

Sarika Shelke: From Homemaker to Leading Vedant Enterprises

Published on 09 Dec 2025 | By IFI Correspondent



Sarika Chandan Shelke, born on 1 May 1978, is a psychology postgraduate (M.A. Psychology) and B.Ed graduate who rebuilt her identity through grit, curiosity, and an unwavering desire to contribute to her family. Married in 2003, she is supported strongly by her husband, two children, and her in-laws—whom she calls the pillars of her journey.

Today, she stands as a self-made entrepreneur running Vedant Enterprises, a growing agro-machinery dealership. But the road to building her own world was far from easy.

The First Spark: “I Want to Do Something Too”

Coming from a modest financial background where her husband was the sole earner, Sarika always felt a strong desire to support the household. Despite her education, she never felt aligned with a traditional job. What stayed constant was a quiet but powerful thought:

She wanted something of her own — a business.

That thought eventually became the seed of transformation.

Starting from Zero: Learning Through Every Mistake

With no background in bicycles or automobiles, Sarika made a bold decision—to learn everything from scratch.

On **11 January 2024**, she opened her first store.

The beginning was overwhelming:

- Difficulty finding mechanics
- Confusion in accounts
- Hesitation while talking to customers
- Wrong spare parts purchased
- Incorrect orders placed

Many times she questioned herself, but she continued to reassure her own fears:

“I’m learning. Mistakes will happen. But stopping is not an option.”

A 19-Hour Day: Balancing Home and Business

Sarika's daily routine reflects sheer determination.

She wakes up at **5 a.m.**, completes all household responsibilities, reaches the shop by 9:30 a.m., works till night, and returns home to finish the remaining chores.

Despite exhaustion, her drive never fades.

To date, she has **not taken a single day off** since opening her store.

A New Chapter: Vedant Enterprises

As her bicycle business stabilized, Sarika took a new leap—entering the field of agricultural machinery. Today, she deals in:

- **Rotavators**
- **Threshers**
- **Harvesters**

A field she once thought was beyond her capacity is now well within her grasp. Her journey is proof that:

There is nothing a determined woman cannot achieve.

Looking Back with Pride

From a homemaker with a dream to an entrepreneur building a multi-sector business, Sarika's journey fills her with deep gratitude and emotion.

Her story stands as a powerful reminder:

With courage and determination, a woman can manage her home, raise her children, overcome obstacles, and still build an empire of her own.

Contact :

Vedant Enterprises

AP-Chandanpuri

Tal- Malegaon

Dist- Nashik (MAH)

9890329050

Selected for Maharashtra's Prestigious Awards

Recognizing her dedication and achievements, she has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

Her selection marks a proud moment not only for her but also for the entire region.

Presence of Renowned Film Personalities

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**
- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

Event Hosted Under Expert Leadership

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers,

and creative talents.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.