



# IUThink

## EDITOR NOTE

*Jyothsna  
Yerramsetti*

## PATHFINDER

*Person with a dream  
now became  
pathfinder for many  
innovators*

*-S Mahaboob  
Hussain*

## EMPOWER PEOPLE

*Became an  
entrepreneur  
and made  
many women  
live  
independently*  
*-Nutreat*

**Edition 1  
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**START YOUR BUSINESS**

**ADABALA  
DHANALAKSHMI**





# IUThink

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# THANK YOU

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Thank You!!

Today IUThink is built not on two pillars- Jyothsna and Divya, but on supporting pillars who are our family and friends. Whenever we want to do something they stood with us.

IUThink is now taking new steps with lot of different operational wings. Like technical trainings and live projects along with existing wing Start up services.

I thank my husband Nitish, my parents, my brother Pavan and In-laws for their immense support.

- Jyothsna Yerramsetti

I thank my parents and my sisters who made me to stand strong and independent.

- Divya Kalikota

Our special thanks to our friends who are with us in all hard times.

Mounika Reddy, Sameetha you both are powerful fuel to IUThink.

Deepthi, Prashanthi, Naren, Mohan, Surendra. Thanks for your support to IUThink.

Special thanks to Mr. Durga Prasad, CEO Short Code Technologies, who is with us in all phases of IUThink.

# EDITOR NOTE

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The stories of rural entrepreneurs are dear to our hearts, and we captured many of them. The world must know about these entrepreneurs who are changing lives and empowering the people around them.

Their intentions are pure and their courage is strong. Above all, they are driven by the passion for business/innovation. Tomorrow is all about creative business ideas and entrepreneurship. It is inspiring to see this group of entrepreneurs.

The IUThink digital magazine aims to make people aware of the unknown.

Thank you, everyone, for making this happen.



- Jyothsna Yerramsetti

# START YOUR BUSINESS

**B E B R A V E &  
C R E A T E Y O U R  
O W N M A R K**

Dhana Lakshmi Adabala, Women from village Srungavarappadu, grown from a normal house maker to successful entrepreneur. Going into her entrepreneurial journey in her words....

## The Start

We moved from our village to Amalapuram town as my husband is working as teacher there. Long time back teachers salary is very low. Our kids are growing up, we want to give them proper education and we barely have money. My husband always encouraged me to do something. I have different business ideas at that time like pickles, sarees etc, but I didn't step forward due to some unknown fear. One day we went for a spiritual trip, there my aunt suggested me sarees business because whenever there is any family functions, they used to take me for saree selections. We started our saree business in early 2000s. We invested Rs.50000/- initially by mortgaging our gold, we brought huge stock and when started, we have lot of thoughts in mind that "can we sell these? We brought lot of stock? Will this workout well?" Then again my aunt who encouraged me saying "if none buys, all our family members will buy your stock don't worry". She filled confidence in me.

## No Compromise

### Never compromised on Quality:

Starting the business, we decided to give quality products to the customers. We visited Gadwal, Kanchi, Coimbatore, Bangalore, Kolkota and lot of other places. In order to maintain successful business we should never compromise in quality. In the first phase, we sold our entire stock within very short time. We are the one who brings latest collection in the town. This made our business successful.



# START YOUR BUSINESS

## Criticism

### **Big Family... Faced lot of criticism..**

Finally we started our business. I used to visit all the houses in and around Amalapuram with saree bags. I also visited other places which is 50 Kms away from Amalapuram. I have to cook for my family early morning and my husband drops me at bus stop, I pick all the saree bags and visited to clients locations. While I am roaming with Sarees bags home to home, so many people criticised me. We are big family in our village, When we decided to start this business we also decided not to take any criticism from people to our heart, as we are building this business for us and for our children. Sometimes me and husband felt really bad when people started speaking about us from the corner. That does not made us down, but those criticisms filled lot of fire in us. In our first year we made turn over of 10 Lakh Rupees, now we are at 70 Lakh Turn Over. Those who critised us are now proud of us. I always say one thing "When we face any problem in life that is not the end, everyone will have their own talent. They should focus on their talent, skill and work with passion. Success will come to you if you do your duty with "Shraddha".



## Support

### **My Husband is with me.. Our children career is very important:**

My husband travelled with me to all the places. Though he have classes, we used to plan long weekends and go for the stock. He is very hard working person and faced lot of financial struggles, so both want to build proper career for our children. Our children education is our first priority as we want to make them stand on their own feet. We always teach them, "Success is not money, success is being humble towards everyone" . We want to make them independent. So with our profits from the business we invested in their education and by the god grace they settled really well. Today when both of us look back, we see all the efforts we kept and success we achieved. We never had individual thoughts, we both have single thought and idea. That is main reason why we succeeded now. We are happy and our children were happily settled.

## Opportunities

### **Today we have lot of opportunities..**

Today to move from one place to other we can book a cab in seconds. Also if we want to go to any particular place we search in google maps.

Early 2000s there are no proper transport facilities like cabs and internet. When we visit any place for stock, all the places are very new to us, me and my husband used to wait for hours for a bus at an unknown place. To research about types of sarees , different materials we kept lot of efforts.

Today everyone have lot of facilities, internet gives you all the information. There are lot of opportunities in business field. Government now providing business loans, subsidies. So whoever is interested in business I'm sure they will succeed with all the available facilities.

