



I combined my interest in baking, and entrepreneurship to start my own home bakery, Crusts and Crumbs. What started out as a venture of selling baked goods to friends and family turned into a full-fledged business that sells to large corporations like Real Books, Vedika Metals and Gayson and Co Pvt. Ltd. We marketed our products offline as well as online, via Instagram. We now have an Instagram community of 125+ followers. Profits from sales were put towards ensuring underprivileged children admitted at the Rabindranath Tagore Hospital were given appropriate medical attention. We managed to fund parts of dialysis sessions, blood transfusions, heart surgeries and chemotherapy sessions. Our projected net revenue is now at INR 1 lakh with an average profit margin of 35%. We went on to train a group of underprivileged youth to make them employable as staff in local restaurants.