

## **EPP Assignment - 2**

### **FIELDWORK**

**Specialization & Division:** Computer Engineering, Division II

<b>Group members</b>	<b>MIS</b>
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*Under the guidance of*

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## ABOUT THE ENTREPRENEUR

*RUTUJA ADHAU*



**Name of Entrepreneur:** Rutuja Adhau

**Type of entrepreneur:** Solopreneur

**Name of Enterprise:** Vastu Consultants

**Qualification:** Architect

**Type of business:** Interior Designer

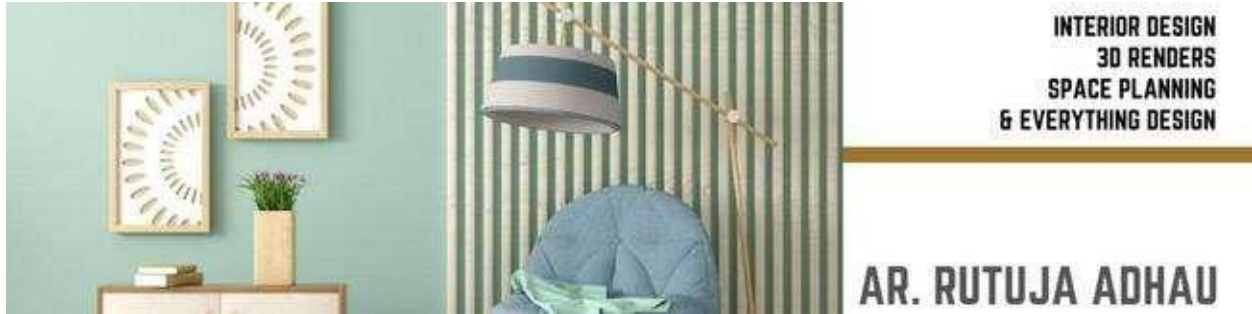
**Established in:** 2021

**Address:** Nagpur

## **2. Questionnaire for the interview:**

1. Can you tell us more about your entrepreneurial journey as an architect and designer that started in 2021 during the COVID-19 pandemic?
2. How does being an entrepreneur allow you to express your creativity and unique style in your work?
3. What is your approach to creating spaces that are both aesthetically pleasing and sustainable?
4. Could you elaborate on how your practice revolves around the principles of Vastu Shastra in planning and designing?
5. What were the challenges you faced in acquiring clients in the early days of your business? And how did you overcome them ?
6. How do you prioritize client satisfaction and ensure they have the best possible experience working with you?
7. What role does social media, particularly Instagram and Facebook, play in promoting your business?
8. How do you observe and study your competitors' design language and audience to stay ahead in the field?
9. Can you share your experience of initially securing projects through word of mouth publicity without external funding?
10. What resources such as books, mentors, designer groups, podcasts, and exhibitions have helped you improve as an architect and designer and grow your business?
11. How do you balance the demands of your creative business and ensure time for yourself to recharge?
12. Why is in-person networking and face-to-face communication important in growing your business despite the digital age?
13. How do you stay connected with industry experts and benefit from expert talks, zoom meetings, bootcamps, and workshops?
14. What is your perspective on executing plans rather than announcing them to the world?
15. Can you share your experience with organic marketing on Instagram and how it has worked for your business?

16. How do you manage your time and maintain creative liberty in your daily routine as an entrepreneur?
17. What advice do you have for aspiring entrepreneurs about finding their passion and "Ikigai" to succeed in their chosen field?
18. How do you envision your brand's future as a Luxury Architecture Interior design brand while preserving Vastu Shastra traditions?
19. Lastly, could you share your thoughts on the importance of self-care, mental and emotional well-being, and kindness in your entrepreneurial journey?



## ***ENTREPRENEURIAL JOURNEY***

When the world had just begun to cope up with covid in 2021, during the early days of the COVID-19 pandemic, Ar. Rutuja Adhau, an architect and designer, started her entrepreneurial journey. She embraced the challenges of the times and found a canvas for her creativity and innovation. She believes.

*“Everyday is a new day to learn and grow”*

### ***Inspiration:***

Rutuja's creative spirit was strong, and she was determined to express her unique artistic vision and style. Her journey as an entrepreneur provided her with the freedom to paint her canvas with her chosen colors, aligning her passion with her profession. Her work went beyond making things look good; she was dedicated to creating spaces that combined aesthetics with sustainability, leaving a positive mark on the environment.

### ***Aim:***

Her business wasn't just about design, she aimed to be a one-stop solution for construction and design needs, all while adhering to the principles of **Vastu Shastra** (an Indian science of direction that balances the five elements of nature, planets, and other energies), setting her apart in the industry.

### ***Challenges:***

Her journey to success wasn't without challenges. Finding clients in the post-pandemic world was tough, but she learned that constant skill acquisition was key to staying competitive. Rutuja's measure of success was her clients' satisfaction, recognizing that happy clients were the backbone of her thriving business. To achieve this, she ensured they had the best possible experience working with her.

### ***Target Market Analysis:***

In the digital times of social media where people use Instagram and Facebook just for scrolling reels and spending their precious time, she used it wisely which played a central role in her business, helping showcase her work, explore and connect with clients, and expand her reach.

***Strategy for competitors:***

For Rutuja, success was in the details. To thrive in the market, it's essential to have a deep understanding of two key factors: your competitors and the requirements of your customers..She closely observed and studied her competitors, understanding their design language and target audience, which helped her evolve as a designer.

***Initial Growth:***

Rutuja initially secured projects through word-of-mouth publicity without external funding. She has used books, mentors, designer groups, podcasts, and exhibitions to improve as an architect and designer and grow her business. She balances the demands of her creative business and ensures time for herself to recharge by taking breaks and making time for things she enjoys. She believes that in-person networking and face-to-face communication are important in growing a business despite the digital age. She stays connected with industry experts and benefits from expert talks, zoom meetings, bootcamps, and workshops by attending them regularly.

***Scaling:***

Rutuja advises to execute plans rather than announcing them to the world because she believes that actions speak louder than words. She has had experience with organic marketing on Instagram and it has worked for her business. She manages her time and maintains creative liberty in her daily routine as an entrepreneur by being organized and efficient. She advises aspiring entrepreneurs to find their passion and "Ikigai" to succeed in their chosen field.

***Future Goal:***

Rutuja envisions her brand's future as a Luxury Architecture Interior design brand while preserving Vastu Shastra traditions. She firmly believes that self-care, mental and emotional well-being, and kindness are important in her entrepreneurial journey.

***Final Advice:***

With a warm smile, Rutuja imparts her last words of wisdom saying, "Take care of your mental and emotional well-being first! The entrepreneurial journey can be challenging, but in the end, it's all worth it. To reap the sweet fruits of your labor, you need to have a balanced and calm mind. Remember, staying kind to everyone around you is essential. Nothing matches the power of a kind heart."

In the end, Rutuja's journey reminds us that creativity, determination, and being kind are super important. Even when things get tough, following your passions, learning, and growing can help you reach your dreams. Her focus on taking care of your feelings and being nice to others is like a guide for anyone starting their own business adventure. Her dream of making a fancy architecture and interior design brand, while keeping traditions alive, shows that if you work hard and have a clear goal, you can make amazing things happen. Rutuja's story is a spark of inspiration for those who want to chase their dreams and turn them into reality.



## Showcasing her Work:





