industry
Years of Experience: 12 years

Background & Motivation

Ms. Ranjhitha, a passionate entrepreneur from Shivamogga, has devoted over 12 years to the beauty and wellness industry. Inspired by her teacher, who motivated her to transform her talent into a profession, she decided to establish a Beauty and Spa Academy. Her academy focuses on empowering women through skill development and professional training, enabling them to achieve financial independence.

Financial Support & Family Encouragement

Starting any venture comes with challenges. To overcome financial barriers, Ms. Ranjitha availed a loan under the PMEGP (Prime Minister's Employment Generation Programme) scheme, which helped her set up the academy. Alongside, her family's constant encouragement and support have been crucial to her entrepreneurial journey.

Services Provided

The academy offers a wide range of training programs including:

- Beauty therapy
- Spa treatments
- Hair styling and care
- Skin care techniques
- Professional makeup artistry
- Entrepreneurship guidance for women

Can you briefly introduce yourself and your journey into the beauty and spa industry?

My name is Ranjitha, and I am from Shivamogga. I run Beauty and Spa Academy. I have been in the beauty and wellness field for the last 12 years. What started as a personal interest became my full-time passion. Over time, I realized there was a growing demand for professional training in this sector, especially for women who aspire to be financially independent. That's when I started my own Beauty & Spa Academy to provide structured training and career opportunities.

What motivated you to choose this career path?

My biggest motivation has been my teacher, who always encouraged me to pursue my skills seriously and not just as a hobby. She inspired me to believe that the beauty industry could empower women and open doors for entrepreneurship.

Starting a business is not easy. Did you receive any financial support initially?

Yes, like many entrepreneurs, I faced financial hurdles. I was able to set up my academy with the help of a loan under the PMEGP scheme. That support gave me the confidence to take my dream forward. Alongside, my family has been my pillar of strength in every step.

What services does your academy provide?

We offer comprehensive training in beauty therapy, spa treatments, skin care, hair styling, and professional makeup. The courses are designed not only to provide technical expertise but also to instill confidence and entrepreneurship skills in women.

How do you view competition in this industry?

Competition is natural in any growing industry. Instead of fearing it, I focus on upgrading skills, ensuring quality training, and maintaining professionalism. We also emphasize personal attention and guidance to every trainee, which helps us stand out.

How do you advertise your academy?

We follow a balanced approach. Word of mouth and community networks work strongly in Shivamogga. At the same time, we invest in branding through social media platforms like Instagram and Facebook, which help us reach younger women who are eager to learn.

What role does social media play in your business growth?

Social media has been a game-changer. We showcase student success stories, before-and-after transformations, and career achievements of our trainees. This not only builds credibility but also inspires more women to join.

How do you ensure customer retention?

For us, customer satisfaction is key. We keep in touch with our alumni, offer refresher sessions, and provide guidance even after they complete training. This ongoing relationship builds trust and loyalty.

How do you handle customer conflicts, if any?

Conflicts are part of any business, but handling them with patience and empathy is important. We listen to customer concerns carefully, provide solutions, and ensure they feel respected. Transparency and communication help us resolve issues quickly.

Do you have plans for extending your business?

Yes, definitely. We are planning to expand into nearby districts and also introduce specialized short-term courses. In the future, I also want to create employment opportunities for women by opening professional beauty clinics linked to our academy.

What message would you like to share with women aspiring to be entrepreneurs?

I would say—believe in your skills, don't hesitate to take the first step, and make use of government schemes like PMEGP. With the right training, hard work, and family support, women can not only stand on their own feet but also inspire others.

What inspired you to choose the beauty and spa industry?

I believe beauty and wellness are not just external but also connected to self-confidence and inner happiness. I wanted to create a space where people could relax, rejuvenate, and enhance their confidence. Seeing the joy and satisfaction on my clients' faces inspired me to pursue this industry wholeheartedly.

What were the initial challenges you faced while setting up your business in Shivamogga?

The major challenges were arranging the initial capital, finding skilled staff, and creating awareness about professional spa services in a tier-2 city like Shivamogga. Many people were hesitant to try spa treatments initially. Slowly, through word-of-mouth marketing and maintaining quality service, I built trust and a loyal customer base.

How do you differentiate your parlor and spa from others in the region?

We focus on personalized care, hygienic practices, and use of high-quality products. Our spa menu is designed to balance modern beauty treatments with traditional Ayurvedic therapies. We also regularly train our staff in the latest techniques. This ensures that our clients get the best of both worlds—modern trends and natural healing.

How important is customer satisfaction in your business?

Customer satisfaction is the heart of our business. A happy customer not only comes back but also refers us to others. We maintain feedback forms, talk to clients directly after their treatments, and ensure they feel comfortable and cared for.

What role has digitalization and social media played in your business growth?

Digitalization has completely changed the way we reach our clients. Through Instagram, Facebook, and WhatsApp, we showcase our services, offers, and customer experiences. Online reviews and Google presence have brought in many new customers. Digital payments have also made transactions easy and transparent.

How do you train and motivate your student trainees?

We believe our staff is our biggest asset. We conduct in-house training sessions, send them for workshops, and encourage them to upgrade their skills. I also maintain a friendly environment where my staff feels respected and motivated.

What is the profile of your typical customers?

Our clients range from college students, working women, homemakers, and even men who are now becoming more open to grooming and spa services. We also cater to bridal makeovers and pre-wedding spa packages, which are very popular.

How do you ensure hygiene and safety in your spa?

Hygiene is non-negotiable. All tools are sterilized, towels are freshly laundered, and we maintain clean rooms with proper ventilation. We also introduced strict safety measures during COVID, which increased customer trust.

How do you balance your personal life and business responsibilities?

Balancing both is definitely challenging, especially as a woman entrepreneur. Running a beauty parlor and spa demands long working hours, customer attention, and managing staff. At the same time, family responsibilities cannot be ignored.
I follow a few simple practices:
Time Management: I plan my day in advance and set clear boundaries for business hours and family time.
Delegation: I trust my trained staff to handle daily operations when I am not available. This gives me breathing space.
Support System: My family has been very supportive—they understand the demands of my profession and encourage me.
Self-Care: Since I run a wellness business, I also make sure to take care of my own health and peace of mind.
For me, work-life balance doesn't mean dividing time equally every day—it means giving the right priority at the right moment. Sometimes business needs more focus, and sometimes family does. With discipline and support, I am able to manage both successfully.

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What kind of services do you train?

We train here regarding facials, hair styling, and skin care, we offer spa therapies like aromatherapy, reflexology, body scrubs, and Ayurvedic massages. Bridal packages and grooming consultations are also part of our services.

What are the latest beauty and spa trends your customers demand?

Customers today ask for organic facials, hair spas, and relaxation therapies that use natural oils. Bridal airbrush makeup and permanent hair treatments are also trending. Wellness-oriented spa therapies like stress-relief massages are in demand.

Have you faced any difficulties as a woman entrepreneur in Shivamogga?

Initially, some people did not take me seriously and thought beauty services were not a "serious business." But by working hard, delivering quality, and managing my business with professionalism, I earned respect. Now, being a woman entrepreneur is seen as an asset because I can understand my female clients better.

How do you measure success in your business?

Success for me is not just profits but customer loyalty, staff satisfaction, and continuous learning. When a client comes back with a smile and refers us to others, I feel truly successful.

What advice would you give young MBA students and aspiring entrepreneurs?

Start with passion but back it with proper planning. Be ready to face challenges, but never compromise on quality and ethics. Always keep learning and adapting. Most importantly, treat your customers and employees with respect.

Finally, what message would you like to give to women who want to start their own ventures?

Believe in yourself, don't be afraid of challenges, and take the first step. Start small but dream big. Financial independence and entrepreneurship not only give you confidence but also help in uplifting society.

Do you see competition as a threat or as motivation?

Honestly, both. It is a threat if you don't adapt to changes. But for us, competition is motivation. It keeps us on our toes and pushes us to innovate. For example, when we noticed customers moving toward organic products, we immediately partnered with natural brands and started offering organic facials and hair spas.

What do you think customers value more: price or service quality?

Initially, some customers look at price. But in the long run, quality and experience win. A client who feels pampered, cared for, and gets long-lasting results will not mind paying slightly more. That is how we have built a loyal base.

How do you decide on the pricing of your services in such a competitive market?

Pricing is a very delicate decision in the beauty and spa industry. We consider several factors before finalizing:

1. Cost of Products & Materials – We use branded and high-quality products, which are slightly expensive but safe for clients. This directly influences pricing.

2. Staff Expertise & Training – Skilled beauticians and therapists deserve fair wages. Since our team is well-trained, pricing reflects the quality of human expertise.

3. Market Benchmarking – We study what other salons and spas in Shivamogga and nearby cities are charging. Our aim is not to be the cheapest, but to provide value for money.

4. Customer Segment – Different customer groups have different spending capacities. For example, we keep bridal packages premium, while regular grooming services are reasonably priced to attract college students and working women.

5. Value-Added Services – Our packages often combine multiple services (e.g., facial + hair spa + massage) at a bundled price, which makes it more attractive.

6. Seasonal Offers – During festivals and wedding seasons, we introduce discounts or combo deals, but we never compromise on quality.

So, our pricing is a balance between cost, value, and customer affordability. We want clients to feel they are getting quality service worth every rupee they spend.

We learned that your parlor and spa Academy has given employment to more than 20 women. Can you tell us more about this achievement?

Yes, this is something I am very proud of. When I started, I employed just two assistants. Today, my spa directly provides employment to around 20 women from Shivamogga and nearby areas. Some of them are trained beauticians, while others joined as beginners and we trained them in-house.

Providing employment is not just about running a business—it's about empowering women with financial independence, confidence, and skills. Many of my staff members are supporting their families and children through this work.

