

## Veena Gajbhiye's 23-Year Journey in the Beauty Industry

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At a time when her family was struggling under immense financial pressure, local entrepreneur **Veena Gajbhiye** turned adversity into opportunity and built a remarkable 23-year-long career in the beauty and grooming industry. Today, she stands as an inspiring figure who has empowered more than a hundred young women to become financially independent.

### A Turning Point Born Out of Crisis

Years ago, Gajbhiye found herself at a crossroads. Her husband's company was nearing closure, expenses were rising, and responsibilities were mounting. In those emotionally challenging days, she made a firm decision—to stand alongside her husband and contribute to rebuilding their life.

"I told myself, I will support my family and I will succeed," she recalls.

### A Small Beginning With Big Dreams

With limited resources but a strong belief in her talent, Gajbhiye started a **small beauty parlour at home**. Despite the basic setup, her passion refused to let her settle. She envisioned a **professional, high-standard beauty studio** and committed herself to achieving it.

She took a bold step—rented a small commercial space and launched her first **professional parlor**, supported by a bank loan and the unwavering encouragement of her husband and children.

### Rapid Growth and Strong Client Trust

Setting up in a premium locality brought unexpected results. In her very first year, she received overwhelming response. Clients appreciated her communication, behavior, and most importantly, her skill. Word of mouth quickly expanded her customer base, establishing her as a trusted name in the area.

### A Major Breakthrough

Her dedication earned her a career-defining milestone—

a **₹2 lakh training project from the Reliance–Birla Group**, where she trained nearly **30 young women**.

For Gajbhiye, it was a moment of pride and validation. "I never imagined my work would reach the corporate level," she says.

### Transforming Lives Through Training

Over the next five years, she ran her external parlor and trained **more than 100 girls**, many of whom are now financially independent and running their own salons. She considers this her greatest achievement.

“It moves me to tears when I see the girls I trained standing on their own feet,” she says.

Her parlor continues to support **3–4 women with regular employment**, helping them establish stability in their homes.

### **Continuous Learning: The Strength Behind Her Success**

Believing strongly in upskilling, Gajbhiye invested in multiple certifications:

- Masterclasses under leading makeup artists
- Airbrush, Bridal, and Advanced Makeup training
- Online professional training from Airback Academy
- Regular updates on new products and techniques

“Growth requires learning—there is no finish line,” she believes.

### **23 Years of Persistence and Purpose**

Today, after **23 years in the beauty industry**, Gajbhiye looks back at her journey with pride and gratitude. From financial struggles to building a stable career and empowering dozens of women, her story is a testament to resilience.

“There were moments when everything felt lost,” she says.

“But I rose again because I never gave up on myself.”

Her journey stands as a powerful example of courage, commitment, and the impact one woman can create when she believes in herself.

### **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.

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