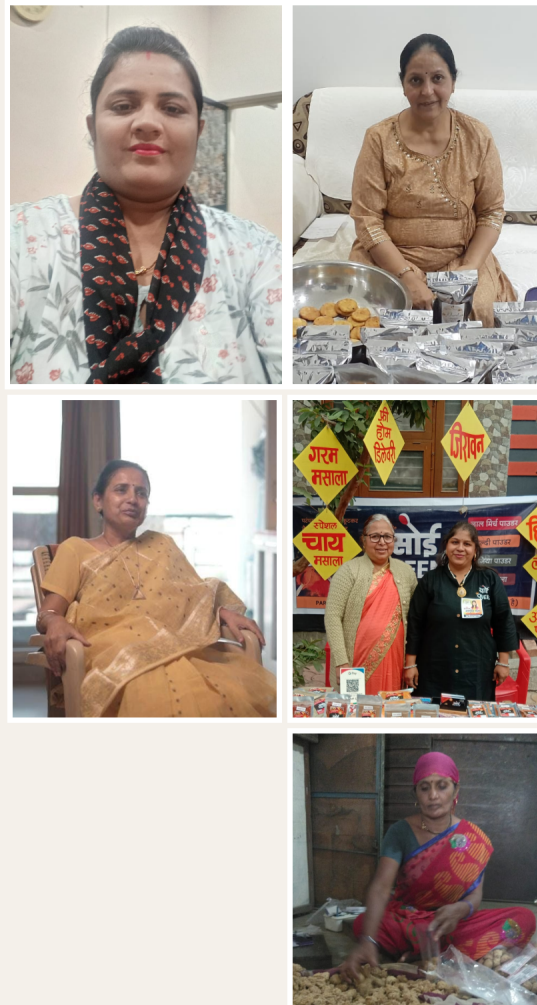




# Saral Impact Stories



Saral is working towards beside  
UN Sustainable Development  
Goals



“Women homepreneurs have limited access to formal markets to sell their products. Improper packaging and labelling further make proper sales difficult. Logistical challenges for order fulfillment, and timely delivery is also an issue. Saral is empowering women homepreneurs to make a sustainable business. Saral is a One-stop B2B platform for women homepreneur, to help them gain easy access to the market with packaging & delivery assistance. Saral is solving a very critical problem of emerging and rural markets alike”

## Overview

It doesn't always take an expert to fix a problem. Have you ever had a light in your house that doesn't go on? Well, it's not an engineering project, so it wouldn't take a genius to identify if it's a busted light bulb or a wiring issue. For these two cases, you can easily solve one problem but might need the help of an electrician for the other. When you encounter a particular situation, basic knowledge can help you to overcome it. And when you've dealt with the dilemma, what comes out may be additional knowledge on how to fix similar problems.

And sometimes, life just gives you these things to test how well you can handle it.

Similarly, **Amitesh** & **Kamal** has always worked on determining & discussing specific strategies to resolve vendor issues and simplifying them. To make success stories, they have always worked on this matrix:

**Challenge>>Solution>>Results>>Improvements**

so, we would like to demonstrate the real-life result as case studies of our vendors.

**By Neetal & Nidhi**

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The story of Alpa Dholakia, Raipur

# Alpa's Kitchen

Converting passion into full time business

**A**lpa Dholakia Age 53, a mother a dedicated wife, her full life ever since she got married was dedicated to her family. Her Love for cooking inspired Alpa Dholakia to start something of her own. Alpa was a housewife before, her life revolved around only family and kids but she always used to try new dishes and snacks. Her Indian snacks were really liked by friends and family during festivals like diwali and holi. Liking her snacks one day her friend suggested her to start selling these homemade snacks and she got connected to Saral.



Alpa Dholakia (Raipur)

Saral motivated her to start her full time home run business and helped her to take fssai license and started bringing orders for her snacks. Alpa later saw a tough time in her family her husband had some health issues and he had to quit his job. But as Alpa was already associated with Saral she took the charge of her family by making her hobby of snacks making to a full time business and becoming the prime earning member of her family.

With Saral Alpa started her home run business “Alpa’s Kitchen” wherein earlier she used to make snacks during festivals only but later on she started this business as a full time. In Spite of not doing good health herself, taking care of Husband’s health and family she never gave up , her zeal for cooking and kept her always motivated.

She keeps on experimenting with different kinds of snacks so that her brand is different from others. Alpa has now introduced Sweets like Gulab jamun, Rasgulla as well which is liked by customers a lot.

She says that Saral has given her a great opportunity to showcase her talent and given a platform to become an entrepreneur. In an interview with Saral she has given a message to all women to- “If you have zeal to do something, you must definitely go for it” Saral is always there to help you and motivate you on your path to become a Homepreneur.

Being associated with Saral now she has a plan to empower more women by giving them a training and job under her to fulfill orders of snacks from Saral. This way she is happy and feels more confident that she is able to help other women by giving them job opportunity.

## The story of Shuhana Gruh Udyog, Nagpur

# Shuhana Gruh Udyog

Doing best to support my family



Shuhana (Nagpur)

Shuhana from Nagpur was a full time homemaker. She had a normal routine from taking care of in-laws to kids. Her life was all about doing household chores. She always wanted to do something of her own but being a shy and a simple woman she was not confident. She included her mother in law with her in this and started **Shuhana Gruh Udyog**.

