



As your friends walk in for your kid's birthday party, you are on your toes welcoming the guests and serving them snacks. You have exhausted all the game ideas and had no time to look for new ones this time. The kids are left to entertain themselves and have started a racket. What do you

do?

Vaibhavi is a great help at those times. She entertains the birthday kid and his friends at parties. Her innovative fun games are so addictive not just for the kids but for parents who watch the fun.

"kids are my passion and their happy faces are my rewards and motivation", says this charming entrepreneur.

Hers was not a smooth opening when she began pitching her idea of conducting innovative fun loving classes for the little ones. "Indian parents who prefer traditional method of learning were not thrilled by creative learning methods. Although they accepted the fun games in a party environment to entertain their kids", she confesses.

But that did not turn off this young entrepreneur. She took it as a learning experience and grabbed the opportunity to offer what the parents were seeking. "I am glad it happened at the beginning of my venture as I changed my business model immediately" says this optimist. "My husband motivated me further by pointing out that parents might expect a me to have a B.ed degree as a tutor but may not expect any educational background from a party entertainer" laughs this MBA graduate.

Rather than risking her idea on a client, Vaibhavi displayed her innovative party games at her own daughter's birthday party. It was a good hit and her entertaining journey began then. With her commitment and innovation, Vaibhavi built her customer base just on word of mouth.

"People love to see new things. There has to be constant change in business. Just like how software sustains because of its, newer and better version, a business also grows only when there is continuous improvement", she adds.

Since hers is a very personalized service, she is not threatened by potential competition. "Constant change and growth are my strong points" she says.

While actively looking to increase her client base in many cities, she dreams of creating a mega family entertaining center in the future.

When asked how she manages the show during her down days, she calmly says,

"When I am passionate, my physical ailments do not seem to bother me. My sore throats, leg sprains and body aches take a back seat when I am with children."

She is grateful to her husband for taking care of her child while she is at work. She is also very thankful to her enterprising parents who were an inspiration to her. "My father taught me perseverance and my mother taught me the patience. My daughter is a blessing and a source of inspiration for my work."

Vaibhavi is now training people to work for her and is planning to expand her presence in other cities. She is also venturing to cater to MNC's who organize kids get-togethers for their employees.

A strong supporter of women entrepreneurship, Vaibhavi shares some tips for aspiring entrepreneurs:

- Take a stock of what makes you happy. Identify your passion.
- Without compromising on your family, see how you can blend your happiness with your career.
- Be determined.
- Be committed. Half heartedness will only be a hindrance.
- Look for opportunities and grab it.