

MY SUCCESS STORY



I am

Pooja Thacker
Bhuj
My batch
B.E. Information & Technology, 2015

Current Designation and occupation

I am owner and founder of Kutch Culture, where all indigenous products are manufactured and promoted with a idea to give a global platform to Kutch and its art, where the idiosyncratic articles from the core of kutch will deliver at any corner of the world.

My Achievements

I stood 1st in Badminton Rajkot Zonal Level Competition. Also received an Appreciation award for Kutch Culture.

My inspiration

Before 4 years back when I was working with IT Company as a Business Analyst at Ahmedabad, my uncle and mentor Mr. Rajesh Thacker one day suggested me that Pooja, you have the ability to start your own business looking to your nature, skill and characteristics and that inspired me a lot to take this huge step. At first instant, I was really excited but internally I was very nervous. A bunch of thoughts about investments, online business knowledge, leaving the job, starting everything fresh, future planning and many more stuffs was coming in my mind simultaneously. But I was very firm with my decision to start the business and of course where there is a will there is a way. I am born and brought up in Kutch-The art and craft place, I am surrounded by talented artists. The luxury of a well-paid stable job couldn't restrain my passion for connecting my roots so combining my IT and

Art Skills I came up with the idea of Kutch Culture

My Challenges

I was only 22-year young girl when I decided to start online business, when I approached various people for different work whether it is firm registration, opening of bank account, avail credit card facility, mobile registration, dealing with courier company, trade mark registration, international export license, dealing with post etc. People were smiling and wondering, looking to my age and gender. But the amusing part was when the artesian and vendor with whom I was dealing had more experience than my numeric age, they were simply smiling, not discouraging me but I could recognize from their face that they were not having trust and confidence in me. Without being demoralized, I fully explored my management and e-commerce knowledge/skills studied during my IT Engineering on various issues consistently and finally convinced all my stakeholders successfully

My Invaluable Motivators

My Uncle Mr. Rajesh Thacker is the one who inspired me to take this huge step, and has also given his support, guidance and has been continuously reviewing the progress of Kutch Culture and keeps suggesting me various step to uplift the business. Also, my better half Chintal Thacker who has been my strength throughout and has been providing his technical guidance, my in-laws and my parents are the ones who supports me mentally by putting their trust and confidence in me, my friends were my second hand whenever I need any help, they were my side.

Contribution from the Marwadi Family

For this success I will definitely give credit to MEFGI for enriching my technical skills, leadership skill, sports skills, hostel culture and most importantly being an member of IEEE I learnt a lot.

My future plans

Our goal is to give global exposure to Kutch Art and Craft through Information technology. Once this art gets recognized the company's growth will become inevitable. We are constantly trying our best to provide

something new and new with twist. Art is something that never vanishes from heart. Our goal is to reach the consumers heart by constantly serving them with quality & authentic products and receive their love and blessings.

My way of being connected to Marwadi Family

Social media and physical get together are best options

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