

## Turning Passion into Profession: Anushka Pawar's Success Story

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Mrs. **Anushka Abhijeet Pawar** was born and educated in **Mumbai**, while her roots lie in **Kankavli taluka of Sindhudurg district**, nestled in the Konkan region of Maharashtra. Though deeply connected to her native place, life and work opportunities brought her and her family to **Vapi, Gujarat**, where they have been residing for the past **18 years**.

### A Passion for Teaching

From a young age, Anushka nurtured a strong dream of becoming a **teacher**. Turning this aspiration into reality, she served as a teacher for **7 to 8 years** in coaching classes and private schools. Teaching was not just a profession for her, but a calling driven by passion and dedication.

However, just before the COVID-19 lockdown, unforeseen circumstances forced her to put a **full stop to her teaching career**, marking a difficult yet transformative phase in her life.

### A New Beginning Through Baking

During this transitional period, Anushka enrolled in a **cake-making course**, initially as a casual interest. What began as a hobby soon evolved into a purpose. Alongside cakes, she also started preparing **traditional Konkan-style Ukadiche Modak**, connecting her business to her cultural roots.

With **passion, consistency, and perseverance**, she slowly began receiving orders. Her early creations were simple and lacked professional finishing, but they stood out for their **excellent taste**. Encouragement from friends and family played a crucial role during this stage. She especially acknowledges the support of **Mandhare Bhau and Siya**, who believed in her efforts from the beginning.

### Overcoming Financial Challenges

The year **2018** proved to be financially challenging for the family. Determined to support her husband and household, Anushka committed herself fully to her baking and modak business.

She started her cake business with a modest investment of just **₹3,000**, proving that strong determination matters more than large capital.

### Key Support That Changed the Game

Many people supported her journey, but a turning point came when **Mr. Sachin Moli Dada**, the **Head of D-Mart, Vapi**, offered her **monthly cake orders for both the Vapi and Daman branches**. This opportunity significantly boosted her

confidence and business growth. Soon, cakes from her kitchen were also supplied to **several large companies** in the region.

While operating from home, storage became a major challenge. Recognizing her hard work and perseverance, a well-wisher, **Mr. Nikhil Raut**, a successful businessman, generously provided her with a **large freezer**, solving a critical operational problem and enabling her to scale up production.

### **From Home Kitchen to Cake Shop**

With rising orders, growing trust, and careful financial planning, Anushka decided to take a bold step forward. On **1st March 2025**, she officially **opened her own cake shop**, marking a proud milestone in her entrepreneurial journey.

### **Family: The Strongest Pillar**

Throughout this journey, Anushka received unwavering support from her family—her husband **Mr. Abhijeet Bhiva Pawar**, her son **Master Tanishk Pawar**, and her nephew **Master Rohit Nayak**. Their encouragement and involvement strengthened her resolve during both challenging and successful times.

### **Faith, Gratitude, and Values**

Anushka credits her success to the collective support of helpers, material suppliers, friends, and relatives. Above all, she expresses deep gratitude for the blessings of **Shri Swami Samarth**, along with her **family deity, village deity, ancestral deities, and the deity of her home**.

Her story stands as a powerful example of how **faith, family support, and unwavering determination** can turn setbacks into stepping stones.

### **An Inspiration for Aspiring Women Entrepreneurs**

The journey of **Anushka Abhijeet Pawar** is a true inspiration for women who dare to restart, reinvent, and rise. From a classroom to a cake shop, her story proves that with courage, consistency, and belief, success is always within reach.

### **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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