Shuhana used to make really nice papads which was liked by everyone who tasted it, she not only used to make normal papads but also made much more healthy options in papads like Nachni papad , Ragi papad etc. Getting compliments from near once for her healthy papad recipes she thought of starting her own business. So she started this as a full time business and sold these papad's to neighbours.

Her startup not only gave her an identity but boosted her confidence too. During Lockdown her husband lost her job, she also had lot of orders from her neighbor before lockdown to fulfill those orders she invested in raw material but due to lockdown she couldn't supply and the stock was lying with her, but when lockdown opened someone told her about Saral and Saral started marketing & selling her homemade papad's. She started getting good orders with the help of Saral and she was the one now the prime earning member of her family.

About her journey from being simple & shy lady to support her husband and family in tough time and becoming Prime earning member of her family she says she feels that Saral has given her wings to fly high.



The story of a single mother, Bhilai

# Surya Mahila Gruh Udyog

Nothing can Stop You from getting close to your dreams

**R**ekha Misar Age 43 a very Hard-working woman with abundance of skills in her hand has proven that “Yes dreams Comes True” She belonged to a poor family. She’s not much educated too. She has been into a lot of ups and downs in her personal life. She has faced a financial crisis due to which she started working at a very young age.



Rekha Misar (Bhilai)

Got married at a very early age, Marriage life was also not easy for her; she had to struggle a lot in her personal life. She had troubles in here married life too. Rekha got divorced, but to raise her children she started doing a full time job.

As she was a single mother, with a full time job she couldn’t give time to her children so in the year 2007 Rekha decided to start something on her own, and then she started making Badi. She use to make Badi’s and sell in her locality to neighbors and take orders from near & dear ones.

Rekha used to manage everything on her own from buying raw material, cleaning, washing pulses, making & drying badi’s to packing & finally selling them door to door. She use to make Badi’s and sell them door to door and use to market her product to local shopkeepers so that she can earn her livelihood. But her hard work really paid off. Initially she started her journey by making 1Kg badi and slowly increased the quantity, as the demand increased and people liked the homemade taste. Then she thought of starting a group. Rekha started her SHG with 4-5 ladies working with her and named her SHG as “**Surya Mahila Gruh Udyog**”.

Surya Mahila Gruh Udyog is into making different kinds of badi such as Rakhiya badi, Moong Badi, Urad Badi, Masala Badi etc. They follow the local recipes of making a badi.

After getting associated with Saral she started getting more and more orders for this group, now she don’t have to step out of home or knock door to door to sell these Badi’s in the local market as Saral has given her a B2B platform. Now she just fulfills the order placed by Saral without worrying about the pickup and delivery. Rekha says Because of Saral, Not only she but women associated with her group feel financially stable now.

The story of Khurak -Rachna Gangwani, Raipur

## Rachna Gruh udyog

Got inspired by Saral to start the business



**Y**ou feel really happy and confident when someone else sees your capabilities and shows a path. The same happened with Rachna Gangwani, Age 50 from Rachna Gruh udyog, She is a very enthusiastic lady she believes age is just a number. If you have potential and interest then you can do anything that you wish to, she is socially active and because of her this nature of always being with people, she got to know about Saral from her friend.

Her friend told her about what Saral does and how they encourages women to work from their comfort space and give them a platform to become a homepreneur. She got impressed with the idea and she contacted our team and showed her will to start something on her own.

Saral helped her on how she can start her own business. We interviewed her on her best preparations and helped Rachna to get FSSAI registered.

Rachna used to make delicious Indian snacks Khakhra, Mathri, Chiwda etc. So she thought this will be best snacks she could regularly supply. Initially she faced some issues as everything was new for her. As being a housewife she was not exposed to technology much which made her feel really low at times, with the help of Saral she managed to look after everything from packaging to marketing.

From the day one after her snacks samples were circulated in the market by Saral, and she started getting good orders. She got 52 packets order on her day one with us, which was unbelievable for her. Looking at the response she needed multiple hands to help her, now Rachna Gruh Udyog is also offering employment to other housewives. This is her journey from a Homemaker to a Homepreneur.

The story of Trupati Ghunghare, Indore

## Rasoi Queen

Pandemic Homepreneur, Indore

**T**rupati Ghunghare 39 lives in Indore with her husband & a Child. Her husband worked with automobile industry but lost his job due to Covid. During Lockdown Trupati use to make homemade foods and Indian snacks and supply in neighbourhood and her residential society.

Post covid they started garment shop which she thought is not profitable also since she had already worked for serving people with her delicious recipes and spices that she used in her snacks gave her an idea to start her own business of Indian Spices.

She did lot of research about Indian spices as this was matching her interest and started selling Indian spices in neighbourhood and residential societies. She named her business brand as Rasoi Queen.

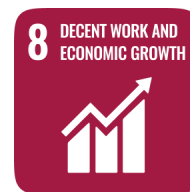
As the name she proved herself as Rasoi Queen by starting wide range of Indian spices which was available in all kind of packaging. You name the spice and it is readily available with Trupati.

She came to know about Saral from her cousin about and Saral contacted her immediately as her contact was shared with us. She started business with saral and got a tremendous hike in the orders. Because of her packaging & brand outlets in indore started demanding Rasoi Queen Masale. After getting associated with Saral she generated employment for 2 women workers.

Trupati says She has a dream to rule the industry of Indian Spices in India & abroad. Saral will definitely try to give wings to her dreams.



Trupati Ghunghare (Indore)



Contact us today and speak with one of our customer service representatives and make your experience with us that much more pleasant!



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