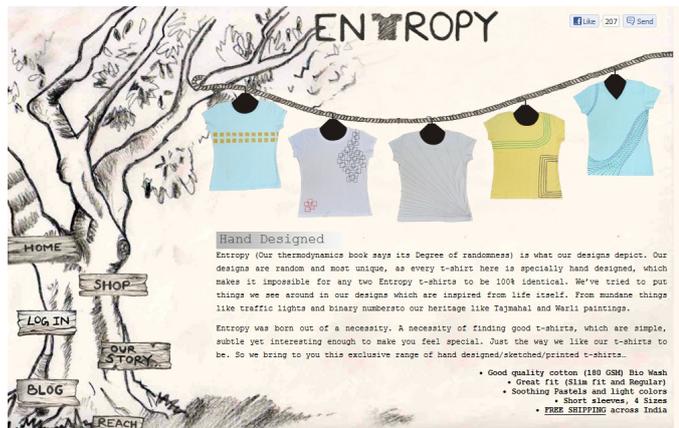


Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -



Two Jodhpur-based sisters – Shradha and Shruti – set out to add uniqueness to t-shirts for girls. Today, Entropy – their online t-shirt shop – is a full-fledge business that is earning fans all over.

Can you tell something about yourself? Your school life, your college life, your interests, your family?

We are a team of two, Shradha and Shruti. We are sisters and based in Jodhpur, Rajasthan. Shradha, 27, is an Engineer by Profession and has worked in a software company earlier. Shruti, 25, has done her masters in Biotechnology. Both love Harry Potter, khaadi and coffee. Though we are different personalities as chalk and cheese, we share common passion for anything creative and beautiful. That gave us this idea of hand designed t-shirts and coming from a business family, carrying it forward as a business venture came naturally to us.

How did you arrive on the idea behind Entropy?

Well, Entropy was not a planned venture. You can say, it just happened. Old fabric pens and t-shirts were inspiration enough for us to get started. But there are few things that encouraged us to go ahead, such as lack of t-shirt brands (especially for girls) on the market which are cool yet not screaming for attention. We are trying to fill that gap and creating our own niche. Being an entrepreneur, managing things on your own gives you the biggest kick and we are doing what we love.

How and when was the company started?

Designing t-shirts was not limited to ourselves. We started designing t-shirts for family and friends and got a very good response. This instilled us to give it a new outlook – so we began a brand of hand designed t-shirts called Entropy. We started with putting the designs on Facebook while our site was under construction. Registration, bank account, designing was simultaneously going on. The e-commerce site started in February 2012. Being from a business family, entrepreneurship is what we have grown up with. Our family has been supportive to us both financially and morally.

Tell us about how you went about registering the company, the initial number of employees, the managing partners of the company and so on.

Entropy has been started as a very small venture with a team of two. Registration was not a problem at all as the officials at district industries center were really helpful. Till now hand made

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

products were looked as something rustic, old and classy. We don't want to change the notion but we would like to add the word "cool" to its description. We would like people to understand that how something handmade can make your style more individualistic than mass produced products. Handmade need not be boring but a fun extension of yourself. Right now we don't have plans to include other artists as we design t-shirts ourselves, but maybe in future we can if meet like-minded people, we might increase size of our team.

What are the USPs of Entropy's services and products?

We design t-shirts by hand and hence like all handmade products, some individual rawness will always be there. Entropy (in simple words, a scientific name of randomness) stops us from making two t-shirts exactly same. Our designs are most simple yet unique. They are inspired by things as mundane as traffic lights to as historic as Taj Mahal. Our designs are cool, yet they don't scream for attention.

Did you encounter any hurdles while setting up the company?

Our primary concern was to procure good quality, good fit and neatly stitched t-shirts. We tried samples from all corners of India, and finally got a manufacturer in Bangalore called "Dash n dots" who is currently providing us with t-shirts exactly the way we want. We are giving ourselves a year to break even.

How do you market your services and solutions?

Our mode of marketing is completely online. Being an online store, we have an unlimited reach. We keep our Facebook page and Twitter page quite interactive. We advertise through Facebook and Google. We've also setup shops in online multi-brand stores such as Itshandmade, Rangiru, Shopclues, Craftsvilla, Unwrapindia and so on. These stores really help to build the brand.

What kind of services and solutions are currently offered?

At present we have hand-design t-shirts for girls only. We also design customised t-shirts for colleges, friend groups and events when they want individual yet belonging designs. We do not charge for shipping in India. Our t-shirts can also be ordered for a gift wrap with a personal note. Adding to this we have also kept the option of ordering gift in advance (within 1 month), and it will be delivered around the receivers birthday/anniversary/occasion. Our next step would be to launch men's t-shirts. Later we'll introduce accessories and other garments such as kurtas, tank tops and so on.

