

From IT Engineer to Jewelry Entrepreneur: How Snehal Milind Mhatre Turned Jiza Jewelry Collection into a New Symbol of Marathi Culture

Published on 09 Jun 2026 | By IFI Correspondent



In the coastal town of Alibag, Maharashtra, a remarkable entrepreneurial story is inspiring countless women to pursue their dreams. Mrs. Snehal Milind Mhatre, the founder of **Jiza Jewelry Collection**, has successfully transformed her passion for traditional Marathi jewelry into a thriving brand that celebrates culture, craftsmanship, and women's empowerment.

Once an IT Engineer and Professor, Snehal chose to step away from her professional career in 2020 to dedicate more time to raising her child. What could have been a pause in her professional journey instead became the beginning of an exciting new chapter—one that led her to rediscover her passion, creativity, and entrepreneurial spirit.

Today, Jiza Jewelry Collection is much more than a jewelry brand. It represents the beauty of Marathi heritage, the strength of women entrepreneurs, and the power of turning passion into purpose.

A Passion for Traditional Jewelry Turned into a Vision

Snehal's fascination with traditional jewelry began in her childhood. She was always drawn to the elegance and cultural significance of Maharashtrian ornaments. However, she did not want her admiration to remain merely a hobby.

She envisioned creating jewelry that would preserve Marathi traditions while appealing to modern women. Driven by this dream, she enrolled in a Handmade Jewellery course in 2020. During her training, she explored the rich history, cultural importance, and artistic craftsmanship behind traditional Maharashtrian ornaments.

This journey of learning and discovery ultimately gave birth to **Jiza Jewelry Collection**.

Building a Brand from Home

Like many successful entrepreneurs, Snehal started small. She launched her business from home and began selling jewelry online.

Her unique approach was to blend traditional Maharashtrian jewelry designs with contemporary aesthetics and superior finishing. This combination quickly attracted women who wanted to embrace their cultural roots while enjoying stylish and wearable designs.

The collection includes a wide variety of traditional ornaments such as:

- Nath

- Bugadi
- Kudi
- Jhube
- Tanmani
- Kolhapuri Saaj
- Jondhalemani
- Bajuband
- Dorla
- Mangalsutra
- Chinchpeti
- Choker
- Saree Pins
- Khopa Accessories
- Bangles

By presenting these timeless designs in a fresh and modern way, Snehal successfully made traditional Marathi jewelry relevant to a new generation of women.

Recognition Through Exhibitions

A major turning point came in 2023 when Snehal began showcasing her creations at exhibitions.

Her exhibition journey started with events such as **Gandharva** and **Palava Carnival**. The positive response encouraged her to participate in larger exhibitions, including **Morya Events**, **Ghe Bharari**, **Kasba**, and **Kasturi**.

Among these, Morya Events played a particularly significant role in increasing the visibility of Jiza Jewelry Collection. Snehal credits Sunita Madam for providing valuable opportunities and guidance that helped establish the brand's identity and reach a wider audience.

These exhibitions enabled customers to experience the uniqueness of Jiza Jewelry Collection firsthand and significantly strengthened its presence in the market.

Creating a Distinctive Cultural Experience

Today, Jiza Jewelry Collection operates from its own beautifully designed studio that reflects the warmth and authenticity of Marathi culture.

The studio offers more than just a shopping experience. Every detail has been thoughtfully curated to immerse visitors in the traditions and elegance of Maharashtra. Women who visit the studio often feel a strong cultural connection while exploring the collections.

The brand has become especially popular among Maharashtrian brides who seek authentic traditional jewelry for their weddings. Snehal continuously strives to introduce fresh designs while preserving cultural authenticity, ensuring every customer leaves with a smile.

Empowering Women Through Entrepreneurship

For Snehal, business is not solely about financial success. She strongly believes that entrepreneurship should create opportunities for others and contribute positively to society.

With this philosophy, she has involved and supported women through employment opportunities, helping them gain financial independence, confidence, and recognition for their skills.

Today, several women are associated with Jiza Jewelry Collection, making it not only a successful business venture but also a platform for women's empowerment.

Expanding Beyond Maharashtra

What began as a small home-based venture has now crossed state and international boundaries.

Through wholesale operations, Jiza Jewelry Collection has expanded into Karnataka. Additionally, social media platforms and YouTube exposure have helped the brand attract customers from countries such as Dubai and the United States.

The growing popularity of the brand has also earned appreciation from several Marathi actresses, who have admired and worn Jiza's traditional jewelry designs.

Overcoming Challenges with Determination

Every entrepreneurial journey comes with obstacles, and Snehal's path was no exception.

Many people questioned her decision to leave a professional career and enter the jewelry business.

"Why sell jewelry when you're an engineer?" was a question she heard repeatedly.

Yet Snehal remained focused on her vision. She believed in her dream and continued working tirelessly despite criticism and skepticism.

Her determination ultimately transformed those doubts into admiration.

Family: The Foundation of Success

Snehal attributes much of her success to the unwavering support of her family.

Her husband stood beside her throughout the journey, offering encouragement and strength. Her five-year-old son became a symbol of patience and support, often spending long hours quietly accompanying his mother while she worked.

Her parents, despite being senior citizens, contributed tirelessly to help her pursue her ambitions. Anita Vahini managed household responsibilities, allowing Snehal the freedom to focus on building her business.

Above all, she expresses deep gratitude to Sunita Madam, whose mentorship, opportunities, and guidance played a crucial role in helping Jiza Jewelry Collection reach new heights.

A Dream That Continues to Grow

Even after achieving significant success, Snehal believes her journey has only just begun.

Her vision is to establish Jiza Jewelry Collection as a globally recognized brand while continuing to promote the rich heritage of Marathi culture. She hopes to see traditional Maharashtrian jewelry appreciated not only across India but throughout the world.

Snehal firmly believes that with dedication, hard work, and family support, any woman can build something extraordinary.

As she beautifully expresses:

"When a dream truly belongs to you, your efforts are sincere, and your family stands beside you, even an ordinary girl can build an extraordinary brand."

With artistry in her hands, determination in her heart, and a deep connection to her cultural roots, Snehal Milind Mhatre continues to illuminate the beauty of Marathi tradition through every piece of jewelry she creates.

The journey of Jiza Jewelry Collection is still unfolding—and its brightest chapters are yet to be written.