We also maintain a very supportive environment where women can balance work and personal life. Some of them are part-time staff, others are full-time. This flexibility helps them grow professionally while taking care of their families.

For me, creating jobs for 20 women is as rewarding as much as training as well as serving my clients. It's my way of contributing to society while running a sustainable business.



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The biggest adventure you can take is to live the life of your dreams

Oprah Winfrey

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JNNCE - MBA Meets Entrepreneurship: Ms Deepthi Shetty

Educating Tomorrow's Innovators



Ms Deepthi Shetty

Edupreneur

Creative Kiddos

Shivamogga



Ms Deepthi Shetty, Edupreneur, Creative Kiddos, Shivamogga

Established in the year 2016, Creative Kiddos in Vinoba Nagar, Shivamogga is a top player in the category Playgroups in the Shivamogga. In Shivamogga, this establishment occupies a prominent location in Vinoba Nagar. It is an effortless task in commuting to this establishment as there are various modes of transport readily available. It is at Sourabha Building, Police Chowki, Beside More Super Market, which makes it easy for first-time visitors in locating this establishment. It is known to provide top service in the following categories: Schools, Kindergartens, Playgroups, Pre Schools, Nursery Teacher Training Institutes, Pre School Teacher Training Institutes, Montessori Teacher Training Institutes.

Tell us about yourself and your entrepreneurial journey

My name is Deepthi Shetty, and I am associated with Creative Kiddos. My entrepreneurial journey began with a strong passion for education and child development. From the beginning, I was deeply interested in creative teaching methods and activity-based learning that could help children grow confidently and happily. I always believed that education should not only focus on academics but also on communication skills, creativity, personality development, and practical knowledge.

As I explored opportunities in the education field, I realized that there was a growing need for innovative learning centers that could provide children with a joyful and meaningful learning experience. This motivated me to step into edupreneurship. Starting my own educational venture was not easy, but with dedication, continuous learning, and family support, I was able to establish myself successfully. Today, I feel proud to contribute to society by helping children learn in a creative and encouraging environment.

What is Edupreneurship?

Edupreneurship is the combination of education and entrepreneurship. It refers to the process of creating innovative educational services while managing them as a professional business venture. An edupreneur is not only a teacher or trainer but also an entrepreneur who develops creative educational solutions to meet the changing needs of learners.

In today's world, traditional teaching methods alone are not sufficient to engage students effectively. Edupreneurs focus on introducing innovative teaching techniques, skill-based learning, digital learning methods, personality development programs, and activity-oriented education. Edupreneurship also creates employment opportunities and contributes to social development by improving the quality of education. For me, edupreneurship is a meaningful profession because it allows me to combine my passion for teaching with my entrepreneurial skills. It gives me the opportunity to positively influence children's growth while also building a sustainable career.

Why did you choose the Creative Kiddos Franchise?

I chose the Creative Kiddos franchise because I strongly connected with its vision and educational philosophy. The organization focuses on child-centered learning, creativity enhancement, communication skills, personality development, and joyful education. Unlike traditional learning systems that focus mainly on textbooks, Creative Kiddos encourages practical learning and active participation.

Another reason I selected this franchise was the strong support system provided by the organization. They offer training programs, academic guidance, creative teaching materials, and structured learning activities that help franchise owners manage their centers effectively. This support gave me confidence as a first-generation entrepreneur in the education sector.

I also appreciated the franchise's commitment to developing children holistically. Their programs encourage confidence, leadership, public speaking, creativity, and social interaction among children. This matched my personal goal of contributing positively to children's overall development.

What inspired you to become a woman entrepreneur?

My inspiration to become a woman entrepreneur came from my desire to create an identity of my own and contribute meaningfully to society. I always wanted to do something that combined my passion for education with my interest in creativity and leadership. Becoming an entrepreneur gave me the opportunity to transform my ideas into reality.

I was also inspired by the growing role of women in business and education. Today, women are successfully managing enterprises in different sectors, and this motivated me to believe in my own abilities. I wanted to become financially independent and demonstrate that women can successfully balance both professional and family responsibilities.

My family played a major role in motivating me. Their constant encouragement and support gave me the confidence to take this important step. I believe entrepreneurship empowers women by helping them become confident decision-makers and role models for future generations.

What challenges did you face as a woman entrepreneur?

As a woman entrepreneur, I faced several challenges during the initial stages of my journey. One of the major challenges was balancing family responsibilities and business activities. Managing household duties while building a new venture required careful planning, discipline, and time management.

Another challenge was gaining confidence in handling business-related activities such as financial management, marketing, communication, and administration. Since entrepreneurship involves taking risks and making independent decisions, it took time to build confidence and experience.

Creating awareness about the educational services was also difficult initially. Convincing parents about the importance of creative and activity-based learning required patience and consistent effort. However, through dedication, quality service, and positive feedback from parents and students, I gradually established trust and credibility.

Despite these challenges, I continued with determination and viewed every obstacle as a learning opportunity. These experiences helped me become stronger, more confident, and more capable as an entrepreneur.

How does Creative Kiddos support children's development?

Creative Kiddos supports children's development through innovative and activity-based learning programs designed to improve creativity, confidence, communication, and personality development. The organization believes that every child has unique talents and abilities, and learning should help children discover and develop these strengths.

The programs include storytelling, public speaking activities, creative art sessions, communication skill development, leadership activities, and interactive learning exercises. These activities encourage children to express themselves freely, think creatively, and participate actively in learning.

The learning environment is designed to be joyful and encouraging so that children develop a positive attitude toward education. Instead of focusing only on memorization, Creative Kiddos emphasizes practical learning and skill development, which helps children become more confident and socially active individuals.

7. What role does family support play in your entrepreneurial journey?

Family support has been one of the strongest pillars of my entrepreneurial journey. Starting and managing an educational enterprise requires emotional strength, confidence, and continuous motivation, and my family has supported me throughout this process.

My husband encouraged me to follow my dreams and always motivated me during challenging situations. His support gave me the confidence to take decisions and manage responsibilities effectively. My children also inspired me to work harder and remain committed to my goals.

Family support helped me balance my professional and personal life more efficiently. Their understanding and cooperation reduced stress and allowed me to focus on developing my venture successfully. I strongly believe that emotional encouragement from family members plays a very important role in the success of women entrepreneurs.

What qualities are important for a successful edupreneur?

A successful edupreneur should possess several important qualities. Passion for education is the most essential quality because genuine interest in children's learning and development helps create meaningful educational experiences.

Creativity is another important quality because modern education requires innovative teaching methods and engaging learning activities. Good communication skills are necessary to interact effectively with students, parents, teachers, and staff members.

Leadership and decision-making abilities are also important because an edupreneur must manage teams, organize programs, solve problems, and make strategic decisions. Patience and adaptability are equally essential since working in the education field requires understanding children's needs and responding to changing educational trends.

Continuous learning and self-improvement are also important because education is constantly evolving. A successful edupreneur should always be willing to learn new teaching methods and improve professional skills.

How do you balance entrepreneurship and family life?

Balancing entrepreneurship and family life requires proper planning, discipline, and effective time management. I prepare schedules and prioritize my responsibilities so that I can dedicate sufficient time to both my family and professional commitments.

I believe maintaining balance is important because family support and emotional well-being contribute greatly to professional success. I try to complete my business activities systematically while also spending quality time with my family.

Delegation and organization also help me manage responsibilities more effectively. My family's cooperation and understanding make it easier to handle busy schedules and professional challenges. Although balancing multiple roles can sometimes be difficult, proper planning and positive support help me manage both areas successfully.

How does your franchise contribute to society?

The Creative Kiddos franchise contributes to society by providing quality education and helping children develop essential life skills. The programs focus not only on academics but also on communication skills, creativity, confidence, leadership, and personality development.

The franchise creates a positive learning environment where children can explore their talents and develop self-confidence. It also helps parents understand the importance of holistic child development and creative learning methods.

In addition to supporting children's development, the franchise also contributes to employment generation and promotes educational innovation within the community. By encouraging joyful and practical learning, the organization plays an important role in shaping responsible and confident future citizens.

What motivates you to continue in the education field?

The progress and happiness of children motivate me the most. Seeing children become more confident, creative, and expressive gives me immense satisfaction and encouragement. Every small achievement of a child feels meaningful because education has the power to shape a child's future positively.
I am also motivated by the opportunity to make a social contribution through education. Helping children develop important life skills and positive attitudes gives me a sense of purpose and fulfillment.
Continuous learning in the education field also inspires me. Every child is unique, and interacting with children teaches patience, creativity, and adaptability. These experiences motivate me to continue growing personally and professionally.

12. What message would you like to give to aspiring women entrepreneurs?

I would like to encourage aspiring women entrepreneurs to believe in themselves and confidently pursue their dreams. Women are capable of achieving success in every field when they work with dedication, determination, and self-confidence.
Challenges and difficulties are a part of every entrepreneurial journey, but they should never discourage anyone from moving forward. Continuous learning, hard work, and patience are important for overcoming obstacles and achieving long-term success.
I also believe women should not hesitate to seek support from family, mentors, and professional networks. Entrepreneurship not only provides financial independence but also helps women discover their strengths, leadership abilities, and creative potential. Women entrepreneurs can become role models who inspire future generations.

13. How do innovative teaching methods help students?

Innovative teaching methods make learning more interactive, engaging, and effective for students. Children learn better when they actively participate in activities rather than simply memorizing information. Creative learning methods encourage curiosity, critical thinking, communication, and problem-solving abilities.
Activity-based learning, storytelling, role plays, public speaking sessions, games, and creative projects help students enjoy the learning process and develop confidence. These methods also improve students' ability to understand concepts practically and apply knowledge in real-life situations.
Innovative teaching creates a positive classroom environment where children feel motivated and comfortable expressing their ideas. It also supports emotional and social development by encouraging teamwork and interaction.

