

From Struggles to Sustainability: The Story of Jagadeesh and Varna

Founder, Jaga Enterprises | Tamil Nadu

Born in Dindigul and raised in Chengelpet, Tamil Nadu, Jagadeesh turned early financial



struggles into an inspiring entrepreneurial journey. With a strong sense of responsibility, he started his professional journey in the IT sector to provide for his family. However, a short stint at an organic products company ignited his interest in sustainable living and inspired him to take a new direction.

In **2017**, Jagadeesh founded **M/s Jaga Enterprises**, launching the brand **Varna**, with a focus on eco-friendly, handmade soaps crafted from natural ingredients

like **goat milk, sandalwood, and coconut oil**. His vision was clear: to offer high-quality, sustainable personal care products while uplifting his local community.

With BYST's support in mentorship and securing him a ₹10 lakh loan from Indian Bank, he scaled his operations. During the COVID-19 crisis, he fulfilled a ₹25 lakh government order for hand sanitizers in just 30 days, showcasing his resilience and efficiency.

Today, Varna runs a full-scale unit in Chengelpet, employing and training local women, especially from marginalized communities. The brand recently expanded to biodegradable detergents and affordable sachets for rural markets. Jagadeesh's journey reflects purpose-driven entrepreneurship focused on sustainability, inclusive growth, and rural empowerment.

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| Name of the Entrepreneur: | Mr. Jagadeesh Palraj |
| Business Name: | M/s Jaga Enterprises |
| Nature of the Business: | Manufacture of Home care products (Bio-degradable) |
| Type of Business: | Manufacturing |
| Loan: | 10 lakhs |
| Bank: | Indian Bank |
| Year of Disbursement | 2019 |
| Email ID | info@jagamart.in |
| Website | http://varna.ind.in |
| Donor: | IKEA |
| Turnover: | 35 Lakhs |
| Employment: | 8 |
| Mentor: | Mr. Victor |
| Mentor Occupation: | Prem Plastic Industries |



Varṇa Aavaram Poo

**Varṇa Aavaram Poo – Jaga Enterprizes,
Chengalpattu**

- **Jaga Enterprizes, based in Chengalpattu (Tamil Nadu), offers Varṇa Aavaram Poo (Senna auriculata), commonly known as Aavaram flower—renowned in Ayurvedic and Siddha traditions for its broad health, skin, and hair benefits. Powdered Aavaram Poo is used to brew herbal tea that supports blood sugar regulation, digestion, body cooling, and natural It also serves topically in skincare and haircare—helping lighten tan, soothe irritation, promote hair growth, and combat dandruff**