

WINGS OF HER OWN

Rise of a Beauty-preneur

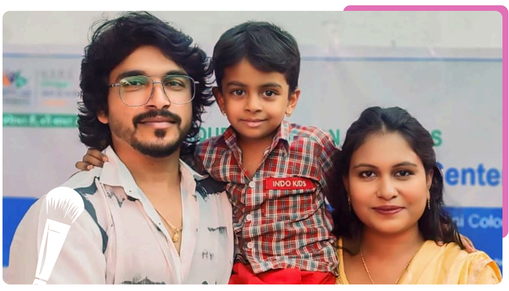
It's never too late to build a future you believe in, especially when you have the right skills and reason to believe.

"When my parents fixed my marriage right after Class 12, I didn't say much. But inside, I was furious. They had always told me to stand on my own feet but when the time came, they cut my wings," says Jagruti Mane, a soft-spoken but determined beauty-preneur based in Sholapur.

Jagruti always imagined her future would look different. She grew up hearing she could do anything. ***"But there was no one to back me when it mattered,"*** she reflects.

Her marital home, connected to the world of Marathi cinema and music, initially offered hope. ***"I thought being surrounded by artists would mean they'd understand my dreams too. But nothing of that sort happened."***

For years, Jagruti poured herself into domestic responsibilities — raising children, managing the house. ***"I was happy with my kids, but once they left for school, the silence in the house felt heavy. I felt invisible."***



Just when Jagruti had begun to believe her dreams would remain dreams, a friend introduced her to Neerja Ma'am, a guiding force in the community who ran a local skilling centre. That one meeting changed everything. Neerja invited her to join a Digital Skilling program by Samhita-CGF that was about to launch, a program that would give Jagruti not just tools, but a new sense of direction.***"When I heard that they'd be teaching online banking, digital platforms, social media tools, and even how to start a business, something clicked. I wanted it."*** The Samhita CGF training focused on how to apply for a bank loan and pay it back in easy instalments, financial planning methods and most critically about online banking, digital safety and security.

It wasn't easy. ***"Convincing my husband took time. But eventually, he let me attend."*** That small victory marked the start of something far bigger — a life she could finally call her own.

She would come home every day and share what she'd learned — UPI transactions, setting up a Facebook page, watching tutorials on YouTube, navigating WhatsApp for work. ***"He started asking me for help with his own music work like finding shoot locations online, uploading content. Slowly, he began to see me differently.."***



"I'd always wanted to open a beauty parlour but didn't want to borrow money from anyone. And I didn't even have the training for it." Samhita CGF's sessions gave her not just knowledge, but belief. With her husband's support, she joined a beauty and hairstyling course.

As she trained, she also began working. She took small beauty service jobs, gaining confidence, and saving whatever she could. ***"I used what I learnt in the financial literacy session. I started saving, even if it was just a little. That's how I bought my first set of beauty products."***

Soon, she set up a small parlour inside her home. ***"My first client was my mother-in-law,"*** Jagruti smiles. ***"She had never had a beauty treatment in her life, and she was thrilled. That gave me the confidence to keep going."***

Thanks to Samhita CGF's job-readiness module, Jagruti landed a manager's role at a nearby parlour. She now earns a stable income during the day and in the evenings, she returns home to take clients for her own venture. Alongside this, she launched a small-scale beauty product distribution business.



Her digital training came in handy. ***"I buy and sell products entirely online now. I know how to do online transactions confidently. No more long queues at the bank, and no more depending on anyone else to get things done."***

"In class, I thought no one would watch my videos. Now, people find me because of them," she says. She began posting tutorials and customer results on WhatsApp and Instagram and saw her following grow.

Today, Jagruti earns ₹10,000–₹15,000 per month, combining her job and independent services. ***"I save a bit, invest a bit. And I'm planning to open my own parlour space soon, not just for me, but to train other women too,"*** she says with hope gleaming in her eyes.

What began as a hesitant step into skilling has evolved into a powerful journey of self-reliance and leadership. Jagruti is no longer just shaping her own future, she's opening doors for others. As a beautpreneur with digital and financial confidence, she's become a force of change in her community. A proof that with the right skills, it's never too late to begin again.