What are your future plans as an edupreneur?

My future plan is to expand educational services and introduce more innovative programs that support children's overall development. I would like to organize workshops, skill-development sessions, communication training programs, and creative learning activities for children.
I also aim to reach more students and parents through awareness programs about the importance of holistic education and personality development. Expanding the educational center and introducing digital learning methods are also part of my future vision.

Another important goal is to continue improving my own professional knowledge and teaching skills so that I can provide better educational experiences to students. I hope to contribute more significantly to the education sector in the future.

How does entrepreneurship empower women?

Entrepreneurship empowers women by providing financial independence, self-confidence, leadership opportunities, and decision-making power. It helps women become economically self-reliant and gives them the confidence to pursue their goals independently.

Through entrepreneurship, women can develop managerial skills, communication abilities, problem-solving skills, and leadership qualities. It also encourages women to participate actively in social and economic development.

Women entrepreneurs often inspire others in society by demonstrating that success is possible through hard work, determination, and courage. Entrepreneurship helps women create a strong identity, contribute to their families and communities, and become positive role models for future generations.



Glimpses of Interview





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INTERNAL QUALITY ASSURANCE CELL (IQAC)

DEPARTMENT OF MANAGEMENT STUDIES

JNNCE - MBA Meets Entrepreneurship: Ms Deepthi Shetty

The Science of Care



Dr. Koustubha Arun
Founder, Director &
Consultant Pathologist,
Shivamogga Diagnostics



Dr. Koustubha Arun
Founder, Director & Consultant Pathologist, Shivamogga Diagnostics

Dr. Koustubha Arun is a Consultant Pathologist with over 20 years of professional experience in diagnostic pathology. She is the Founder, Director and Consultant Pathologist at Shimogga Diagnostics, a leading diagnostic centre in Shivamogga.

She completed her MBBS from JSS Medical College, Mysore, in 2001. Driven by her interest in laboratory medicine and disease diagnosis, she pursued her MD in Pathology from Vijayanagara Institute of Medical Sciences (VIMS), Ballari. She further strengthened her academic and professional credentials by obtaining a DNB in Pathology from the same institution.

After completing her postgraduate education, Dr. Koustubha worked briefly at Kidwai Memorial Institute of Oncology, where she gained valuable experience in pathology services. Following her marriage, she relocated to Shivamogga in 2005.

In Shivamogga, she recognized a significant gap in the city's healthcare infrastructure. At that time, there were no exclusive standalone diagnostic centres offering comprehensive diagnostic services under one roof. Patients had to visit different facilities for radiology, imaging, and clinical laboratory investigations, making the diagnostic process inconvenient and time-consuming.

Motivated by the need to provide integrated and patient-friendly diagnostic services, Dr. Koustubha and her Husband Dr Arun, Consultant Radiologist established Shivamogga Diagnostics. Her vision was to create a centre where advanced radiology, imaging, and clinical laboratory services could be accessed in one location with high standards of quality, accuracy, and efficiency.

Over the past two decades, Dr. Koustubha has played a significant role in improving diagnostic healthcare services in the region. Her commitment to quality, adoption of modern technology, and patient-centric approach have earned the trust of clinicians and patients alike. Under her leadership, Shivamogga Diagnostics has grown into one of the city's trusted diagnostic centres, contributing substantially to early disease detection and better patient outcomes.

Dr. Koustubha continues to dedicate herself to advancing diagnostic medicine through continuous learning, technological innovation, and a strong commitment to excellence in patient care.

Dr. Koustubha, could you tell us about your educational journey and what inspired you to choose pathology as your profession?

I completed my MBBS from JSS Medical College, Mysore, in 2001. During my undergraduate years, I developed a keen interest in laboratory medicine and disease diagnosis. I was fascinated by how pathology forms the backbone of clinical decision-making. This inspired me to pursue an MD in Pathology from Vijayanagara Institute of Medical Sciences (VIMS), Ballari. To further strengthen my professional expertise, I also completed my DNB in Pathology from the same institution.

What was your professional journey after completing your postgraduate studies?

After completing my postgraduate education, I worked for a short period at Kidwai Memorial Institute of Oncology. It was an enriching experience that exposed me to advanced pathology practices and strengthened my diagnostic skills. Following my marriage, I relocated to Shivamogga in 2005, which marked the beginning of a new chapter in my professional life.

What motivated you to establish Shivamogga Diagnostics?

When I moved to Shivamogga, I noticed a significant gap in the healthcare infrastructure. At that time, there were no exclusive standalone diagnostic centres where patients could access radiology, imaging, and clinical laboratory services under one roof. People often had to travel to different locations for various investigations, making the entire diagnostic process inconvenient and time-consuming.
My husband, Dr. Arun, who is a Consultant Radiologist, and I shared a common vision of creating an integrated diagnostic centre that would provide comprehensive, reliable, and patient-friendly services. This vision led to the establishment of Shivamogga Diagnostics.

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What was your vision while establishing the centre?

Our vision was to create a centre of excellence where patients could receive advanced radiology, imaging, and laboratory services in one place. We wanted to ensure accurate diagnosis, timely reporting, and compassionate patient care while maintaining the highest standards of quality and ethics. We also believed that adopting modern technology would significantly improve healthcare outcomes in the region.

Looking back over the past two decades, how has the journey been?

It has been an immensely satisfying journey. Over the years, we have continuously upgraded our technology, expanded our diagnostic capabilities, and built a dedicated team of professionals. The trust that clinicians and patients have placed in us has been our greatest achievement. Knowing that our work contributes to early disease detection and better patient outcomes gives me immense professional satisfaction.

What values have guided you throughout your career?

I strongly believe that accuracy, integrity, and compassion are the foundations of quality diagnostic care. Every laboratory report has a direct impact on patient treatment, so precision and reliability are non-negotiable. At the same time, continuous learning and embracing technological advancements are essential to keep pace with evolving medical science.

What principles define your leadership and professional approach?

My leadership is grounded in integrity, commitment, loyalty, and hands-on experience. Moreover, I am very Hands-on. I strongly believe that expertise in any field comes first through doing, not just directing. I make it a point to understand every process personally, apply it in practice, and only then guide others.
For me, credibility as a leader comes from experience. I follow a simple philosophy: "I do first, and then I teach others." This approach helps build trust within the team and ensures that whatever is taught or implemented is practical, tested, and reliable.
Across every area of diagnostic practice, I emphasize that leadership is not about distance from work, but deep involvement in it. That is what ensures quality, consistency, and continuous improvement in patient care.

Madam, how would you describe your work-flow approach in diagnostic pathology?

My work-flow approach is centered on accuracy, discipline, and hands-on involvement. In diagnostic pathology, I strongly believe that every result must pass through a structured and carefully monitored process before it is reported. I personally stay involved in key stages of the diagnostic process—from sample handling to interpretation. This helps ensure that quality is maintained at every step and that no detail is overlooked. I follow strict quality control measures, cross-verification of results, and correlation with clinical findings. Accuracy is achieved only when laboratory data and clinical context come together.

What message would you like to share with aspiring medical professionals, especially those considering pathology?

Pathology is often called the backbone of modern medicine because every accurate diagnosis begins with reliable laboratory findings. It is a specialty that demands scientific curiosity, attention to detail, and a commitment to lifelong learning. I would encourage young doctors to pursue pathology with dedication, as it offers immense opportunities to make a meaningful impact on patient care, even behind the scenes.

What are your aspirations for the future?

My goal is to continue advancing diagnostic services by embracing emerging technologies, maintaining the highest quality standards, and ensuring that patients receive timely, accurate, and affordable diagnostic care. I also hope to contribute to greater awareness about preventive healthcare and the importance of early diagnosis, which can significantly improve treatment outcomes.

Looking back over the past two decades, how has the journey been?

It has been an immensely satisfying journey. Over the years, we have continuously upgraded our technology, expanded our diagnostic capabilities, and built a dedicated team of professionals. The trust that clinicians and patients have placed in us has been our greatest achievement. Knowing that our work contributes to early disease detection and better patient outcomes gives me immense professional satisfaction.

Artificial Intelligence is transforming healthcare across the world. How do you see AI influencing diagnostic services?

Artificial Intelligence is undoubtedly one of the most significant technological advancements in healthcare. In diagnostics, AI is helping improve the speed, accuracy, and consistency of reporting. It can analyse large volumes of data, identify subtle patterns that may not be immediately apparent to the human eye, and assist doctors in making more informed decisions. I see AI as an aid to medical professionals. However, may not be a perfect replacement for the human assessments by the medical practitioners.

What are the main causes of stress and burnout among employee and how does burnout affect employees and organizations.

I believe that when we work willingly, with purpose and passion, work itself does not create stress or burnout. Burnout usually arises when people feel disconnected from their work, face excessive pressure without adequate support, or lose the sense of meaning in what they do. If we genuinely enjoy our profession and remain committed to serving others, even demanding work becomes fulfilling rather than exhausting. At the same time, maintaining a healthy work-life balance, taking care of one's physical and mental well-being, and working in a supportive environment are essential for sustaining long-term professional excellence.

Kindly give your Concluding remarks

As we conclude this interaction, I would like to say that my journey has taught me that excellence is not achieved overnight—it is built through integrity, commitment, continuous learning, and unwavering dedication to quality. Every patient who walks into our diagnostic centre places immense trust in us, and I consider it my responsibility to honour that trust through accurate diagnosis, ethical practice, and compassionate care.

I firmly believe that when we work willingly, with passion and a clear sense of purpose, work itself does not create stress or burnout. True professional satisfaction comes from loving what we do, constantly improving ourselves, and making a meaningful difference in the lives of others.

Thank you very much for the opportunity.



