



Health is Wealth- Femstyle Fitness Center

Jaseenabeevi. N is a 34-year-old lady who give livelihood support to two other women like her- That itself shows her success. Before few years, she was a like any other normal married woman who used to do household work and watch TV during free time. But even during that time, she had a feeling in her mind that she was not contributing anything for her family. As her husband was a business man she thought of help him in his business at first, but suddenly dropped that idea and wanted to start her enterprise using her academic skill (Diploma in Medical Laboratory Technology). With the support of her family, she could open a medical lab in front of the Government Hospital Nedumangad, Thiruvananthapuram. She was able to run the lab profitably with her single effort.

After years of experience and interaction with the regular customers coming to the medical lab, she found that the lifestyle diseases were increasing at an alarming rate due to the change in the food habits, lack of exercise and other issues. This issue had highly affected women more than men as women often has little time for exercise and many a time failed to go for a walk or to find right centers for exercise. And also being in a rural area like Nedumangad women often hesitate to go a gym with male instructor and also nobody wants to do workout with men. Then Jessena found a new opportunity to begin a fitness center for women along with the lab. Then she joined nearby gym practiced for becoming a trainer and then rented one big hall on the backside of her lab, and started fitness center.

Later, she faced difficulty to manage the lab and fitness center at a time and decided to appoint a staff in her lab. She found that two of her NHG members has Diploma in Medical Laboratory Technology (DMLT) qualification is simply sitting at home. She found her own resemblance before six years in them and offered job in the lab. And now they will manage the lab and Jessena could concentrate on fitness center.

Reasons for Success?

I believe that my self-confidence and family support is the main reason for my success.

Challenges faced?

At beginning there were only few labs so, i didn't face any problem in my income. But after two years more medical labs were opened with all machinery support including doctors assistance. So I had to do something to attract customers because I couldn't afford doctors and other equipment. I managed to tackle the situation by providing the tests in cheaper rate than others. I gave a cards to every customer and discount was assured for all those who produced that card.

Turning point in business?

The decision to start fitness centre itself was the turning point in my business. After years of experience and interaction with regular customers coming to the lab, I found that lifestyle diseases are increasing at an alarming rate due to the change in food habits, lack of exercise and other issues and issue was highly affecting women rather than men as they had little time for exercise and many a time they failed to go for a walk or to find right centers for exercise. Also women often hesitate to go a gym with male instructor and then I found a new opportunity to begin a fitness center along with the lab. I joined the nearby gym and got practiced for becoming a trainer and then rented one big hall on the backside my medical lab, and started the fitness center.

Future plans/ambitions?

I am planning to buy a new machine with latest technologies especially suitable for ladies and start yoga & zumba class.

Most happy moment?

I could contribute money for constructing our new house and could offer financial support to my husband. I consider it as the happiest moment. Above all that, I feel very much proud when other NHG members visit me and seek advice before starting any micro enterprise.

Message to aspiring women

“You can achieve anything, try to isolate yourself from those who are always discouraging you, from those trying to tell you that your dream is not achievable. “

Provided livelihood for two women
Annual turn over is 7,80,000
Monthly Income- 40,000

Vidya Nair V. S.