**We thank everyone who are part of our success journey.**

**-Adabala Dhana Lakshmi, Founder- DhanalLakshmi Textiles**

# EMPOWER PEOPLE

THE ULTIMATE JOURNEY OF

## NUTREAT

### Journey



Nutreat's catalogue, inspired by traditional recipes from rural India, creates customised blends for customers across the globe

Old has certainly turned out to be gold for Jyothi Sri Pappu, who has been championing traditional food mixes through Nutreat, her startup based in Malikipuram, Andhra Pradesh, since 2015. "When my son Jai was born in 2013, I wasn't too keen giving him the packaged baby foods in the market, because as a Pharmacy graduate, I knew the chemicals that go into such mixes. So I asked my mother and grandmother for natural and healthy alternatives from their kitchen," says Jyothi.

Since the pandemic began, Nutreat has been up skilling village-based homemakers and engaging in fair-price marketing with farmers through its 'Project Sanative'.

"Many women who used to work in the cashew factories in Mori and the weaving industry in Goodapalli, for example, have been laid off during the pandemic. Through Project Sanative, we launched regular groceries like flours, dal, spice powders and semolina in November 2020, which are cleaned and packed by our women employees. Helped by the NGO Smart Village Movement (SVM) we have trained these women not just in hand-crafting our mixes, but also in financial management," says Jyothi.

For its product range, the project buys the crop directly from the farmers who do ZBNF (Zero budget natural farming) and organic farming.

At present at least 20 women from Malikipuram are employed by Nutreat. "The number varies depending on the orders. The women were okay with this kind of work, because this was something they could do while they watched TV. From the initial 25 kilos, now each of our helpers is capable of processing almost 100 kilos per week," says Jyothi. Since the women can work from their homes, quality checks are done by Nutreat while they prepare the orders, and get them ready for delivery.



# EMPOWER PEOPLE

## The taste of India

Jyothi said she began with uggu , sprouted ragi that is traditionally hand-ground in stone implements and fed to infants from their sixth month, in Andhra Pradesh. “After that, according to his age, my mother started adding lentils and dried fruits. We also make uggu with aged brown and red rice,” says Jyothi.



Nutreat’s catalogue now includes scores of general recipes that are categorised under ‘Inspired by India’, ‘Inspired by Nature’ and ‘Fusion Food’. “We have 100 standard products, but we have customised almost 7,000 recipes till now. We make the mixes depending upon the region and season,” says Jyothi. With no corporate tie-ups, Nutreat has reached out to customers across India, as well as the United States, Scotland and Australia, purely through word of mouth.

## Keeping traditions alive

Along the way, some things have remained constant: the entire process is manual and as true to tradition as possible. So the ingredients are first sun-dried to prolong their shelf life, and then processed into flour using stone pestle and mortars or manual grinders. Where required, the raw material is roasted in clay pots, which adds a smoky depth to the flavour. “The fan is the only electrical appliance in my kitchen,” laughs Jyothi.

“We try to build a bond between our helpers and the customers, by arranging a video conference call to show when their food mixes are being prepared. Since we are an order-based business, we don’t stock anything in advance. Customers know that if they book today, they have to wait almost for two months, depending upon the season, for their turn to come, because factors like sun-drying during rainy days can cause delays,” says Jyothi. Every order adjusts the mix according to the medical and dietary requirements of the customer.

# PATHFINDER



## Where it Started

When he joined his MCA in 2006, he could not able to manage or understand the lifestyle of the cities like Vishakapatnam, as he is from an interior agency area, and never visited any urban areas. For the first time, he comes to know that city busses are the public transport from one place to the other places. He struggled in earlier days to reach his destination from the railway station by city busses as he don't know the bus numbers, routes and stops in between.

Like Mr Hussain, many people struggle while visiting many places. This problem triggers his mind and make him create an application for the entire Vishakhapatnam city bus transport with the help of the Maddilapalem bus depot manager in 2009. This helps the new commuters by simply selecting the destination in the application which provides the complete map and in between stops along with the bus numbers and its fare. Likewise, he designed some applications like Biometric Smart Cards which acts as One Card for everything, like ATMs cards, House locks and attendance system for organisations and many more. He looks for the right opportunity and a good platform to explore and implement his dreams in those days, due to lack of support and proper platforms, he could not able to complete it. Whatever he missed during his student life, and never wants to miss his students. So he selected this teaching career and starts encouraging and inspiring students.

# PATHFINDER



As with the time, Mr S Mahaboob Hussain during his M.Tech got the opportunity as an Ad-Hoc lecturer at University College of Engineering Vizianagaram, JNTUK and continued after M.Tech till March 2014. Later he joined as Assistant Professor in the Department of Computer Science and Engineering at Vishnu Institute of Technology. He got a chance to work on a DST, Ministry of Science and Technology, Govt. of India funded as a research associate.

Currently, he is the Founder Head of Innovation & Entrepreneurship Development Cell (iEDC) at Vishnu Institute of Technology, effective from 05th September 2019 and currently serving in the capacity of Dean for Innovation & Entrepreneurship.

**When IUThink interviewed him recently and asked about his vision, we listen to his words as**

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Mentoring is more than teaching which ignites the inner happiness of students to prove practically they can learn, unlearn, do and feel the change.

Being a mentor it's a great self-satisfaction to provide professional socialization and individual assistance to promote achievement to the students in graduate school and further. It will be an exceptional opportunity to magnify students possibilities of success. Indeed, as a teacher, educationist and mentoring doubling my joy from making a variation to the career advancement of another person and can be proud to accomplish or exceed their life & goals and ambitions.

The scenarios at our education and what we missed at our education timeline can't get it back, but, the current generation should not miss anyway and I want to be a part of the great initiation to do it so and make it forward practically by enjoying it myself with the opportunity and responsibility.

I am completely fulfilling my happiness with what I am doing and able to see the same from my students. I must thank IUThink and its team for the efforts to bring all grassroot, student innovators and mentors on the same platform towards the excellence of our nation.

S Mahaboob Hussain



**IUThink**

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