“

I never
dreamed
about success.
I worked for it

Estée Lauder

”

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JNNCE - MBA Meets Entrepreneurship:

Mrs. Sowmya Aralappa



Retailing Trust

Mrs. Sowmya Aralappa

Proprietor

Kings Bazara, Hanagal



Mrs. Sowmya Aralappa

Proprietor,
Kings Bazara, Hanagal

Mrs. Sowmya Aralappa is a dynamic entrepreneur, leader, and social worker with postgraduate qualifications in MBA and M.Com.

Mrs. Sowmya Aralappa is a dynamic entrepreneur, educator, leader, and social worker with postgraduate qualifications in MBA and M.Com. She has 10 years of teaching experience, during which she has been actively involved in mentoring students, developing leadership skills, and promoting professional excellence.

She is the Proprietor of Kings Bazara, a direct selling business based in Hangal, where she has been successfully engaged in entrepreneurship and business development. Through her enterprise, she is committed to creating opportunities for individuals to achieve financial independence, self-employment, and personal growth.

Mrs. Sowmya also serves as the Team Leader for Shivamogga District at Salahker Learning Academy, where she mentors aspiring entrepreneurs, teachers, students, and professionals through leadership development programmes, teacher training, counselling, personality development, and skill enhancement initiatives. She considers teaching and mentoring not merely as a profession but as her passion.

A dedicated leader in Junior Chamber International (JCI), Mrs. Sowmya has served with distinction as Past President and Past Zone Officer. During her tenure, she successfully organized and led numerous leadership development programmes, social service initiatives, community development projects, youth empowerment activities, and public awareness campaigns, making a significant contribution to society.

With over a decade of teaching experience and extensive expertise in entrepreneurship, leadership, and community service, Mrs. Sowmya Aralappa continues to inspire students, entrepreneurs, and young professionals through her commitment to lifelong learning, ethical leadership, professional excellence, and meaningful social contribution. Her journey demonstrates that determination, continuous learning, and service to society are the true foundations of sustainable success.

Could you briefly introduce yourself and share your entrepreneurial journey? What inspired you to become an entrepreneur?

My name is Sowmya Aralappa. I hold postgraduate degrees in MBA and M.Com and am the proprietor of Kings Bazara, a direct selling business based in Hangal. My entrepreneurial journey began with a desire to become financially independent and create opportunities for others. I believe that entrepreneurship is not merely about earning profits but about creating value and transforming lives. Every day in business is like an examination, where we continuously learn, adapt, and improve ourselves.

How has your educational background (MBA & M.Com) shaped your entrepreneurial career?

My academic qualifications have provided me with a strong foundation in business management, finance, marketing, and leadership. The MBA helped me develop strategic thinking and decision-making abilities, while my M.Com strengthened my financial and accounting knowledge. These skills have enabled me to manage my business more professionally. Education has given me confidence to face business challenges with a systematic approach. It has also helped me mentor others effectively.

Who has been your greatest inspiration, and what values have guided your entrepreneurial journey?

My greatest inspiration has been people who have built successful businesses through honesty, perseverance, and hard work. I strongly believe in integrity, patience, discipline, and continuous learning. These values have guided me in every stage of my entrepreneurial journey. I also believe that success comes from serving people sincerely and maintaining long-term relationships. Positive thinking and ethical business practices are my guiding principles.

Could you tell us about Kings Bazara and why you chose the direct selling business model?

Kings Bazara is a direct selling business that focuses on building customer relationships while providing quality products. I chose this model because it offers opportunities for entrepreneurship with relatively low investment while empowering individuals to earn independently. Direct selling allows us to interact personally with customers and understand their needs. Customer satisfaction and trust are the foundation of this business model. It also creates employment and leadership opportunities for many people.

What challenges did you face while starting your business, and how did you overcome them?

Financial constraints were one of the biggest challenges during the initial stage of my business. Entering a competitive market and creating a customer base also required significant effort. Instead of giving up, I focused on maintaining quality, providing excellent service, and building trust among customers. Every challenge became a learning experience that strengthened my confidence. Patience, perseverance, and continuous improvement helped me overcome these obstacles.

How did you arrange the initial investment and build customer trust in the early stages?

I started the business with limited financial resources and managed every expense carefully. I focused on gradual growth rather than rapid expansion. Customer trust was built by consistently providing quality products, honest communication, and reliable service. Satisfied customers recommended our business to others, helping us expand through positive word-of-mouth. Trust remains our greatest asset.

What qualities are essential for success in the direct selling business?

Success in direct selling requires excellent communication skills, patience, self-confidence, and a positive attitude. One must be receptive to customer needs and willing to learn continuously. Building strong relationships and maintaining product quality are equally important. Decision-making ability and perseverance help entrepreneurs overcome setbacks. Above all, trust and integrity determine long-term success.

How do you manage your business operations, finances, and customer relationships?

I believe in systematic planning and disciplined execution. Every business activity, including finance, inventory, customer service, and marketing, is monitored carefully. Financial discipline helps maintain business stability. Regular interaction with customers enables me to understand their expectations and improve our services. Building lasting relationships is more important than making quick profits.

What marketing strategies and digital platforms have contributed to your business growth?

Customer referrals and relationship marketing have been our strongest promotional tools. We also use WhatsApp, Facebook, Instagram, and other digital platforms to connect with customers and share product information. Digital communication has helped us reach a wider audience quickly and economically. However, personal interaction continues to be our greatest strength. Customer satisfaction remains our best advertisement.

How do you recruit, train, motivate, and retain your team members?

I recruit people who are willing to learn and grow. Training focuses on communication, customer service, product knowledge, and ethical business practices. Motivation comes through appreciation, recognition, and continuous encouragement. I believe every team member has unique potential that should be nurtured. A positive work environment and mutual respect help retain committed individuals.

How do you identify new business opportunities and stay competitive in today's market?

Business opportunities emerge when we closely observe customer needs, market trends, and changes in consumer preferences. I regularly interact with customers to understand their expectations and identify products or services that can add value to their lives. In today's competitive market, it is important to remain flexible, innovative, and willing to adapt. I believe that experience plays a significant role in making the right business decisions because practical exposure teaches lessons that books cannot. Continuous learning, quality service, and maintaining customer trust help me remain competitive and sustain business growth.

As Team Leader at Salahker Learning Academy, what are your key responsibilities?

As the Team Leader at Salahker Learning Academy, my primary responsibility is to mentor, train, and motivate individuals to achieve both personal and professional growth. The Academy emphasizes teacher training, leadership development, counselling, communication skills, and personality development. I coordinate various learning programmes and encourage participants to continuously improve their knowledge and abilities. Teaching and mentoring are not merely responsibilities for me—they are my passion. My greatest satisfaction comes from seeing individuals develop confidence, leadership qualities, and successful careers.

How do you mentor aspiring entrepreneurs and help them develop leadership skills?

I encourage aspiring entrepreneurs to begin with confidence and a willingness to learn from every experience. Entrepreneurship is a continuous learning process, and every challenge teaches valuable lessons. During mentoring sessions, I focus on developing leadership qualities, communication skills, decision-making ability, and self-confidence. I also help individuals understand the importance of customer satisfaction, ethical business practices, and financial discipline. I believe that a good mentor not only shares knowledge but also inspires people to discover their own potential.

In your opinion, what leadership qualities and communication skills are essential for entrepreneurial success?

An entrepreneur should possess vision, integrity, patience, confidence, and the courage to make timely decisions. Leadership requires the ability to inspire, motivate, and guide people towards a common goal. Effective communication helps entrepreneurs build strong relationships with customers, employees, suppliers, and other stakeholders. Listening is equally important because understanding people's needs leads to better decision-making. A positive attitude and emotional intelligence further strengthen leadership effectiveness.

Do you believe leadership can be learned? Why?

Yes, I strongly believe that leadership can be learned and developed through education, training, and practical experience. While some individuals may naturally possess leadership qualities, everyone can improve through continuous learning and self-development. Leadership grows when we accept responsibilities, learn from failures, and work with people from different backgrounds. Every challenge becomes an opportunity to develop confidence and decision-making skills. Good leaders are lifelong learners who continuously improve themselves and inspire others to do the same.

What are the major challenges faced by women entrepreneurs today, and how can they overcome them?

Women entrepreneurs continue to face challenges such as financial constraints, intense market competition, balancing family responsibilities, and limited access to business networks. Sometimes they also encounter societal expectations that discourage women from taking entrepreneurial risks. These challenges can be overcome through education, financial literacy, continuous skill development, networking, and strong family support. Women should believe in their abilities, remain patient, and never lose confidence during difficult times. With determination and the right support system, women can excel in any field of business.

How did your family and society support you in your entrepreneurial journey?

My family's encouragement has been one of the strongest pillars of my entrepreneurial success. They believed in my vision and motivated me to pursue my business goals with confidence. Their emotional support helped me overcome many challenges during the initial stages of my journey. Society has also appreciated sincere efforts, quality service, and ethical business practices, which helped me build a strong reputation. Success becomes easier when family support and community trust work together.

What advice would you give to aspiring women entrepreneurs and first-generation entrepreneurs?

I would advise them to dream big but begin with careful planning and realistic goals. Every entrepreneur will face challenges, but patience and perseverance are the keys to long-term success. Do not be discouraged by failures because every setback provides valuable learning opportunities. Build customer trust through honesty, quality, and commitment rather than focusing only on profits. Most importantly, never stop learning because continuous improvement is the foundation of sustainable entrepreneurship.

Could you share your experiences as Past President and Past Zone Officer of JCI?

Serving as the Past President and Past Zone Officer of Junior Chamber International (JCI) has been one of the most enriching experiences of my life. These leadership roles gave me opportunities to organize community development programmes, leadership training sessions, social service initiatives, and awareness campaigns. Working with diverse teams taught me the importance of teamwork, planning, communication, and effective leadership. The experience enhanced my confidence and strengthened my commitment to serving society. My journey in JCI has shaped me into a better entrepreneur, leader, and socially responsible citizen.

