

Arwa and Mrs. Zaitoon Abbas: The Duo With Passion to Succeed

Written by Valsala Menon

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Pretty and petite, Arwa and her mother in law Mrs. Zaitoon Abbas are a great pair and an example to be emulated. Sitting pretty in her beautiful home, Arwa was happy to share with Small Enterprise India about her multi talented ventures.

A graduate from commerce and a post graduate in public relations from M.O.P Vaishnav College Chennai, she worked briefly for Bharat Matrimony.com as a media executive. This experience helped her to get a lot of contacts and instilled in her much needed confidence to venture out on her own. She quit her job and started her own event management company 'Neeva Eventz' along with a classmate and best friend Neetu.

'Neeva Eventz' has hosted corporate events, exhibitions, birthday parties and undertaken wedding décor to name just a few. Recently they had hosted an event for Deccan Chronicle involving school project; Cognizant and HP are their regular clients whenever these firms need to host an event.

Arwa had of late held an exhibition of Women entrepreneurs who work exclusively from home. This was held at Hotel Raintree place and won her a lot of attention and appreciation." I personally look into everything right from booking the venue, stalls, PR, staff, decoration, marketing of the event" says Arwa.

Arwa and her mother in law conduct workshops at home on jewellery making, mehndi designing, gift packaging, saree draping and self grooming. "People are not aware that there are around 15-20 different styles in which an Indian saree can be draped," says Arwa.

The duo teach Lamosa- an art form in which a dough is made out of corn flour and zinc oxide

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and out of this ,cartoon characters, flowers and other beautiful shapes are moulded out.

Zaitoon Abbas teaches mehndi designs and has been doing this for several years now. People flock to her during wedding seasons for her exclusive mehndi patterns. A wedding mehndi for both hands and feet cost just 2500. For all the workshops conducted from home, materials too are provided and charges are pretty nominal. Jewellery making is priced at Rs.1800 and the participants can take back home the jewellery they have made. It is a two day workshop and Arwa teaches them Bridal set jewellery, party wear jewellery, junk jewellery, and pearl jewellery. Mehndi design workshop is just for a day and it is just Rs 500 per person.

Nowadays, with the rise in price of gold, people in Chennai have turned to wearing our bridal jewellery for weddings and parties- smiles Arwa proudly. An entire made- to- order bridal set costs just Rs 5000. Arwa has lots of orders each day , either for bridal sets or party wear. The beautifully hand crafted bracelets are a joy to behold and they cost just Rs 100 per piece.

In gift packaging, money origami is taught. Along with simple techniques of gift packaging, gift bags, different kinds of bows, clothes gift packaging, -- all these are Arwa;s own innovative ideas and creations. She even undertakes a large number of orders for gift packaging for institutions and varied enterprises. Every month, Arwa and Zaitoon conduct two sets of workshops each- one set involves gift wrapping, jewellery making and mehndi designs.' Since most people conduct workshops in summer, we prefer to have continuous workshops during the other months. And we prefer workshops exclusively for women and college girls since we work from home- affirms Zaitoon.

Out of passion for graphic designing, Arwa enrolled for a course and after its completion now, she undertakes freelance work from home. She creates logos, business cards, brochures, and flyers. Arwa advertises regularly in Adyar Times , a local weekly paper and sends messages to around 3000 clients, not a small task that!! In addition to that, she sends out posters too advertising her workshops.

We wish Mrs Zaitoon abbas and Arwa years of togetherness and success and may they remain forever as an exemplary duo for all of womanhood to emulate.