

## vi) Umme Tabassum Janifar

Umme Tabassum Janifar is a trainee of the "Designing and Implementing Piloting Programme for Development of Business Capacity of Women Entrepreneurs on Cut-Flower" and the "Advanced training in processing and product preparation in the cut flower sector" under Dr. YSR Horticultural University, India organized by the Society for Bright Social Services (SBSS) under BRCP-1 Project, Ministry of Commerce. She belongs to training batch no. 18 under the Dhaka City Corporation. Her main products or significant products are "Face Pack" and hair treatment herbal oil. The name of her venture is Jani's Shop.



Janifar with some of her Skincare & Hair care products

Umme Tabassum Janifar is a successful women entrepreneur, Trainer of herbal healthcare remedies production and a kind-hearted Social Worker. Janifar was employed before graduation in an organization as an HR officer. Due to the official workload as well as regular university classes, she could not take care of herself. Again, due to time constraint, she could not take proper management & care of her hair, instead she did frequent re-bonding of hair, resulting in huge hair fall. Again, due to lack of skincare, she faced various problems. She got scared and anxious about her skin and hair.

Since her childhood, she observed that her elder sisters used to apply homemade remedies for skincare and hair care. She tried some of those homemade remedies for her skin & hair care treatments and got amazing results. Then, she happily shared those home remedies on social media, but within a short time, it went viral, and many people wanted to buy her natural haircare and cosmetics from me.



Herbal beauty pack



Hair Combo



Organic Rose Pack



Pain Relief Oil

At the beginning, Janifar had no intention or interest in being an entrepreneur and she used to gift all of her products to her friends. Later, as the demand increased, she started selling those at a nominal profit. Janifar loves to do social charity work, hence, she is involved with some "Old Homes" and Orphanages. The money she used to earn from her job and business of selling skincare products, she used to spend on various charity works.

At the time of CORONA outbreak, she lost her job, again, she had to stop doing her business as COVID-19 is a very contagious disease and she had no option but to sit idly as time passed. During such situations, suddenly an issue strikes her mind that she could prepare all her herbal Beauty & Health products and could be able to sell through online (along with offline, which would relieve her from idleness as well she would be able to continue her donations (For which her listed organization were requesting frequently and she could not help them as expected, she was in pressure.).

Then, she created an online page named Jani's Shop and advertised the products she prepared. Within a few days, the sale started, and she was able to earn from home, she was able to provide food assistance to about 1000 CORONA-affected families and she did other charity work

from her earnings. This inspired her a lot to develop her profession in Ayurvedic Skincare and she has done online and offline diploma courses from different countries.

Jennifer had a line of herbal beauty products that were very popular among women. However, despite their popularity, she was unable to make a profit as expected and couldn't develop the market as well. This was because she had little knowledge about the business and about processing and product preparation in the cut flower sector.

After completing an 8-day hands-on training program on "Designing and Implementing Piloting Programme for Development of Business Capacity of Women Entrepreneurs on Cut-Flower" by Society for Bright Social Services (SBSS), she gained valuable skills in processing cut flowers and learned about the business aspects. Later, she was selected and attended 10 days of "Advanced training in processing and product preparation in the cut flower sector" at Dr. YSR Horticultural University, India, also organized by SBSS. This training further enhanced her efficiency in processing and product preparation using cut flowers, leading to significant growth in her online business.

Currently, she is focused on expanding her business and is working as a Trainer to develop women entrepreneurs of Herbal Healthcare products. Additionally, she is serving as a resource person in the flower by-product manufacturing sector.



Janifar receiving the admiration Certificate from the Vice Chancellor, Dr. YSR Horticultural University, India for her Successful completion of training on processing and product preparation on cut flower sector organized by SBSS

**Facebook Page Link:** <http://www.facebook.com/Janisshopbd>