

Smt. Seema Agarwal: From Corporate Professional to Women Empowerment Champion in Soft Furnishings

Founder, Choice Decors | Telangana



Hailing from Ahmedabad and nurtured in a large Rajasthani joint family, Smt. Seema Agarwal combines strong academic credentials—a BBA and MBA—with corporate experience at DCB Bank and ICFAI. After relocating to Hyderabad in 2007 and dedicating time to raising her two sons, she embraced entrepreneurship in 2018, launching **Choice Decors**, a soft furnishing manufacturing unit based in Banjara Hills.

Starting with limited resources and facing significant hurdles in funding, manpower, and machinery, Seema's resolve was strengthened through the guidance and financial support of the Bharatiya Yuva Shakti Trust (BYST) in 2019. This enabled her to expand production capabilities, acquire essential machinery, and establish a streamlined operation. Today, Choice Decors directly employs 12 staff members—8 of whom are women—and indirectly supports over 20 families, underscoring Seema's commitment to community upliftment. She prioritizes staff training, fostering skill development and job security, which has become a cornerstone of her business model.

Manufacturing an extensive range of soft furnishings, Seema is actively working on launching her brand digitally and collaborating with influencers to widen her market reach. Her vision is ambitious: to grow Choice Decors into a ₹5 crore turnover enterprise in the coming financial year, expanding backend operations and securing large contracts from hospital and pharmaceutical sectors.

Name of the Entrepreneur:	Smt. Seema Agarwal
Business Name:	M/s. Choice Decors
Nature of the Business:	Soft furnishing products – curtains, bed linens, cushion covers, upholstery fabrics
Type of Business:	Manufacturing
Loan:	₹14 lakhs
Bank:	State Bank of India
Year of Disbursement	2018
Email ID	choicedecorshyd@gmail.com
Website	Choice Decors – The Luxury of Choice
Donor:	BYST
Turnover:	₹3.75 crores
Employment:	22 direct
Mentor:	Ms. Neela Moitri
Mentor Occupation:	Professional Trainer



Blinder Curtains

The process of making blinders curtains starts with accurately measuring the window dimensions to ensure a perfect fit. Based on the measurement, suitable fabric or material is selected depending on the desired design and functionality. The material is then cut to size, and the edges are hemmed for a neat finish. Channels or pockets are stitched to hold slats or rods, depending on the blind type (vertical, roller, or Venetian). The curtain is assembled by attaching slats or panels to the mechanism, ensuring smooth movement. Finally, the entire unit is tested, quality-checked, and prepared for installation at the client site.