

Shri Swami Samarth Furniture: A Story of Determination and Enterprise

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It is often said that behind every successful business lies a long story of struggle, patience, and unwavering belief. One such inspiring story is that of **Kiran Ramdas Shinde** and **Dnyaneshwar Vishwambhar Bhogil**, who rose from extremely modest and financially weak backgrounds to establish a strong presence in the furniture industry through **Shri Swami Samarth Furniture Pvt. Ltd.**

Their journey stands as a testament to resilience, courage, and entrepreneurial vision.

From Employment to Entrepreneurship

Until March 2020, Kiran Shinde and Dnyaneshwar Bhogil were employed at a mall in Pune, earning a modest monthly salary of ₹15,000–₹20,000. Their lives were running on limited means when the COVID-19 pandemic abruptly took away their jobs.

With their only source of income gone, they faced a severe personal and financial crisis. However, what seemed like a setback soon turned into a turning point—guiding them toward the path of entrepreneurship.

Taking a Bold Step into the Furniture Industry

Inspired by several youths from their village who had already found success in the furniture business, the duo decided to venture into the same field. They made a firm decision to stop chasing jobs and instead build something of their own.

The biggest hurdle was capital. To arrange funds, they invested all their savings and even sold their land. By taking this major risk, they managed to raise nearly ₹20–22 lakh, laying the foundation for their entrepreneurial dream.

A New Beginning in Kharda

For setting up their business, they selected **Kharda**, an industrially developing area near their village. They rented **3–4 gunthas of open land** and constructed a large shed to begin operations.

Many people tried to discourage them due to the scale of their investment and lack of experience. However, strong self-belief and support from a few well-wishers became their greatest strength.

In **February 2021**, they launched a unique furniture mall in Kharda village, offering **almost all furniture and household essentials required for weddings under one roof**—a first-of-its-kind concept in the region.

Early Struggles and Winning Customer Trust

The initial phase was extremely challenging. Financial pressure, limited customer footfall, and daily operational hurdles tested their endurance. For the first two to three years, both founders handled everything themselves—from cleaning the

premises to billing and customer service.

They spent **nothing on advertising**, choosing instead to rely on product quality, honest dealings, and customer satisfaction. Gradually, word-of-mouth publicity helped the business grow steadily.

Lessons Learned Through Hardship

Starting a business is not just about having an idea—it is about living that idea every single day. The founders faced capital shortages, lack of experience, intense competition, and the constant fear of failure.

Plans were revised multiple times, tough decisions were made, and mistakes became lessons. Through it all, **persistence, patience, and confidence** emerged as their true capital.

Moving Toward Stability and Growth

Today, **Shri Swami Samarth Furniture Pvt. Ltd.** is moving steadily toward long-term stability and continuous growth. Behind this progress lie years of hard work, sacrifice, and the courage to face uncertainty head-on.

Their story is not just about business success, but about rising after failure and holding firmly onto one's dreams.

A Message of Inspiration

The journey of Kiran Shinde and Dnyaneshwar Bhogil serves as an inspiration for countless young individuals who dream big despite limited resources. It proves that when hard work is honest, goals are clear, and patience remains strong—success is inevitable.

Selected for Maharashtra's Prestigious Awards

Recognizing their dedication and achievements, they have 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 them, 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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