

Designing Dreams with Determination: The Success Story of Shradha Mote

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Shradha Mote's entrepreneurial journey is a powerful example of how passion, perseverance, and purpose can redefine success. Founder and Director of **Tathastu Interior, Rajgurunagar**, Shradha stepped into the interior design industry at the young age of 23, challenging conventions and carving a space for herself in a traditionally male-dominated field.

A Dream That Took Shape in 2021

Shradha Mote founded Tathastu Interior in 2021 with a clear belief that a home is far more than a physical structure—it is an emotional space shaped by dreams, aspirations, and daily life. While many expected her to choose a stable job, Shradha decided to transform her creative instincts into a full-fledged business.

With limited experience and no financial backing, her entry into the interior design sector was bold. Establishing a firm in Rajgurunagar—a town balancing rapid development with traditional mindsets—was no small feat for a young woman entrepreneur. Yet, her clarity of vision and strong will became the foundation of Tathastu Interior.

Facing Bias, Building Credibility

The initial years from 2021 to 2025 were marked by constant challenges. Shradha faced age-related and gender-based prejudices at client meetings and construction sites. Her decisions were often questioned, and her role as the founder was not immediately acknowledged.

Managing contractors, guiding skilled workers, and handling technical execution demanded not just creativity but deep industry understanding and confidence. Shradha worked relentlessly to prove that she could lead both design and execution with equal authority. Financial pressures added to the struggle, but she remained firm on two non-negotiable values—**honesty and quality**.

Turning Youth and Perspective into Strength

What initially seemed like a disadvantage soon became Shradha's biggest strength. Her youthful outlook brought freshness, modern aesthetics, and innovation into her designs. More importantly, she introduced a thoughtful, woman-centric approach—considering kitchen ergonomics, storage efficiency, household workflow, and practical comfort.

By focusing on smart home solutions, multifunctional furniture, and eco-friendly designs, Tathastu Interior resonated strongly with young and modern homeowners. Each completed project became a testament to her credibility, steadily building word-of-mouth trust and digital visibility.

Recognition, Trust, and a Growing Brand

Today, Tathastu Interior is among the most recognised interior design firms in Rajgurunagar. Many clients, especially women, actively seek Shraddha's expertise for her empathetic design sensibility and transparent working style. The trust she earned over four years marked a turning point in her entrepreneurial journey.

Family Support: The Backbone of Success

Behind Shraddha Mote's professional achievements stands unwavering family support. Her parents believed in her vision from day one, giving her the emotional strength to pursue an unconventional path. Their encouragement helped her stand firm during moments of doubt.

Equally crucial has been the support of her husband and extended family, who stood by her through demanding schedules, site challenges, and late-night meetings. This strong support system became the unseen pillar of her success.

Teamwork and the Road Ahead

Shraddha credits her success to her dedicated team of carpenters, electricians, technicians, and associates who shared her commitment to quality and timelines. Their collaboration enabled Tathastu Interior to consistently deliver excellence.

Looking ahead, Shraddha Mote aims to establish Tathastu Interior as one of the most trusted, youthful, and innovative interior design brands across the **Pune–Nashik region**, continuing to blend creativity with functionality.

An Inspiration for Young Women

Shraddha's success story sends a powerful message to aspiring women entrepreneurs: age is not a limitation—it is a strength. With honesty, hard work, transparency, and family support, even the most challenging industries can be conquered.

From shaping interiors to shaping aspirations, Shraddha Mote's journey stands as a modern success story of courage, creativity, and conviction.

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.

The 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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