What is your advice to other entrepreneurs in the process of setting up shop in India?

We are too young to advice someone but we'll surely say that if one has an idea, they should give it a chance. In this internet age it has become much easier to setup things, hence use it as much as you can. The factors a budding entrepreneur should take into consideration include:

- A zeal/passion to do something different rather than follow someone else's success story blindly.
- Decide your product's USP and market it accordingly.
- Reach your fans/customers as often as you can.

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

- Listen to complaints/critics/suggestions patiently. They really help you grow.

Two Jodhpur-based sisters – Shradha and Shruti – set out to add uniqueness to t-shirts for girls. Today, Entropy – their online t-shirt shop – is a full-fledge business that is earning fans all over.

Can you tell something about yourself? Your school life, your college life, your interests, your family?

We are a team of two, Shradha and Shruti. We are sisters and based in Jodhpur, Rajasthan. Shradha, 27, is an Engineer by Profession and has worked in a software company earlier. Shruti, 25, has done her masters in Biotechnology. Both love Harry Potter, khaadi and coffee. Though we are different personalities as chalk and cheese, we share common passion for anything creative and beautiful. That gave us this idea of hand designed t-shirts and coming from a business family, carrying it forward as a business venture came naturally to us.

How did you arrive on the idea behind Entropy?

Well, Entropy was not a planned venture. You can say, it just happened. Old fabric pens and t-shirts were inspiration enough for us to get started. But there are few things that encouraged us to go ahead, such as lack of t-shirt brands (especially for girls) on the market which are cool yet not screaming for attention. We are trying to fill that gap and creating our own niche. Being an entrepreneur, managing things on your own gives you the biggest kick and we are doing what we love.

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

How and when was the company started?

Designing t-shirts was not limited to ourselves. We started designing t-shirts for family and friends and got a very good response. This instilled us to give it a new outlook – so we began a brand of hand designed t-shirts called Entropy. We started with putting the designs on Facebook while our site was under construction. Registration, bank account, designing was simultaneously going on. The e-commerce site started in February 2012. Being from a business family, entrepreneurship is what we have grown up with. Our family has been supportive to us both financially and morally.

Tell us about how you went about registering the company, the initial number of employees, the managing partners of the company and so on.

Entropy has been started as a very small venture with a team of two. Registration was not a problem at all as the officials at district industries center were really helpful. Till now hand made products were looked as something rustic, old and classy. We don't want to change the notion but we would like to add the word "cool" to its description. We would like people to understand that how something handmade can make your style more individualistic than mass produced products. Handmade need not be boring but a fun extension of yourself. Right now we don't have plans to include other artists as we design t-shirts ourselves, but maybe in future we can if meet like-minded people, we might increase size of our team.

What are the USPs of Entropy's services and products?

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

We design t-shirts by hand and hence like all handmade products, some individual rawness will always be there. Entropy (in simple words, a scientific name of randomness) stops us from making two t-shirts exactly same. Our designs are most simple yet unique. They are inspired by things as mundane as traffic lights to as historic as Taj Mahal. Our designs are cool, yet they don't scream for attention.

Did you encounter any hurdles while setting up the company?

Our primary concern was to procure good quality, good fit and neatly stitched t-shirts. We tried samples from all corners of India, and finally got a manufacturer in Bangalore called "Dash n dots" who is currently providing us with t-shirts exactly the way we want. We are giving ourselves a year to break even.

How do you market your services and solutions?

Our mode of marketing is completely online. Being an online store, we have an unlimited reach. We keep our Facebook page and Twitter page quite interactive. We advertise through Facebook and Google. We've also setup shops in online multi-brand stores such as Itshandmade, Rangiru, Shopclues, Craftsvilla, Unwrapindia and so on. These stores really help to build the brand.

What kind of services and solutions are currently offered?

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

At present we have hand-design t-shirts for girls only. We also design customised t-shirts for colleges, friend groups and events when they want individual yet belonging designs. We do not charge for shipping in India. Our t-shirts can also be ordered for a gift wrap with a personal note. Adding to this we have also kept the option of ordering gift in advance (within 1 month), and it will be delivered around the receivers birthday/anniversary/occasion. Our next step would be to launch men's t-shirts. Later we'll introduce accessories and other garments such as kurtas, Two Jodhpur-based sisters – Shradha and Shruti – set out to add uniqueness to t-shirts for girls. Today, Entropy – their online t-shirt shop – is a full-fledge business that is earning fans all over.

