



## Institution's Innovation Council Saurashtra University Rajkot

**“Innovating Wellness Unveiling the Journey of Natural  
Beauty Success”**

8<sup>th</sup> February 2024

At

Seminar Room, Department of Home Science,  
Saurashtra University, Rajkot

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## Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

### Event Schedule

11:30	• Welcome
11:40	• Awareness Session
12:45	• Q & A
01:00	• Closing Ceremony

### Event Registration Link

[bit.ly/SUSEC-DHS](https://bit.ly/SUSEC-DHS)

## Brief about Event

Saurashtra University's Department of Home Science, in collaboration with IIC and the SU Startup and Entrepreneurship Council, organized a seminar titled 'Innovating Wellness: Unveiling the Journey of Natural Beauty Success' on 8<sup>th</sup> February 2024. The event started with lamp lighting and a prayer. Then, IIC President Dr. R.C. Khunt shared knowledge about IIC and SSIP grant. Honorable Vice-Chancellor, Prof. Nilambari Dave, gave a short speech regarding startups and women entrepreneurs.

Dr. Sangitaba Jadeja is a woman who founded Satatya body care products. Her journey began with a strong passion for promoting a holistic approach to beauty. She wanted to create beauty products that not only make you look good but also make you feel good inside. In the beginning, she started making these products right in her own small kitchen. Imagine her as a scientist in her kitchen, mixing and creating different formulas with natural ingredients. These were ingredients like herbs, oils, and other good stuff that Mother Nature provides. Her products turned out to be so amazing that people loved them! When something you create with love and care becomes a hit, it's truly special. This success inspired her to do more. With the support and guidance from her elders or family members, she decided to take her passion to the next level.

Now, Satatya has grown into something huge. Dr. Sangitaba has opened more than 60 Herbal stores all over Gujarat. Herbal stores are places where you can find natural based products, which are good for both your skin and overall health. Her journey teaches us that if you have a passion and work hard, you can turn something small into something big. Dr. Sangitaba's story also emphasizes the importance of using natural ingredients, like herbs, in beauty products. These ancient remedies have been passed down through generations and have proven benefits.

Dr. Sangitaba Jadeja talked about the difference between having a job and owning your own business. She explained that being your own boss allows you to be in control of decisions and direction. Having a job often means working specific hours and following someone else's instructions. However, when you own your own business, you have the flexibility to set your schedule and make decisions that shape the direction of your venture and she added that being your own boss requires taking responsibility for customer satisfaction.

She also highlighted the importance of how you treat customers, saying that in her business, she listens to what customers say and quickly fixes any issues. This helps build trust and make better products based on what customers want. She also mentioned that learning from customer reviews is crucial for improving products. Lastly, she mentioned the idea of giving out samples to customers, letting them try things before buying, which she finds helpful in showing the quality of her products. She thinks it's important to listen to what customers say about products. By understanding what customers like and dislike, she improves her products based on their feedback.

## Key Points

During the session, below mentioned points were discussed:

- Journey from a small kitchen to a successful business
- Successful business emphasizes the impact of passion & hard work
- Quick resolution of issues

- Difference between having a job and own business
- Customer satisfaction is a priority
- Learning from customer reviews
- Quality and quantity directly impact on customer
- Improves products based on customer's feedback
- FAQs related to Journey of natural beauty success?

## Outcome

According to this event students learned about that Dr. Sangitaba Jadeja's journey from making beauty products in her kitchen to opening more than 60 Herbal stores. She really cares about using natural stuff like herbs and oils to make products that not only make you look good but also feel-good inside. Her success teaches us that if you love something and work hard, you can make it big. Being your own boss, like she is, means you can decide things and be more flexible. She believes in taking good care of customers, listening to what they say, and fixing problems quickly. She even gives out samples to let people try her products before buying. By paying attention to customers, she makes her products even better. In simple words, her story shows that if you really like something and work hard at it, you can make it into something great, especially with support from your family.

## About the Speaker/Chief Guest



Dr. Sangitaba  
Jadeja

Owner,  
Satatya Body Care, Rajkot

**Innovating Wellness:  
Unveiling the Journey of  
Natural Beauty Success**

Saurashtra University's Department of Home Science, in collaboration with IIC and the SU Startup and Entrepreneurship Council, is organizing a seminar titled "Innovating Wellness: Unveiling the Journey of Natural Beauty Success" on 8th February, 2024.

**8 February, 2024** **11:00am - 12:30pm**

**Seminar Room  
Department of Home Science  
Saurashtra University**

**Register Now** [bit.ly/SUSEC-DHS](https://bit.ly/SUSEC-DHS)

**Dr. Sangitaba Jadeja**  
Owner  
Satatya Body Care

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