

Identity Hair and Beauty Effects: A Story of Skill, Strength, and Success

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In an era where career paths are often expected to follow a straight line, **Mrs. Aparna Deepak Jadhav** stands as a powerful example of how determination, adaptability, and passion can rewrite destiny. Today, she is a respected **hairstylist, beautician, makeup artist, and entrepreneur**, and the founder of **Identity Hair and Beauty Effects Salon and Academy**, located in **Kandivali (East), Mumbai**.

Her journey into the beauty and wellness industry was not conventional—but it is deeply inspiring.

From Academic Excellence to a New Calling

Mrs. Jadhav's formal education was firmly rooted in science and academics. She holds qualifications in **MSc (Pharmacognosy)** and **B.Ed**, and initially worked at a **Research Institute in Pune**. At that stage, she believed—as many do—that formal education defines one's lifelong career path.

However, life presented a different direction after marriage. With her husband already associated with the salon industry, she made a courageous decision to step into an entirely new professional world—one that required starting from scratch.

Professional Training and Global Certifications

Understanding the importance of skill-based excellence, Aparna Jadhav invested deeply in professional education. She completed a **Diploma in Skin, Hair, and Makeup from Butic Institute, Pune**, followed by globally recognized certifications including:

- **CIDESCO (Zurich)**
- **CIBTAC (UK – London)**
- **Member, Association of Beauty Therapy and Cosmetology (India) – ABTC**

These international qualifications strengthened her technical foundation and helped her align Indian salon practices with global standards.

Starting from Zero: Learning Through Experience

Entering the salon industry without industrial connections or financial backing was a major challenge. Aparna Jadhav worked in **multiple salons across Mumbai**, dedicating countless hours to learning, practicing, making mistakes, and improving her craft.

Every client interaction became a lesson. Every challenge reinforced her belief that **passion combined with perseverance can overcome any limitation**. Her journey was not a fairytale—but it was real, demanding, and transformational.

Building Identity Hair and Beauty Effects Salon and Academy

With experience, confidence, and clarity, Mrs. Jadhav established **Identity Hair and Beauty Effects Salon and Academy** in Mumbai. What began as a personal entrepreneurial dream has now grown into a thriving professional space.

Today, she proudly **leads a team of 16 women**, providing not only employment but also skill development and career opportunities. Throughout this journey, her husband has remained her **constant pillar of support**.

Beyond Beauty: Confidence, Dignity, and Empowerment

For Aparna Jadhav, building a salon was never just about business. It was about **building confidence—first within herself, and then in others**. She believes that beauty is not limited to appearance, but is deeply connected to **self-worth, dignity, and independence**.

Her salon and academy serve as a platform where individuals are trained, empowered, and encouraged to believe in their own potential.

Vision for Social Impact and Women Empowerment

Looking ahead, Mrs. Jadhav's vision extends far beyond personal success. She aspires to:

- Support **needy families**
- Empower **girls and women seeking earning opportunities**
- Create a safe space where **skills, confidence, and independence** are nurtured

Her journey reflects a powerful truth—that **when one woman rises, she can uplift many others along the way**.

A Story That Inspires

From scientific research to the beauty industry, from starting with limited resources to building a respected salon academy, **Aparna Deepak Jadhav's journey is a testament to resilience, lifelong learning, and purpose-driven entrepreneurship**.

Her story reminds us that **starting late or starting differently does not mean starting wrong**—and that true success lies in empowering others as you grow.

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 talent.

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