

UNNATI'S ONLINE BAKERY



UNNATI KUNDAR

MAHARASHTRA

ABANDONED BY DAD

"I never called him "Dad"- recalls Unnati. Being disowned by her father since she was a girl child, Unnati was raised single-handedly by her mother. Later she discovered her father eloping with another women. She often heard her mother - describing the quarrels with her father as a minor squabble between couples.

Unnati's protective mother being deceived by her father - set limitations on her young daughter from an early age. Immediately after her school completion, Unnati was forced to marry. First few months of her marriage was happy but soon, the new bride discovered that her activities were tracked- starting from what she wore to whom she met. On protesting, she was bruised. Later she was beaten and battered almost all days. Adding to her woes, Unnati's in-laws made her cut down all ties with the outside world.

ABUSED BY IN-LAWS

"I did not know how to react when I got pregnant." Iterates Unnati since this news made her husband start mental and physical tortures at home. Being unable to stand the harm which took a toll on her un-born baby, she took a call to get rid of her husband and his family. "The feeling of being a mother gave me the inner strength to leave my in-laws house and file a divorce."

Unnati gave birth to a healthy baby but faced extreme financial crunch since there was no-income flow. She opened a small bakery shop but due to the lack of proper brand-awareness, her business was doomed to fail. "My meagre income came from the orders I received from friends and few relatives."

NEW MOTHER TURNED STUDENT

With each passing day, it was becoming increasingly difficult for her to run the family. It was then she got introduced to ANUDIP in her search for an employment. Speaking to the career counselling team, Unnati was convinced to learn Advanced Digital Marketing program which could help her boost her own business online.

It took her three months to get acquainted with technical social media skills like SEO, SMO, lead-generation camps and tools used for online advertising.

UNNATI - THE ENTREPRENEUR

Today, we find Unnati's bakery has a shiny optimized and easily searchable website with keywords that boosts her unique sweetmeats. Her bakery is also listed in various social networking sites with growing subscribers.

Single-handedly she makes around INR 30,000 monthly from her bakery business with increased profit during festive seasons. "Only my skills did not abandon me. I am an entrepreneur cum mother today."