**KONGUNADU ARTS AND SCIENCE COLLEGE**

**(Autonomous)**

**Re-Accredited by NAAC with ‘A+’Grade(4th Cycle)**

**College of Excellence(UGC)**

**Coimbatore-641029.**

**COMMERCE WITH COMPUTER APPLICATIONS**

**Report on the Workshop: "Startup and Minimum Viable Business - Herbal Products"**

**Date: 12.08.2024 Time: 11AM -1.00 PM**

**Theme: - Crafting the Future of Wellness: Innovating with Herbal Solutions**

**Speaker Details:**

**Name:** Mrs.Kalaiselvi Kumaravel

**Designation:** Founder of IMAI NATURALS

**Organization:** IMAI NATURALS

Mrs. Kalaiselvi Kumaravel is the dynamic founder of IMAI NATURALS, a successful brand specializing in high-quality, effective, and sustainable natural products. With over 4.5 years of experience in the herbal products industry, Mrs. Kumaravel has built her business on the principles of wellness and self-care, focusing on creating products that truly benefit the consumer.

Before embarking on her entrepreneurial journey, Mrs. Kumaravel worked as a nurse for seven years, earning the prestigious Best Nursing Award for her dedication and excellence in healthcare. After leaving her nursing career to become a homemaker, Mrs. Kumaravel was determined to pursue her passion for business. Despite initial resistance from her family and challenges brought by the COVID-19 pandemic, she persevered. Her initial success with homemade hair oil for her daughter inspired her to launch IMAI NATURALS

Mrs. Kumaravel's brand is renowned for its commitment to quality and sustainability. She has expanded her product line to include herbal napkins and other natural products, continuously innovating and improving her offerings. Her entrepreneurial spirit is also reflected in her completion of courses in beautician services, tailoring, and mehndi artistry, which have further enhanced her skills and confidence.

**Outcome of the activity:**

* Participants learned how to create and manage a Minimum Viable Business (MVB) for herbal products.
* Mrs. Kalaiselvi Kumaravel’s story of starting IMAI NATURALS provided valuable lessons in resilience and innovation.
* Interactive sessions helped participants develop and test their own business ideas.
* Attendees had opportunities to connect and share ideas with each other.
* Participants appreciated the practical insights and inspiration provided during the workshop.
* Participants are encouraged to apply the workshop knowledge to their own ventures and look forward to future events for more support.

**Key Highlights:**

Mrs. M. Bama ,Assistant Professor ,Department of Commerce CA, welcomed all participants and expressed gratitude to the key supporters and organizers.

Mrs. Kalaiselvi Kumaravel, founder of IMAI NATURALS, was introduced. Her inspiring journey and success in the herbal products industry were highlighted.

Mrs. Kumaravel shared her entrepreneurial experience, focusing on building a Minimum Viable Business (MVB) in the herbal sector.

Participants engaged in interactive activities to create and refine their MVB plans for herbal products.

Attendees had opportunities to connect, collaborate, and share ideas with each other.

The workshop concluded with a vote of thanks delivered by Dr.Revathy , Assistant Professor in the Department of Commerce CA. She recognized and appreciated the contributions of the speaker, organizers, and participants.

Total no of Student participation:75

Total no of staff participation: 5