Which social service initiative has given you the greatest satisfaction, and why?

Among the various social service initiatives I have undertaken through JCI, the programmes related to education, women empowerment, and leadership development have given me the greatest satisfaction. Helping individuals develop confidence, skills, and self-reliance creates a lasting impact on their lives. I strongly believe that empowering a person with knowledge is more meaningful than providing temporary assistance. Organizing community awareness programmes and educational initiatives has enabled me to contribute positively to society. Seeing people become independent and successful because of these efforts is the greatest reward for my work.

How has community service influenced your leadership and professional life?

Community service has taught me that leadership is about serving others rather than seeking personal recognition. Working with people from different backgrounds has improved my communication, teamwork, and problem-solving abilities. It has also helped me become more empathetic, patient, and socially responsible. The experience of organizing social programmes has strengthened my planning and decision-making skills. These qualities have positively influenced both my entrepreneurial journey and my personal life.

Why is social responsibility important for entrepreneurs?

Entrepreneurs are not only responsible for generating profits but also for contributing to society's development. A socially responsible entrepreneur creates employment, follows ethical business practices, and supports community welfare. Businesses that care about society earn greater trust and respect from customers and stakeholders. Social responsibility also contributes to sustainable business growth by strengthening relationships with the community. I believe that every successful entrepreneur should give back to society through meaningful service initiatives.

How do you maintain a balance between business, leadership, family, and social service?

Maintaining balance requires proper planning, discipline, and effective time management. I prioritize my responsibilities and prepare my daily schedule in advance so that each area receives adequate attention. My family has always been supportive, which enables me to fulfil both personal and professional commitments successfully. Delegating responsibilities and working as a team also reduce stress and improve efficiency. I believe that maintaining a positive mindset and setting clear priorities are essential for achieving a healthy work-life balance.

What skills should MBA students develop to become successful entrepreneurs and leaders?

MBA students should develop strong communication, leadership, and decision-making skills. They should also strengthen their knowledge of finance, marketing, digital technology, and business analytics. Emotional intelligence, adaptability, and problem-solving abilities are equally important in today's dynamic business environment. Students should cultivate a habit of continuous learning and remain open to new ideas and innovations. Most importantly, they should develop integrity, confidence, patience, and the courage to take calculated risks.

How do you continuously upgrade your knowledge and manage stress while handling multiple responsibilities?

I believe that learning is a lifelong process. I regularly attend training programmes, leadership workshops, seminars, and professional development sessions to update my knowledge and skills. Reading books, interacting with successful entrepreneurs, and participating in learning forums also help me stay informed about new trends and opportunities. To manage stress, I maintain a positive attitude, plan my work systematically, and focus on one responsibility at a time. Spending quality time with my family and maintaining a healthy work-life balance also help me remain motivated and productive.

What emerging business trends should young entrepreneurs focus on in the future?

Young entrepreneurs should focus on digital entrepreneurship, e-commerce, artificial intelligence, social media marketing, and technology-driven business models. Customers today expect convenience, quality, and personalized services, making innovation essential for success. Sustainable business practices and environmentally responsible products are also gaining importance. Entrepreneurs should continuously monitor market trends and be willing to adopt new technologies. Those who embrace innovation while maintaining ethical values will have greater opportunities for long-term success.

What are your future plans for Kings Bazara and your leadership initiatives?

My vision is to expand Kings Bazara by reaching more customers and introducing additional quality products that meet changing consumer needs. I also wish to create more employment opportunities, particularly for women, and encourage them to become financially independent. Through Salahker Learning Academy, I plan to conduct more leadership development, teacher training, counselling, and entrepreneurship programmes for students and young professionals. I would also like to mentor aspiring entrepreneurs and help them develop the confidence to start their own ventures. My long-term goal is to build both a successful business and a stronger community through leadership and service.

If you had an opportunity to start your entrepreneurial journey again, what would you do differently, and what mistakes should young entrepreneurs avoid?

If I were to start my entrepreneurial journey again, I would invest more time in market research, financial planning, and digital business strategies from the beginning. Although experience is the best teacher, early planning can reduce many avoidable challenges. Young entrepreneurs should never make decisions without proper analysis or ignore customer feedback. They should avoid expecting immediate success and instead focus on learning, patience, and continuous improvement. Every day in business brings new lessons, and success comes to those who remain committed and never stop learning.

How has your 10 years of teaching experience influenced your journey as an entrepreneur and business leader?

My teaching profession has played a significant role in shaping my entrepreneurial journey. Teaching helped me develop effective communication, presentation, mentoring, and leadership skills, which are equally important in business. It taught me patience, empathy, and the ability to understand the needs of different individuals. As a teacher, I learned how to motivate people, solve problems, and build confidence, and I apply these skills while managing my team and interacting with customers. I believe that teaching and entrepreneurship complement each other because both involve inspiring people, creating value, and fostering continuous learning.

What lessons from the teaching profession would you recommend to young entrepreneurs and business leaders?

The teaching profession has taught me that learning never stops and that every day presents an opportunity to grow. I encourage young entrepreneurs to remain humble, listen carefully to others, and continuously upgrade their knowledge and skills. A good teacher builds trust through honesty, consistency, and commitment, and the same principles are essential for becoming a successful entrepreneur. Effective communication, patience, ethical behaviour, and the willingness to guide and support others are qualities that strengthen both leadership and business success. I believe that entrepreneurs who adopt the mindset of a teacher become better leaders because they inspire, mentor, and empower the people around them.

Finally, what message would you like to share with MBA students and the youth regarding entrepreneurship, leadership, and success?

I would like to tell every student that success is achieved through dedication, discipline, and continuous learning. Entrepreneurship is a journey of courage, responsibility, and service, where every day presents new opportunities to grow. Never be afraid of failures because they are valuable lessons that prepare you for greater achievements. Believe in yourself, maintain ethical values, build trust with people, and always strive for excellence in whatever you do. Remember that leadership is about inspiring others, entrepreneurship is about creating value, and true success lies in making a positive difference in the lives of people and society.





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INTERNAL QUALITY ASSURANCE CELL (IQAC)

DEPARTMENT OF MANAGEMENT STUDIES

JNNCE - MBA Meets Entrepreneurship:

Ms. Roopa Kadaramandalagi

The Taste of Enterprise



Mrs. Roopa Kadaramandalagi

Proprietor

Amrutha Roti Maker, Shivamogga



PROFILE



As part of the interaction with women entrepreneurs, students visited a successful women-led roti manufacturing enterprise engaged in the large-scale production and wholesale supply of fresh rotis to restaurants, bakeries, hotels, catering units, and other food service establishments.
The enterprise produces 2,000 to 30,000 rotis per day, depending on customer demand and advance orders. The business has established an efficient production and distribution system that ensures timely delivery while maintaining quality and hygiene standards.

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The enterprise produces 2,000 to 30,000 rotis per day, depending on customer demand and advance orders. The business has established an efficient production and distribution system that ensures timely delivery while maintaining quality and hygiene standards.
A notable feature of the enterprise is that the entire family actively participates in the production, packaging, logistics, and distribution processes, making it a successful family-managed business. In addition to family involvement, the unit has generated employment opportunities for nearly 15 women, thereby contributing to women's economic empowerment and livelihood enhancement in the local community.
During the interaction, the entrepreneurs shared their journey of establishing the business, overcoming operational challenges, maintaining product quality, managing customer relationships, and scaling production based on market demand. The session provided valuable insights into entrepreneurship, women-led enterprise development, small business management, employment generation, and sustainable livelihood creation.
The visit inspired students by demonstrating how a small-scale food processing initiative can evolve into a successful enterprise through hard work, family support, efficient operations, and a strong commitment to customer satisfaction.

Could you please introduce yourself and tell us about your entrepreneurial journey?

My name is Roopa Ravi Kadaramandalagi, and I am from Ranebennur, Karnataka. I have completed my SSLC and am the founder of a home-based rotti manufacturing enterprise. My entrepreneurial journey started with a desire to support my family financially by utilizing my cooking skills. Initially, I prepared a small number of rotis for local customers, but the demand gradually increased because of the quality and taste of our products. With the encouragement and continuous support of my husband and family members, I expanded the business into a successful enterprise that supplies traditional rotis to hotels, restaurants, bakeries, caterers, and households.

What inspired you to start a rotti manufacturing business?

The primary inspiration for starting this business was to achieve something significant through self-employment. I observed that there was a growing demand for healthy and traditional food products such as Jowar Rotti, Akki Rotti, and Chapati. Since I already possessed the necessary cooking skills, I decided to convert my passion into a business opportunity. The encouragement from my family, especially my husband, gave me the confidence to take the first step. Today, the business has become a reliable source of income for my family while also creating employment opportunities for several women.

How did you learn the skills required for making different types of rottis?

I learned the traditional methods of preparing different varieties of rotis from my family members and through practical experience. Over time, I continuously improved my techniques by experimenting with ingredients and preparation methods. Customer feedback also helped me understand their preferences and refine the quality of my products. I trained myself to maintain consistency in taste, softness, and hygiene. Continuous learning and dedication have enabled me to produce high-quality products that satisfy customer expectations.

Why did you choose food manufacturing as your profession?

Food manufacturing is a business with continuous demand because food is a basic necessity for everyone. Traditional foods like Jowar Rotti and Akki Rotti are becoming increasingly popular due to growing health awareness among consumers. I realized that this sector offered good business opportunities with relatively low initial investment. It also allowed me to utilize my existing skills while working from home with the support of my family. This profession has provided me with financial independence and the satisfaction of serving customers with healthy and nutritious food.

Could you explain the complete process of preparing your products?

The production process begins with procuring high-quality raw materials from trusted suppliers. The ingredients are carefully cleaned, measured, and mixed to prepare fresh dough according to the type of rotti being produced. The dough is then pressed using a rotti-making machine to obtain uniform size and thickness. The rotis are cooked on specially designed stoves while ensuring proper temperature and hygiene. After cooking, the products are packed hygienically and supplied to customers according to their orders. Production is planned every day based on customer demand to ensure freshness and minimize wastage.

What varieties of products do you manufacture?

Our manufacturing unit produces a variety of traditional food products, including Jowar Rotti, Akki Rotti, Chapati, and other customised flatbreads based on customer requirements. Each product is prepared using carefully selected ingredients to maintain its authentic taste and nutritional value.

We also modify the size and quantity of the products depending on the needs of our customers. The growing demand for healthy traditional foods has encouraged us to expand our product range. Our focus is always on providing fresh, hygienic, and high-quality products that meet customer expectations.

What are the specialties of Jowar Rotti, Akki Rotti, and Chapati?

The speciality of our products lies in their softness, freshness, and authentic homemade taste. We use premium-quality raw materials and maintain strict quality standards throughout the preparation process. Our soft rotti has become our signature product and is highly appreciated by customers. In fact, we were among the first entrepreneurs in our region to introduce soft rotis on a commercial scale. Customers prefer our products because they remain soft for a longer duration and are prepared hygienically without compromising on traditional taste.

What role does the rotti pressing machine play in your production process?

The rotti pressing machine plays a vital role in ensuring uniformity, speed, and efficiency in production. It helps us prepare rotis of equal size, thickness, and shape, which improves the overall quality of the products. The machine significantly reduces manual effort and enables workers to produce a large number of rotis within a shorter period. It also minimizes wastage of dough and enhances productivity. By combining machinery with skilled manual supervision, we are able to maintain consistency in every batch produced.

How has the use of machinery improved your productivity and efficiency?

The introduction of machinery has greatly increased our production capacity and operational efficiency. Depending on customer demand, we are able to manufacture between 2,000 and 30,000 rotis per day. The machine has reduced production time, ensured consistency in product quality, and lowered physical strain on workers. It has also enabled us to fulfil large orders from hotels, restaurants, bakeries, and catering units within the promised delivery time. As a result, customer satisfaction has improved, and our business has grown steadily over the years.

How do you maintain quality and hygiene in your products?

Quality and hygiene are the highest priorities in our manufacturing unit. We procure fresh and superior-quality raw materials only from trusted suppliers and inspect them before use. The production area, utensils, machinery, and cooking equipment are cleaned regularly to maintain hygienic conditions. Employees are trained to follow proper sanitation practices while preparing, cooking, and packing the products. Every batch is checked for softness, taste, and consistency before it is supplied to customers, ensuring that they receive fresh and high-quality rotis every day.

Where do you procure the raw materials required for production?

We procure wheat flour, jowar flour, rice flour, and other ingredients from reliable local wholesalers and suppliers who provide good-quality products. Before purchasing, we verify the quality and freshness of the raw materials because they directly influence the taste and texture of the rotis. We purchase raw materials based on customer demand to avoid unnecessary storage and wastage. Maintaining a good relationship with our suppliers helps us receive quality products at competitive prices. Timely procurement also enables us to ensure uninterrupted production and prompt delivery.

How many people are employed in your manufacturing unit?

Our manufacturing unit provides employment to nearly 15 women, in addition to the active involvement of our family members. Several of our close relatives also participate in production and distribution activities, making it a family-managed enterprise. We believe that providing employment to women contributes to their financial independence and social empowerment. Every employee receives guidance and practical training to perform their responsibilities efficiently. The business has created sustainable livelihood opportunities while strengthening teamwork and cooperation within the community.

Who are your major customers?

Our major customers include hotels, restaurants, bakeries, catering service providers, and individual households. Many customers place regular bulk orders because they are satisfied with the quality, softness, and consistency of our products. We have developed long-term business relationships based on trust, reliability, and timely delivery. Customer satisfaction has helped us expand our market through positive word-of-mouth recommendations. We always strive to understand customer requirements and deliver products according to their expectations.

Do you supply your products to hotels, caterers, restaurants, or retail shops?

Yes, we regularly supply our products to hotels, restaurants, bakeries, caterers, and households. Bulk orders from these customers form a major part of our business. We plan our daily production according to customer requirements and delivery schedules. Timely supply is very important because our products are fresh food items and must reach customers without delay. We have earned the confidence of our customers by maintaining punctuality, quality, and consistency in every order.

What were the major challenges you faced while starting this business?

The initial stages of the business were challenging because we had limited financial resources and very few customers. Building customer trust required consistent effort and maintaining high product quality. Procuring suitable machinery and arranging skilled workers were also difficult during the early years. Competition from other food suppliers required us to differentiate our products through superior quality and softness. However, determination, hard work, and family support enabled us to overcome these obstacles and gradually expand our business.

How did you overcome financial and operational challenges during the initial stage?

We started the business on a small scale with the available resources and gradually expanded it by reinvesting the profits. Family members actively participated in production, marketing, and distribution, which reduced operational costs. We focused on maintaining product quality and customer satisfaction instead of seeking rapid expansion. As customer demand increased, our income improved, allowing us to purchase better equipment and increase production capacity. Careful financial planning and continuous hard work helped us establish a stable and successful enterprise.

What are the major challenges you face in today's competitive market?

Today, the biggest challenges include increasing competition, fluctuations in raw material prices, and rising labour costs. Customers expect high-quality products at competitive prices, making it essential to balance quality and profitability. Managing large orders while ensuring timely delivery is another important challenge. We also need to continuously maintain product consistency to retain customer confidence. Despite these challenges, we remain competitive by focusing on quality, customer satisfaction, innovation, and efficient business management.

How do you ensure consistency in taste and quality every day?

Consistency is achieved by using standardized recipes, carefully measured ingredients, and high-quality raw materials. Every stage of production is supervised to ensure that the products meet our quality standards. The rotti-making machine helps maintain uniform size and thickness, while experienced workers monitor the cooking process to achieve the desired softness. Regular training and guidance help employees maintain the same quality every day. We also value customer feedback and make necessary improvements to ensure that our products consistently meet customer expectations.

How do you handle customer feedback and complaints?

Customer feedback is very important because it helps us improve our products and services. We listen carefully to every suggestion and complaint with a positive attitude. If there is any issue related to quality, quantity, or delivery, we resolve it immediately and ensure that the customer is satisfied. We believe that maintaining trust is more valuable than making short-term profits, and therefore we are willing to bear losses whenever necessary to protect our reputation. Our prompt response and commitment to customer satisfaction have helped us build long-term relationships with our customers.

How has your family supported you in your entrepreneurial journey?

The support of my family has been the greatest strength behind my entrepreneurial success. My husband has encouraged me from the beginning and actively participates in planning and managing the business. Other family members and close relatives are involved in production, packaging, marketing, and distribution activities. By sharing responsibilities, we are able to manage the business efficiently even during periods of high demand. Their continuous encouragement and cooperation have enabled me to expand the enterprise with confidence.

Have you received any training or assistance from the Government or Self-Help Groups?

Most of my knowledge and skills have been gained through practical experience and continuous learning while running the business. I have also learned many business management techniques by interacting with experienced entrepreneurs and customers. Guidance from family members and well-wishers has helped me improve production and business operations. Although formal training opportunities have been limited, I believe that learning should be a continuous process. I am always willing to participate in government training programmes and entrepreneurship development initiatives that can help expand my business.

What qualities do you think are essential for a successful woman entrepreneur?

A successful woman entrepreneur should possess determination, self-confidence, hard work, and patience. She should be willing to learn continuously and adapt to changing customer needs and market conditions. Leadership skills, effective communication, financial discipline, and decision-making ability are also very important. Maintaining honesty, quality, and strong relationships with customers and employees contributes to long-term business success. Above all, self-belief and perseverance help overcome challenges and achieve entrepreneurial goals.

How do you balance your family responsibilities and business responsibilities?

Balancing family and business responsibilities is possible because of mutual understanding and cooperation among family members. We divide household and business activities so that everyone contributes according to their abilities. During the day, I supervise production and ensure that customer orders are completed on time. In the evening, I focus on marketing, customer communication, and planning for the next day's production. Proper time management, shared responsibilities, and family support enable me to maintain a healthy work-life balance.

What marketing strategies do you use to promote your products?

Our business mainly depends on customer satisfaction and word-of-mouth publicity rather than expensive advertisements. We maintain consistent product quality, timely delivery, and reasonable pricing to retain existing customers and attract new ones. Building trust with hotels, restaurants, bakeries, caterers, and households has been our most effective marketing strategy. We maintain regular communication with customers to understand their changing requirements and provide customised solutions whenever needed. Our reputation for quality and reliability has helped us expand our market over the years.

How has this business improved your family's financial condition?

The business has significantly improved our family's financial stability and standard of living. It has provided a regular source of income and reduced our dependence on a single earning member. We have been able to reinvest our profits in machinery, production facilities, and business expansion. The enterprise has also created employment opportunities for nearly fifteen women, thereby contributing to the economic development of the local community. Overall, the business has strengthened our financial security while creating social value through employment generation.

What is your opinion on the growing demand for traditional foods like Jowar Rotti and Akki Rotti?

The demand for traditional foods is increasing because people are becoming more health-conscious and prefer nutritious, homemade-style products. Jowar Rotti and Akki Rotti are rich in nutrients and are considered healthier alternatives to many processed foods. This growing awareness has created excellent opportunities for entrepreneurs engaged in traditional food manufacturing. At the same time, maintaining consistent quality, hygiene, and authentic taste is essential to meet customer expectations. I believe that the future of traditional food businesses is very promising, especially for women entrepreneurs who combine traditional knowledge with modern production techniques and efficient customer service.

GLIMPSES OF INTERVIEW



NATIONAL EDUCATION SOCIETY (R)

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JNNCE - MBA Meets Entrepreneurship:
Ms. Pranamya Bhat

Colours of Creativity



MS. PRANAMYA BHAT

Founder of Swadha Creations

MS. PRANAMYA BHAT — Founder of Swadha Creations



Entrepreneurship often begins with a simple idea, a personal passion, or the desire to solve a practical problem. The journey of Ms. Pranamya Bhat, founder of Swadha Creations – The Art of Everyday Carry, is an inspiring example of how creativity, perseverance, and environmental consciousness can be transformed into a successful business venture. Based in Sagar, Shivamogga District of Karnataka, Swadha Creations has evolved from a home-based hobby into a growing enterprise specializing in eco-friendly fabric products.

Educational and Professional Background

Pranamya Bhat completed her Bachelor of Commerce (B.Com.) and began her professional career as an Accounts Trainee in a private organization. Subsequently, she worked in the banking sector, gaining valuable experience in finance, customer relations, and business operations. Although her professional career was in the corporate and banking domains, she always possessed a strong inclination toward creativity and handicrafts.

Alongside her employment, she pursued her passion for designing and selling handmade jewellery. This activity provided her with an opportunity to express her creativity while developing entrepreneurial skills such as product design, customer interaction, and small-scale marketing.

Transition from Hobby to Business

A significant turning point occurred after the birth of her daughter. As her child grew, Pranamya became concerned about the safety risks associated with jewellery-making materials, particularly small beads and accessories that could be accidentally swallowed. Consequently, she discontinued her jewellery-making activities and devoted more time to her family and childcare responsibilities.

As her daughter grew older, Pranamya began stitching matching dresses for herself and her daughter. To make effective use of leftover fabric, she started creating matching bags and accessories. She also designed small fabric pouches that were distributed as return gifts during family functions and social gatherings.

These handmade products received appreciation from friends, relatives, and visitors. Their positive feedback encouraged her to continue experimenting with new designs and fabric products.

Emergence of Swadha Creations

The COVID-19 pandemic unexpectedly became a catalyst for entrepreneurial growth. During this period, the fabric bags created by Pranamya attracted considerable attention from friends, relatives, and acquaintances. The growing demand for her products resulted in repeat orders and referrals. Encouraged by this response, she transformed her hobby into a structured business venture. What initially began as a small home-based activity gradually evolved into Swadha Creations, a brand dedicated to creating eco-friendly and functional fabric products.

The name "Swadha Creations" reflects creativity, individuality, and the commitment to providing products that combine utility with aesthetic appeal.

Product Portfolio

Today, Swadha Creations offers a diverse range of handcrafted and eco-friendly products, including:

- Tote Bags
- Sling Bags
- Lunch Bags
- Travel Bags
- Saree Organizers
- Blouse Organizers
- Fabric Pouches
- Customized Return-Gift Bags
- Corporate Gift Bags
- Customized Fabric Accessories

These products are designed with a focus on durability, functionality, sustainability, and visual appeal. The enterprise promotes the use of reusable fabric products as an alternative to single-use plastic items, thereby contributing to environmental conservation.

The story of Swadha Creations demonstrates how passion, creativity, and perseverance can be transformed into entrepreneurial success. Beginning with simple fabric creations made at home, Pranamya Bhat successfully built a business that promotes sustainability, supports women's empowerment, and provides value to customers.

Her journey highlights an important lesson for aspiring entrepreneurs: successful businesses often emerge from everyday experiences, provided they are supported by vision, determination, and a willingness to embrace opportunities for growth.

Swadha Creations – The Art of Everyday Carry stands as an example of sustainable entrepreneurship that combines creativity, environmental responsibility, and social impact.

1. Could you please introduce yourself and tell us about Swadha Creations?

I am Pranamya Bhat, the founder of Swadha Creations – The Art of Everyday Carry, based in Sagar, Shivamogga District. Our enterprise specializes in designing handcrafted, eco-friendly fabric bags and sustainable lifestyle products. Every product is created with a focus on quality, durability, functionality, and aesthetics. We aim to replace single-use plastics with reusable fabric alternatives while encouraging environmentally responsible living. Through our venture, we strive to combine creativity with sustainability and social responsibility.

2. What inspired you to start this business?

My entrepreneurial journey began with my passion for creativity and fabric designing and Jewelry. After stitching matching outfits and fabric accessories for my daughter and myself, I realized that these handmade products were appreciated by family and friends. Their encouragement motivated me to transform my hobby into a business. At the same time, I became increasingly aware of the harmful effects of plastic waste on the environment. This inspired me to establish Swadha Creations, where creativity meets sustainability.

3. Why did you choose eco-friendly fabric bags as your primary product?

Fabric bags are practical, reusable, washable, and much more environmentally friendly than plastic bags. Since bags are an essential part of everyday life, replacing disposable plastic bags with fabric alternatives can significantly reduce waste. I wanted to create products that are not only useful but also promote sustainable living. Additionally, fabric allows for attractive designs, customization, and long-lasting quality. This combination made eco-friendly bags the perfect choice for my business.

4. What types of products does Swadha Creations offer?

Swadha Creations offers a wide range of handcrafted fabric products including tote bags, sling bags, lunch bags, travel bags, saree organizers, blouse organizers, pouches, and customized return-gift bags. We also design corporate gift bags and personalized fabric accessories for businesses and special occasions. Every product is tailored to meet customer requirements while maintaining high standards of quality and sustainability. Customization is one of our major strengths.

5. What makes your products unique in the market?

Our products stand out because they combine eco-friendliness, functionality, and attractive craftsmanship. Every item is carefully handmade with attention to detail and can be customized according to customer preferences. We use quality fabrics and focus on durability so that our products can be used for a long time. Unlike mass-produced products, our creations reflect individuality and creativity. Our commitment to sustainability further differentiates us in the market.

6. What challenges did you face while starting your entrepreneurial journey?

Like many first-generation entrepreneurs, I faced challenges in creating market awareness and building customer trust. Many customers initially preferred cheaper plastic alternatives without realizing the long-term benefits of reusable products. Managing finances, sourcing quality raw materials, and balancing family responsibilities with business operations were also difficult. However, every challenge became an opportunity to learn and improve my entrepreneurial skills.

7. How did you overcome these challenges?

I focused on educating customers about the environmental and economic advantages of reusable fabric bags. Participating in exhibitions, local markets, and women entrepreneurs' forums helped increase product visibility. Social media platforms enabled me to reach a wider audience and showcase my work effectively. Consistently delivering quality products and maintaining good customer relationships gradually built trust, resulting in repeat orders and positive word-of-mouth publicity.

8. How do you ensure the sustainability of your products?

Sustainability is the foundation of our business. We use reusable and durable fabrics that reduce dependence on single-use plastics. Production processes are designed to minimize waste, and leftover fabric is creatively utilized for smaller accessories. We encourage customers to adopt reusable products as part of their daily lifestyle. Our goal is to promote responsible consumption while protecting the environment.

9. How important is innovation in your business?

Innovation plays a vital role in keeping our products relevant and attractive to customers. We continuously introduce new designs, colours, utility features, and customized solutions based on customer preferences. We closely observe market trends while maintaining our commitment to sustainability. Innovation helps us remain competitive and ensures that customers always find something new and useful in our product range.

10. How has technology helped your business grow?

Technology has significantly expanded our business beyond the local market. Social media platforms such as Instagram, Facebook, and WhatsApp Business help us showcase products, communicate with customers, and receive orders conveniently. Digital payment systems have simplified transactions, while online platforms have increased our market reach. Technology has made marketing, customer engagement, and business management more efficient.

11. What role does customer feedback play in your business?

Customer feedback is one of our most valuable resources for continuous improvement. It helps us understand customer expectations regarding design, quality, durability, and functionality. Positive feedback motivates us to perform better, while constructive suggestions inspire product innovation. Listening carefully to customers has helped us build long-term relationships and improve overall customer satisfaction.

12. Have you created employment opportunities through your venture?

Yes, Swadha Creations has created meaningful employment opportunities for local women, tailors, and skilled artisans. We believe entrepreneurship should not only generate profits but also contribute to community development. By involving local talent in production activities, we help improve their income and financial independence. Supporting women through employment is an important part of our social commitment.

13. As a woman entrepreneur, what specific challenges have you encountered?

Balancing family responsibilities with business commitments has been one of my biggest challenges. Managing household duties while growing a business requires careful planning and effective time management. Like many women entrepreneurs, I also had to establish credibility in a competitive market. However, confidence, perseverance, and family support helped me overcome these challenges successfully.

14. What qualities are essential for aspiring entrepreneurs?

Entrepreneurs should possess passion, perseverance, creativity, and the willingness to learn continuously. They should be adaptable to changing market conditions and capable of solving problems effectively. Strong communication skills, self-confidence, and customer orientation are equally important. Most importantly, entrepreneurs should remain patient and view failures as valuable learning experiences that lead to future success.

15. How do you market your products?

We market our products through multiple channels to reach different customer segments. Social media platforms like Instagram and Facebook help us connect with a wider audience. We also participate in exhibitions, local fairs, and community events to showcase our products. Customer referrals and word-of-mouth marketing have been valuable in building trust. In addition, we collaborate with corporate organizations by offering customized eco-friendly branding solutions

16. What are your future plans for Swadha Creations?

Our vision is to expand Swadha Creations into a leading sustainable lifestyle brand in India. We plan to introduce new eco-friendly products that meet changing customer needs. Strengthening our online presence and e-commerce operations is another major priority. We also aim to collaborate with more educational institutions, corporate organizations, and government agencies. Our long-term goal is to create a positive environmental impact while generating employment opportunities.

17. How does your business contribute to environmental sustainability?

Our business promotes the use of reusable fabric products as an alternative to single-use plastics. Every eco-friendly bag reduces plastic waste and helps protect the environment. We encourage customers to adopt sustainable habits in their daily lives. We also focus on responsible production processes that minimize environmental impact. Through our products, we strive to create awareness about sustainable living.

18. What message would you like to give to young entrepreneurs and students?

Believe in your ideas and have the courage to take the first step. Start small if necessary, but remain committed to your vision. Focus on solving real-life problems and creating value for society. Never stop learning, improving, and adapting to change. Success comes through hard work, consistency, patience, and determination.

19. What advantages does operating from a smaller town like Sagar offer compared to a metropolitan city?

Operating from Sagar enables us to maintain lower operational and production costs. We benefit from a supportive local community and a dedicated workforce. The peaceful environment allows us to focus on product quality and innovation. We are also able to provide employment opportunities to local women and artisans. These advantages help us build a sustainable and socially responsible business.

20. How important are online sales for Swadha Creations?

Online sales have become an important driver of our business growth. Digital platforms allow us to reach customers beyond our local market. We now receive orders from different parts of Karnataka and other states. Online selling also helps us showcase our products to a much larger audience. It has strengthened our brand visibility and increased customer engagement. However, we need to wok on this more.

21. Which online platforms do you use to market and sell your products?

We actively use Instagram, Facebook, and WhatsApp Business to promote our products. These platforms help us display new collections and interact with customers. We regularly share product updates, offers, and customer feedback online. Social media also enables us to receive enquiries and process orders efficiently. It has become an essential part of our marketing strategy.

22. What challenges do you face in online selling?

Online selling involves several operational challenges that require careful management. Shipping logistics and timely deliveries are important responsibilities. Handling product returns and maintaining accurate inventory also require constant attention. Standing out in a highly competitive digital marketplace is another challenge. Despite these difficulties, we continuously improve our systems to provide better customer service.

23. How do you attract customers through online channels?

We regularly post high-quality photographs and videos of our products on social media. Customer testimonials and reviews help build trust among new buyers. We also share informative content promoting eco-friendly lifestyles and sustainable living. Attractive product presentations and timely updates keep customers engaged. Consistent interaction with our audience has helped us build a loyal customer base.

24. How has the combination of Sagar's local strengths and online sales created a competitive advantage for Swadha Creations?

Sagar provides us with a supportive business environment, skilled artisans, and cost-effective production facilities. These local strengths enable us to maintain high product quality at competitive prices. Online sales allow us to reach customers across India without geographical limitations. The combination of local craftsmanship and digital marketing creates a strong competitive advantage. It helps us balance community-based production with a growing national market.

25. What is your vision for expanding Swadha Creations through e-commerce?

Our vision is to establish Swadha Creations as a trusted eco-friendly lifestyle brand across India and abroad. We plan to strengthen our e-commerce presence through multiple digital platforms. We aim to reach customers in every state with high-quality sustainable products. Technology and digital marketing will play a key role in our future growth. Through e-commerce, we hope to inspire more people to embrace sustainable living.

Please give your Closing Remark

"At Swadha Creations, we believe every bag carries more than belongings—it carries a responsibility towards protecting our planet. Our mission is to create sustainable products that inspire people to make environmentally responsible choices. We are committed to combining quality, creativity, and sustainability in everything we do. Every customer who chooses our products becomes a partner in protecting nature. Together, we can build a cleaner, greener, and more sustainable future."

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INTERVIEW

A Closing Reflection ....

- **Seeds of Sustainability: Ms. Kavitha** – Founder, SAP Bio Products, Shivamogga An inspiring example of how sustainable innovation can create environmental, social, and entrepreneurial value
- **The Loom of Dreams: Ms. Veena C. R.** – Shyli Handloom Garments, Shivamogga Preserving the legacy of handloom while weaving tradition into a successful entrepreneurial journey.
- **The Power Within: Ms. Sunitha** – Fitness & Lifestyle Coach, Fitness Arena, Shivamogga Empowering individuals through fitness and wellness, proving that health can become a pathway to purposeful entrepreneurship.
- **Celebrating Every Occasion: Ms. Uma** – Madhura Ladies Corner, Shivamogga Transforming celebrations with innovative rental costume services that combine affordability with elegance.
- **Beauty Beyond Business: Ms. Ranjitha** – Founder, Beauty & Spa Academy, Shivamogga Creating careers and confidence through professional beauty education and entrepreneurial excellence.
- **Educating Tomorrow's Innovators: Ms. Deepthi Shetty** – Edupreneur, Creative Kiddos, Shivamogga-Nurturing young minds through creative learning and a vision for future-ready education.
- **The Science of Care: Dr. Koustubha Arun** – Founder, Shivamogga Diagnostics, Shivamogga-Blending scientific excellence with compassionate healthcare to build trust through diagnostic services.
- **Retailing Trust: Mrs. Sowmya Aralappa** – Proprietor, Kings Bazara, Hanagal Building a successful retail enterprise founded on customer trust, quality, and commitment.
- **The Taste of Enterprise: Mrs. Roopa Kadaramandalagi** – Proprietor, Amrutha Roti Maker, Shivamogga-Turning traditional culinary skills into a thriving enterprise that empowers women and celebrates authentic flavours.
- **Colours of Creativity: Ms. Pranamya** – Founder & Director-A journey where imagination, innovation, and determination come together to inspire entrepreneurial success.

Entrepreneurship is far more than the creation of enterprises; it is the art of transforming vision into value, challenges into opportunities, and aspirations into enduring achievements. It is a force that nurtures communities, preserves cultural heritage, inspires innovation, and leaves an indelible imprint on society. The journeys chronicled in this volume are not merely stories of business success—they are narratives of courage, perseverance, compassion, and purpose, where extraordinary women have dared to dream, create, and lead.

May these inspiring narratives kindle the spirit of enterprise in every reader, encouraging them to embrace possibilities with courage, lead with integrity, and strive for excellence with unwavering determination. As the MBA Meets Entrepreneurship continues to celebrate such remarkable lives, it stands as a tribute to the boundless potential of women entrepreneurs whose vision, resilience, and leadership illuminate the path towards an inclusive, innovative, and prosperous nation.

“

If you don't risk anything, you risk even more

Erica Jong

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Students Coordinators

2023-25 Batch

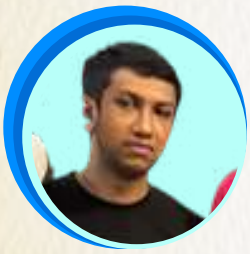

CHANDANA R


DARSHAN K M


DARSHINI J NAYAK


KAVYA S


KIRAN KUMAR A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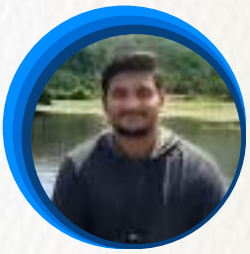
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SHRUTHA KEERTHI

2024-26 Batch


ANJAN M S


HARSHITHA D


SANDHYA R

2025-27 Batch


ANANYA GEORGE


CHINMAYEE S M NADIG


DHYANI G MALNAD


VAISHNAVI G


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SAMRUDH


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Capturing Moments, Celebrating Journeys: The Stories of 10 Women Entrepreneurs















National Education Society (R)

National Education Society (NES), Shivamogga, established in 1946 by a visionary group of freedom fighters and philanthropists, is one of Karnataka's oldest and most respected educational organisations. Founded with the noble mission of making quality education accessible and affordable, NES has grown into a distinguished network of institutions ranging from school education to professional and postgraduate programmes. With a diverse network of 35 institutions spanning school education to professional and postgraduate programmes, NES has played a pivotal role in shaping generations of scholars, professionals, and leaders. Guided by its enduring commitment to knowledge, character, and service, NES continues to contribute significantly to educational advancement and nation-building

Jawaharlal Nehru New College of Engineering

Jawaharlal Nehru New College of Engineering (JNNCE), Shivamogga, established by the National Education Society (NES), is one of Karnataka's premier institutions of higher learning. Affiliated to Visvesvaraya Technological University (VTU), Belagavi, the institution is approved by AICTE, recognized under UGC Sections 2(f) and 12(B), and accredited by NAAC with an 'A' Grade, with several programmes accredited by NBA. Renowned for academic excellence, research, innovation, industry collaboration, and outstanding placements, JNNCE nurtures graduates who combine professional competence with strong ethical values. With state-of-the-art infrastructure and a vibrant learning ecosystem, the institution continues to shape future-ready engineers, managers, researchers, and entrepreneurs committed to nation-building.



Department of Management Studies

The Department of Management Studies at Jawaharlal Nehru New College of Engineering (JNNCE), Shivamogga, established in 1986, has been a pioneer in nurturing competent, ethical, and socially responsible management professionals. Affiliated to Visvesvaraya Technological University (VTU), Belagavi, and recognized by AICTE, the Department is committed to delivering quality management education through a balanced blend of academic rigor, industry engagement, research, innovation, and experiential learning. With a dedicated team of accomplished faculty, state-of-the-art infrastructure, strong industry collaborations, and an excellent placement record, the Department provides a vibrant learning environment that fosters leadership, entrepreneurship, critical thinking, and lifelong learning. Through its flagship events, outreach activities, value-added programmes, and corporate interactions, the Department continues to empower future managers to excel in a dynamic global business landscape while upholding the values of integrity, professionalism, and social responsibility.

Vision

To develop the department as a premier management institution that contributes to the development of business and society

Mission

- Bridge the gap between theory and practice in the knowledge economy through meaningful partnerships with business, academia, government and social sectors;
- Develop competent, responsible and ethical business professionals and entrepreneurs through a culture of excellence in teaching, research, training and consulting.

