



# The incredible story of Lijjat Papad!



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# Introduction



*Shri Mahila Griha Udyog Lijjat Papad*

**INTRODUCTION**

# Inspirational



- Inspirational Jaswantiben Jamnadas Popat & her Lijjat papads
- Started with seed capital of Rs 80
- 7 Wonders of LIZZAT PAPAD
  - Jaswantiben Jamnadas
  - Parvatiben
  - Ramdas Thodani
  - Narandas Kundalia
  - Tanna Laguben
  - Amritlar Gokani Jayaben



# SUCCESS



- To Generate employment
- Regional branches of innovative because of tech-free
- Today turnover of RS 315 CR.
- It comes in 14 different variants
- Export in different countries



# Awards

1. BEST VILLAGE INDUSTRY
2. BUSINESSWOMEN AWARD
3. BEST VILLAGE AWARD
4. BRAND EQUITY AWARD



# Thoughts



- Belives in practice and business ethic
- Maintain books and accounts
- Golden rules
- Quality

BELIEVE IT OR NOT.  
 THE POWER TO  
 EMPOWER FORTY  
 THOUSAND INDIAN WOMEN.  
 THE ROLLING PIN THAT CAN  
 FLATTEN OUT POVERTY. THE  
 JOURNEY FROM SELF-PITY TO  
 SELF-RESPECT. THE WARMTH OF  
 THE HAND THAT REACHES OUT  
 TO HELP - COMES FROM A WORLD  
 THAT'S PERCEIVABLY COLD. THE WORLD OF  
 SOUND COMMERCE. PROFITS AND GROWTH.  
 SALES AND STRATEGY. AND MORE PHRASES THAT  
 SOUND DISCONNECTED WITH THE SUBJECT. BECAUSE  
 YOU CAN'T PROMISE STABILITY IF YOUR OWN LEGS  
 ARE SHAKY. YOU CAN'T MAKE PEOPLE DREAM IF YOU DON'T  
 HAVE THE RIGHT TO MAKE DREAMS COME TRUE. YOU  
 CAN'T SPREAD HOPE IF YOU CAN'T NAME HOPE. CONTINUOUS.  
 SO IF HOPE IS WHAT YOU'VE SET OUT TO PRODUCE,  
 YOU'LL NEED THE BEST MACHINE THERE IS.  
 BECAUSE HOPE IS THE ONE THING THAT  
 SHOULDN'T EVER GO OUT  
 OF STOCK.



Arundhati Oberoi  
 Founder, The Mahila Centre Village Level Project  
 ITI, Bhubaneswar - India

THE 2014 AWARDS  
 OF EXCELLENCE  
 FOR THE BEST CORPORATE SOCIAL RESPONSIBILITY  
 PROGRAMS IN THE WORLD  
 THE ECONOMIC TIMES  
 AWARDS  
 FOR CORPORATE EXCELLENCE

THANK YOU