

HOME BASED ENTREPRENEURS 2.0

Building Women-Led Natural Food Enterprises
for a Regenerative Future

“A gathering that encouraged women to turn natural farm produce into simple, sustainable ventures, inspiring them to adopt soil-friendly practices and build self-reliant rural communities.”





Venue & Date

KPRIET, March 8, 2026 (Sunday)

KPR Institute of Engineering and Technology is an autonomous engineering college established in the year 2009, Coimbatore, Tamil Nadu, India. KPRIET is approved by AICTE, New Delhi, and affiliated with Anna University, Chennai.

“We extend our heartfelt gratitude to KPR Institute of Engineering and Technology (KPRIET) for their valuable support in making this mega program a success, empowering women to transition into regenerative farming practices and aligned agro-entrepreneurship opportunities.”





Women, Soil & Sustainable Futures



The Home-Based Entrepreneurs Mega Event 2.0 empowers women to build sustainable livelihoods through natural farming and value-added food enterprises, supporting soil health, rural entrepreneurship, and community well-being.

Rooted in Isha Outreach's Save Soil Regenerative Revolution, the initiative celebrates women leaders building sustainable livelihoods while protecting soil health.



3000+

PARTICIPANTS

(Including 1500 Floating crowd
in Exhibition zones)

13.7 Million Digital Reach



Key Event Highlights



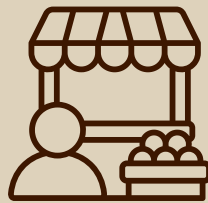
1,200

NO OF ASPIRING
WOMEN PARTICIPANTS



20,700

TOTAL LIVE VIEWS
ACROSS OFFICIAL
CHANNELS



71+

SPECIALIZED
ENTREPRENEUR
STALLS



400,000

STALL DIRECT
SALES

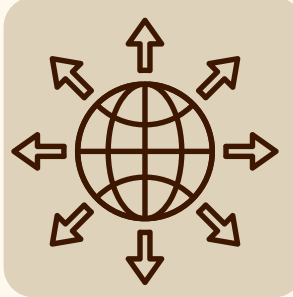


120+

SAVE SOIL TEAM &
VOLUNTEERS



Key Event Highlights



PARTICIPANTS FROM ACROSS TN
AND FEW CAME OUTSIDE TN.



6 EXCEPTIONAL WOMEN
ENTREPRENEURS HONORED



70+ MEDIA REPORTS INCLUDING
THE HINDU, TIMES OF INDIA, AND
DINAMALAR





“Leadership Address”

**“Empowering Women,
Growing Enterprises, Nurturing Nature”**

“From my childhood, I have seen my mother work in agriculture alongside my father and contribute equally to our livelihood. Women have the unique ability to manage multiple responsibilities and play a vital role in both family and farming. The initiative by the Isha Save Soil movement to guide women into agriculture-based entrepreneurship and revive traditional natural farming is truly commendable. Empowering women to build livelihoods from home-based enterprises can create meaningful social and economic transformation.”

**— Mrs. Uma Sekar,
Founder, Avantika Textiles, Coimbatore**



EVENT DIGNITARIES



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Kalaimamani
Marabin Maindhan Muthaiya
Tamil Literary Poet

Literary poet **Marabin Maindhan Muthaiya** highlighted Sadhguru's vision behind the Save Soil movement and the importance of restoring soil health through natural farming. **Farmer Valluvan** acknowledged the key role of women—especially his wife—in processing and marketing farm produce, and appreciated Isha's initiatives in building sustainable farm livelihoods.



சஷா மண் காப்போம் இயக்கம் மற்றும் KPR பொறியியல் மற்றும் தொழில்நுட்பக் கல்லூரி இணைந்து வழங்கும்
வீட்டிலிருந்தே வருமானம்



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வீட்டிலிருந்தே வருமானம் சாத்தியம் 2.0



Mr. V.T. Valluvan,
UN award-winning natural farmer



Tmt. Shyamala Gunasekaran (Bhairavi Organics): 5-layer cropping model | ₹12 Lakhs annual profit.



Tmt. Samundeeswari (Samu Microgreens): Trained 1 Lakh+ people | ₹1.8 Crore annual revenue.



Tmt. Rajathi (Raji's Kitchen): 1 Lakh+ customers | ₹1.8 Crore annual revenue.



Tmt. Latha - Chill "N" Heal Ice Creams: Produces 250+ varieties of natural ice creams made from milk, fruits, vegetables, greens, and millets. ₹36 lakhs annual revenue | 5 franchise outlets.



Tmt.Sujatha Kumaran, Miracle Life Tree: Exporting to 18 countries | ₹5 Crore annual revenue.



Tmt.Karunya Gunavathi – Kottravai Social Enterprise: Empowers rural women through handicraft production with 150+ value-added products, employing 50+ women.



Dr. Ramya Gnanasambandam – Eco Doctor Organics: Spoke on “Food is Medicine,” highlighting the importance of nutritious food, native cow products, and healthy lifestyle practices for better well-being.



Tmt.Aarthi Selvakumar (Aaruvitta Organic): 150+ products | ₹9 Crore annual revenue.

Entrepreneurship Guidance

Vasanthan Selvam's 45-minute session offered crisp, practical guidance on building successful businesses

Mr.Vasanthan Selvam,
CEO, EDII-Periyakulam Horti-Business Incubation
Forum, Guidance from EDII-Periyakulam on Government
subsidies, R&D support, and scaling for global markets.





TESTIMONIALS

“Participants shared that the seminar was inspiring and highly useful, offering valuable guidance on home-based entrepreneurship and natural food businesses. Many appreciated the Women’s Day initiative, product exhibition, and practical insights that sparked new startup ideas.”



“This is my second program after the Chennai event with the Isha Save Soil agro-entrepreneurship initiative. It helped me shape my startup more professionally by learning from other achievers, and in stall my product visibility also gained greater outreach.”



Let's
Make IT
HAPPEN



Learning Enables Success

"This was my first hands-on experience showcasing my products in an exhibition. I learned a lot from fellow entrepreneurs about packaging, labeling, and pricing. It was a great experience, and I also received good sales thanks to the Isha initiative."

"As a college student, this program gave me many startup ideas—how to start a business, market products, and position them effectively. The expert speakers were very inspiring, and the session was very supportive for beginners like me."

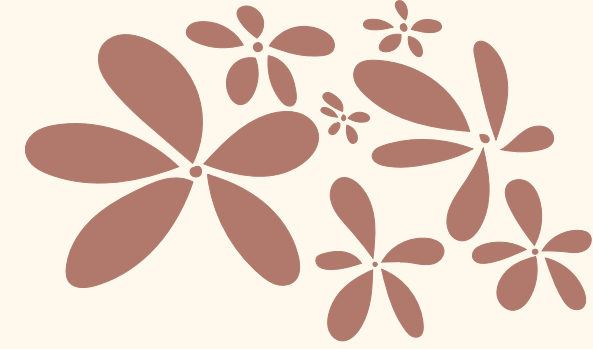


Moments of Inspiration

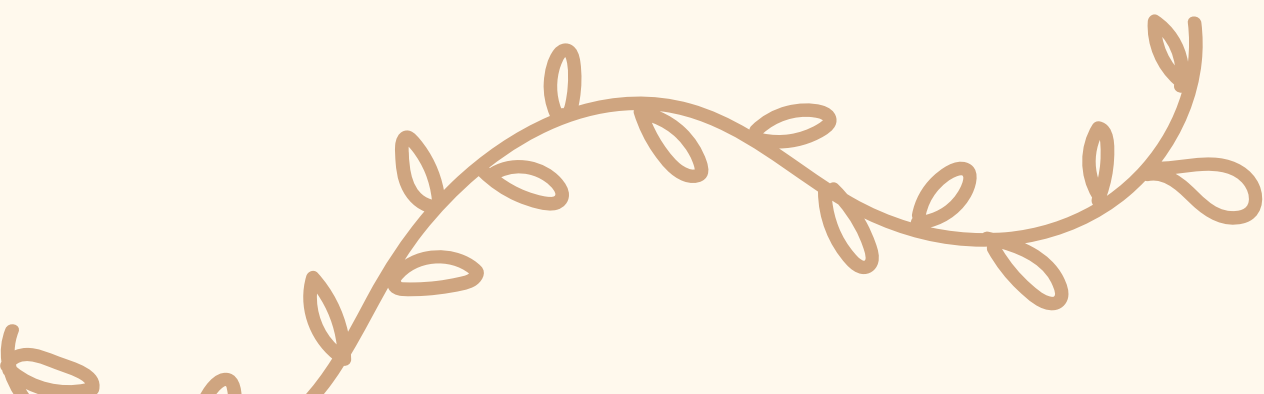




Save Soil Team – Enabling Change



From nurturing the soil to nurturing livelihoods, this gathering reflects a powerful movement—where empowered women and regenerative farming together shape a healthier planet and a prosperous rural economy.





Future Outlook

A Scalable Model: Bridging soil health with financial independence for a self-reliant farming ecosystem.



ACTION NOW!