

## Yogita Deshmukh: From Passion to Empowering Thousands in the Beauty Industry

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Mrs. **Yogita Pravin Deshmukh** is a pioneering beautician whose journey over two decades showcases resilience, passion, and a commitment to empowering women. Since 2001, she has not only excelled in the beauty industry but has also trained thousands of women to become financially independent.

### A Dream Born Out of Determination

After completing her 12th grade, Yogita enrolled at the **Government ITI** to study Hair and Care trade. Although her family initially discouraged her from pursuing a career in beauty, she defied their reservations and completed her course. In 2002, she launched her **first beauty parlour from home**, starting small but fueled by big dreams.

“The initial setup was simple, but my mind was always pushing me to create a professional, high-standard parlour,” she recalls. Her dedication soon won the admiration of clients and family alike.

### From Salon Owner to Trainer

By 2008, Yogita joined **Fr. Angel Technical College, Bandra** as a beautician trainer, where she found her true calling. Over the years, she has trained **thousands of women and girls**, many of whom have gone on to establish their own businesses or secure jobs in the industry.

“My biggest achievement is seeing the girls I trained standing on their own feet,” she says. Her work has consistently combined professional skill with mentorship, helping women achieve independence and confidence.

Yogita also runs her own trust, **Yogita Social Foundation**, through which she conducts various courses aimed at skill development and career building for women. Her efforts extend beyond personal success to community impact, providing employment and opportunities for countless individuals.

### Support System

Yogita credits her family for her journey:

- **Father:** Ashok Deshmukh
- **Mother:** Alka Deshmukh
- **Husband:** Pravin Deshmukh
- **Son:** Nirav Deshmukh

She emphasizes that their unwavering support, along with encouragement from siblings, in-laws, friends, and her first mentor, Nikam Madam, played a pivotal role in her success.

### **A Vision for the Future**

Today, Yogita continues to innovate, learn, and empower. Her ultimate goal is to expand her educational initiatives, creating more opportunities for women to build careers in the beauty industry.

Her story is a testament to **resilience, determination, and the power of mentorship**, demonstrating how one woman's passion can transform not only her life but the lives of countless others.

### **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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