



**GANDHINAGAR CHARITABLE TRUST**  
**SAMARPAN ARTS AND COMMERCE COLLEGE**  
**SECTOR-28, GANDHINAGAR**



**SILVER JUBILEE**



**Achieving... Excellence... Together...**

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**Member, CWDC  
&  
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# Dear Colleagues



# Dear Students





# Dr. Lalita Solanki



**Head**  
**Department of commerce**  
**&**  
**Associate Professor in Commerce**



*A talk on  
Women Entrepreneurs of Gujarat  
26.10.2020  
11.10am to 11.55am*



**Women Development Cell**

# *Meaning*

## *Entrepreneurs & Entrepreneurship*

*Entrepreneurs :*

The genesis of the word “entrepreneur” is derived from a French word “entrée” which means to enter and “prendre”

# What is Entrepreneurship?

**Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise to make a profit.**

**Entrepreneurship means starting of new businesses**

*“You can tell the condition of a nation by looking at the status of its women”*

- Jawaharlal Nehru

**Mehmaan ko khush kar jaye  
Kharram Khurram  
Mazedaar, lazzatdaar  
Swaad swaad mein lijjat  
papad  
Sek ke khayein  
Tal ke khayein...  
Khurram Kharram**

# The success story of Lijjat Papad





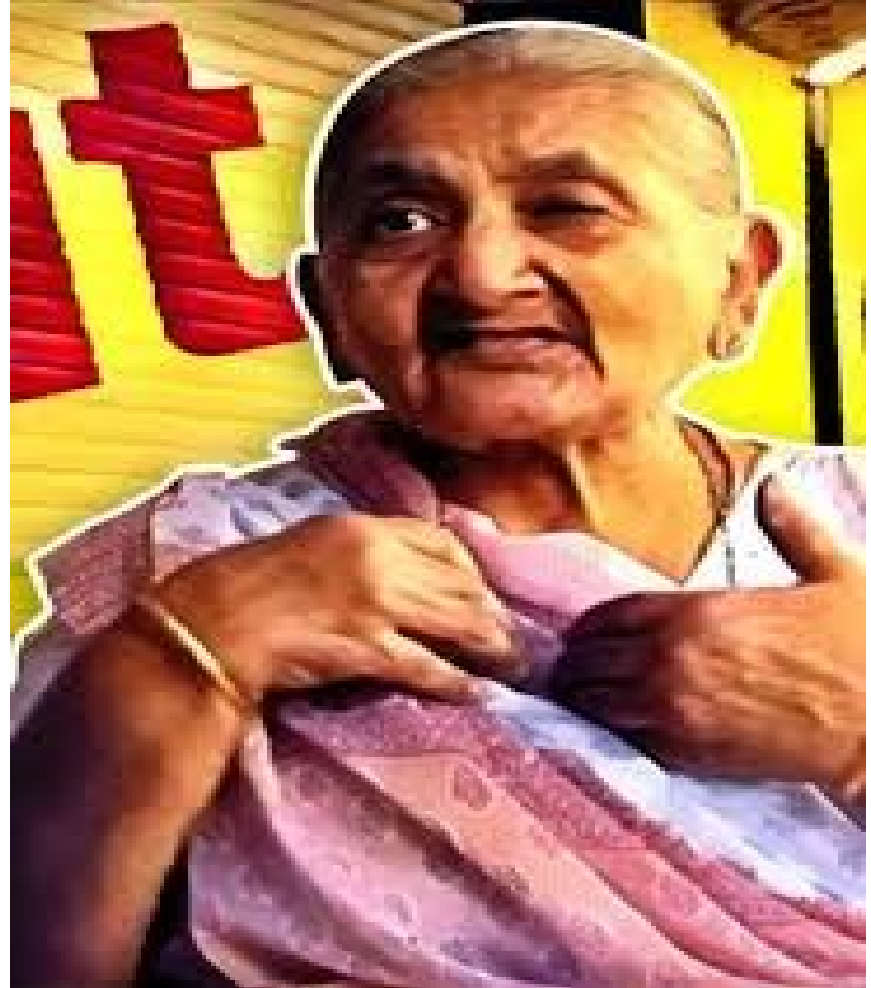


Swati paradakar  
President (2012-13)  
Shri Mahila Griha Udyog Lijjat  
Papad



## The 7 Women Behind India's Favourite Lijjat Papad

1. Jaswantiben Popat
2. Jayaben Vithalani,
3. Parvatiben Thodani,
4. Ujamben Kundalia,
5. Banuben Tanna,
6. Chutarben Gawade
7. Labhuuben Gokani





**80 Rs. to 800 crore Business empire**

## Rs 80 Loan to Rs 1,600 Crore Icon:

Looking at the acceptance of their product in the market, the 'seven sisters' borrowed money from **Chhaganlal Karamsi Parekh**, who also became their mentor. Fondly known as '**Chhagan Bappa**', he was a noted social worker who served in multiple relief operations, including the earthquakes in Assam and Kutch in the 1950s.

Mentor:

Purushottam Damodar Dattani

First selling @ one shop :

Anandji Premji & Company ,

Girgaon Chowpatty

Recognized by  
Khadi & Village Industries Commission

As more women expressed their interest to join, the founders decided it was time to acquire a statutory recognition. In 1966, they registered as a Society under the Societies Registration Act, 1860 and the Bombay Public Trusts Act, 1950. It was in the same year that the Khadi & Village Industries Commission labeled, it as 'Village Industry'.

**Foundation Year: 1959**  
**Shri Mahila Griha Udyog Lijjat Papad**

## **Lijjat manufactures several products**

**Papad**

**(Fourteen flavours, including lasan,  
moong, mirch, Punjabi and urad)**

**Khakhra**

**Appalam**

**Masala**

**Vadi**

**Gehu Atta (Wheat flour)**

**Bakery products**

**Chapati**

## Landmarks of Lijjat papad

1. In 1979, Lijjat teamed up with [UNICEF](#) to organize a seminar in Mumbai on "Child Care and Mother Welfare", as part of the International Year of the Child celebrations.
2. In October 1984, Bhadraben Bhatt represented Lijjat at the UNESCO sponsored international workshop on "The role of women in the assimilation and spread of technological innovation" held at [NITIE](#), [Powai](#).
3. Alkaben Karia represented Lijjat at the national level meeting on women convened by the National Commission on Self Employed Women.
4. At the behest of [Mother Teresa](#), the member-sisters also took part in some activities of [Asha Dhan](#), an institution to care for destitute women. Lijjat member-sisters also tried to start a [co-operative bank](#), but the effort was not very successful.





*Thank You*

