

Crafting Emotions Through Gifts: The Rise of GiftyKrafty

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It is often said that when creativity is supported by passion and purpose, it becomes more than just art—it becomes a force that can change lives. **Pooja Rajan Potdar** has turned this belief into reality by transforming her creative instincts into a meaningful and growing brand called **GiftyKrafty**.

Her journey reflects how artistic expression, when aligned with emotional understanding and business intent, can evolve into a powerful entrepreneurial story.

From the Beauty Industry to Entrepreneurship

Pooja Rajan Potdar began her professional journey in the **beauty industry**, where she worked with dedication and gained hands-on experience, confidence, and customer-handling skills. During this phase, her interest in **creative art, handmade designs, and customized products** steadily grew stronger.

Recognizing her true calling, Pooja made a bold decision at the age of **26** to step into the **gifting and handicraft industry**, laying the foundation of **GiftyKrafty**.

Understanding Emotions Behind Every Gift

Through practical experience and continuous learning, Pooja developed a deep understanding of **customer preferences, emotions, and expectations**. This insight enabled her to design gift products that are not only visually appealing but also emotionally meaningful.

Each creation at GiftyKrafty reflects her **personal involvement, artistic vision, and commitment to quality**, making every product unique and heartfelt.

A Distinct Identity in Handmade and Customized Gifting

The defining strength of **GiftyKrafty** lies in its focus on **handmade and customized gifting solutions**. Unlike mass-produced items, every product is crafted with care, intention, and emotional connection.

Pooja believes that gifts are not mere objects but **symbols of feelings and memories**, and therefore, each piece must be thoughtful, personal, and meaningful.

Expanding Through Digital Platforms

Understanding modern consumer behavior, Pooja is actively working towards expanding **GiftyKrafty through online platforms and digital channels**. While she acknowledges the challenges of online business, her priority remains unchanged—**maintaining originality, quality, and customer satisfaction**.

Her digital expansion strategy is rooted in building trust while preserving the handcrafted essence of the brand.

Family Support as the Foundation of Success

Pooja credits her success largely to the **unwavering support of her family**. The encouragement and trust of her parents and close ones have played a vital role in strengthening her confidence and empowering her to pursue her dreams fearlessly.

GiftyKrafty: A Growing Symbol of Creative Entrepreneurship

Today, **GiftyKrafty** is emerging as a **premium handmade gifting brand**, recognized for its creative designs, emotional craftsmanship, and reliable service. Pooja Rajan Potdar's journey stands as a source of inspiration for **young entrepreneurs and women** who aspire to convert their creative talents into successful businesses.

Through GiftyKrafty, Pooja continues to spread **joy, emotions, and creativity—one thoughtfully crafted gift at a time**.

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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