

Student Entrepreneur Success Story: Vitality Candles



Ms. Sidiqa Salim, a TYBMS student of Sinhgad College of Commerce, is a promising young entrepreneur and the founder of **Vitality Candles**, a small business venture started in **2023** in Chandivali, Mumbai.

Driven by creativity and an entrepreneurial spirit, Sidiqa transformed her interest in candle making into a business venture. Vitality Candles offers handcrafted candles and promotes its products through its Instagram page, enabling the business to connect with customers through digital platforms.

Along with building an online presence, Sidiqa actively participates in **exhibitions and product displays**, where she showcases and sells her products directly to customers. These experiences have helped her understand important aspects of entrepreneurship, including product presentation, customer interaction, marketing, pricing and business management.

Her journey is an example of how students can combine academic learning with practical business experience. The Entrepreneurship Development Cell of Sinhgad College of Commerce appreciates and encourages such student initiatives and aims to provide a supportive environment for young entrepreneurs to develop their ideas and turn them into meaningful ventures.

SINHGAD COLLEGE OF COMMERCE

(Affiliated to University of Mumbai)

NAAC Accredited 'B Grade'



Ms. Megha Sangani, a student of TYBMS, Sinhgad College of Commerce, began her entrepreneurial journey through a **classroom project**. What started as an academic activity gradually developed into a business idea, leading to the creation of her brand, **Glowra**.

Glowra offers a range of **scented candles and aromatic oils** designed to create a pleasant and relaxing atmosphere. Through her venture, Megha has gained practical experience in product development, branding, packaging, pricing, marketing and customer interaction.

Her journey demonstrates the importance of activity-based and experiential learning in encouraging entrepreneurship among students. A simple classroom project gave her the opportunity to explore her creativity and understand the practical aspects of starting and managing a small business.

The Entrepreneurship Development Cell of Sinhgad College of Commerce encourages such student initiatives and provides a platform for students to transform creative ideas and academic projects into entrepreneurial ventures.

Megha's journey from a classroom project to the creation of Glowra is an inspiring example of how education, creativity and entrepreneurial thinking can come together to create meaningful opportunities.

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Ms. Kulsum Shaikh, a student of TYBCOM Sinhgad College of Commerce, has stepped into the world of entrepreneurship by starting her own bakery and confectionery business, **The Sweet Spot**.

With a passion for baking and creativity, Kulsum transformed her skills into an entrepreneurial venture. The Sweet Spot offers a variety of bakery and confectionery products prepared with a focus on taste, quality and presentation.

Through her business, Kulsum has gained practical experience in baking, product development, pricing, packaging, customer service, marketing and order management. Managing her venture alongside her studies reflects her dedication and entrepreneurial spirit.

The Entrepreneurship Development Cell of Sinhgad College of Commerce encourages students like Kulsum to develop their talents and explore self-employment and entrepreneurship as meaningful career opportunities.

Kulsum's journey with The Sweet Spot shows how passion, creativity and determination can turn a personal skill into a promising business venture.