Can you tell something about yourself? Your school life, your college life, your interests, your family?

We are a team of two, Shradha and Shruti. We are sisters and based in Jodhpur, Rajasthan. Shradha, 27, is an Engineer by Profession and has worked in a software company earlier. Shruti, 25, has done her masters in Biotechnology. Both love Harry Potter, khaadi and coffee. Though we are different personalities as chalk and cheese, we share common passion for anything creative and beautiful. That gave us this idea of hand designed t-shirts and coming from a business family, carrying it forward as a business venture came naturally to us.

How did you arrive on the idea behind Entropy?

Well, Entropy was not a planned venture. You can say, it just happened. Old fabric pens and t-shirts were inspiration enough for us to get started. But there are few things that encouraged us to go ahead, such as lack of t-shirt brands (especially for girls) on the market which are cool yet not screaming for attention. We are trying to fill that gap and creating our own niche. Being an entrepreneur, managing things on your own gives you the biggest kick and we are doing what we love.

How and when was the company started?

Designing t-shirts was not limited to ourselves. We started designing t-shirts for family and friends and got a very good response. This instilled us to give it a new outlook – so we began a brand of hand designed t-shirts called Entropy. We started with putting the designs on Facebook while our site was under construction. Registration, bank account, designing was simultaneously going on. The e-commerce site started in February 2012. Being from a business family, entrepreneurship is what we have grown up with. Our family has been supportive to us both financially and morally.

Tell us about how you went about registering the company, the initial number of employees, the managing partners of the company and so on.

Entropy has been started as a very small venture with a team of two. Registration was not a problem at all as the officials at district industries center were really helpful. Till now hand made products were looked as something rustic, old and classy. We don't want to change the notion but we would like to add the word "cool" to its description. We would like people to understand that how something handmade can make your style more individualistic than mass produced products. Handmade need not be boring but a fun extension of yourself. Right now we don't have plans to include other artists as we design t-shirts ourselves, but maybe in future we can if

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

meet like-minded people, we might increase size of our team.

What are the USPs of Entropy's services and products?

We design t-shirts by hand and hence like all handmade products, some individual rawness will always be there. Entropy (in simple words, a scientific name of randomness) stops us from making two t-shirts exactly same. Our designs are most simple yet unique. They are inspired by things as mundane as traffic lights to as historic as Taj Mahal. Our designs are cool, yet they don't scream for attention.

Did you encounter any hurdles while setting up the company?

Our primary concern was to procure good quality, good fit and neatly stitched t-shirts. We tried samples from all corners of India, and finally got a manufacturer in Bangalore called "Dash n dots" who is currently providing us with t-shirts exactly the way we want. We are giving ourselves a year to break even.

How do you market your services and solutions?

Our mode of marketing is completely online. Being an online store, we have an unlimited reach. We keep our Facebook page and Twitter page quite interactive. We advertise through Facebook and Google. We've also setup shops in online multi-brand stores such as Itshandmade, Rangiru, Shopclues, Craftsvilla, Unwrapindia and so on. These stores really help to build the brand.

What kind of services and solutions are currently offered?

At present we have hand-design t-shirts for girls only. We also design customised t-shirts for colleges, friend groups and events when they want individual yet belonging designs. We do not charge for shipping in India. Our t-shirts can also be ordered for a gift wrap with a personal note. Adding to this we have also kept the option of ordering gift in advance (within 1 month), and it will be delivered around the receivers birthday/anniversary/occasion. Our next step would be to launch men's t-shirts. Later we'll introduce accessories and other garments such as kurtas, tank tops and so on.

What is your advice to other entrepreneurs in the process of setting up shop in India?

We are too young to advice someone but we'll surely say that if one has an idea, they should give it a chance. In this internet age it has become much easier to setup things, hence use it as much as you can. The factors a budding entrepreneur should take into consideration include: A zeal/passion to do something different rather than follow someone else's success story blindly.

Decide your product's USP and market it accordingly.

Reach your fans/customers as often as you can.

Listen to complaints/critics/suggestions patiently. They really help you grow.

tank tops and so on.

Randomness in Creating Handmade Products

Written by Chris Fernando

Wednesday, 28 March 2012 21:04 -

What is your advice to other entrepreneurs in the process of setting up shop in India?

We are too young to advice someone but we'll surely say that if one has an idea, they should give it a chance. In this internet age it has become much easier to setup things, hence use it as much as you can. The factors a budding entrepreneur should take into consideration include:

A zeal/passion to do something different rather than follow someone else's success story blindly.

Decide your product's USP and market it accordingly.

Reach your fans/customers as often as you can.

Listen to complaints/critics/suggestions patiently. They really help you grow.