



We work with high regard to social responsibilities, so that in this pursuit of ours, all around us and the nature is benefitted

MINI ELIZABETH EAPPEN

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An inspiring woman entrepreneur

An inspiring woman entrepreneur, Mini Elizabeth Eappen hails from Ernakulam, Kerala, owns a business which focuses on providing eco-friendly options to daily use items and decors. ‘Lilza Greens’ is a dream project to fulfil her passion, perseverance and philanthropic approach to such a business concept. Her career journey began as a computer programmer and then walked into international logistics and shipping sector, way back in 1997 with American President Lines and later with APM Terminals (A. P. Moller). Her rich experience in supply chain, liner, and cargo clearance has been valuable power for her new venture. When asked about her gain from previous experience, she mentioned, “In this modern era, international trade experience has given me an insight to many of the challenges being faced by the global environment due to high level of technological advancement and industrialisation, which instilled in me the need for an organisation with a cause”.

“Lilza Greens” was started off with a unique intention of providing greener living options and also a holding hand for the upliftment of women skills. The organisation is equipped to design, manufacture, source and deliver eco-friendly, re-usable and recyclable products to living spaces including homes, hotels, restaurants, resorts, event companies, hospitals across the country. Products made in cotton, jute and other natural raw-materials are made in their unit at Kumbalangi, Kochi. Items include decors like linen, runners, covers, bags, pouches, etc. customised to the choices of customer. Raw material is sourced from various parts of the country based on customer requirements.

Digital media and platforms are foremost methods of reaching products to customers. Products are available in online catalogue with prices, which could be purchased through website or direct online communication methods. Bulk or larger quantities orders to



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are undertaken, based on the customer needs, like size, colour, materials, etc. are provided. Timely and accuracy in orders undertaken is of eventual priority. An active Facebook and Instagram page too is available to cast various initiatives of the organisation.

In this evolving and tough business times, bringing in a concept that requires a mind-set change and life-style improvement is even more challenging. A constant effort is required to build awareness of the gains that user and environment would receive has to be done. When asked what is the usp of her business, she says, “We thrive to make available various options to our customers to provide them with





sustainable products designed to their choices. Our ultimate goal is to stick to product quality, customer commitments, timelines and provide the best experience.” The organisation has set future plans to widen its customer base throughout Kerala and neighbouring states.

Art, travel, reading and music are the leisure time engagements of Mini Elizabeth. Understanding different arts, cultures of people, life-styles, life priorities, history of lands, environment, etc are much of an interest to her. To widen knowledge in these aspects she is interested to read, travel, watch documentaries or even engage in active communication with people with similar interests. When asked which would be her priority places to visit, she

said “India is country with diverse culture and practices. Many of the states have been visited and seen, but there is still much more to cover in this beautiful land. My priority is to visit much more places in North East and northern India.”

“My family has been my pillar of strength throughout my life and career. Both my children are proud to see me involved in different walks and motivate me in this new initiative. They love to see me being engaged and encourage to travel around.” These were the gratifying words said by Mini Elizabeth when asked about her support in life. Life has taken her through different career walks, but every walk has taught new learnings and principles to build better human relations and business skills.

“Lilza Greens” puts in all efforts to provide environment friendly products, so that together it could work towards reducing the carbon footprint on earth. Waste generated in the process of making products is recycled and given further innovative ideas. Also, the organisation is started off with intentions to support women skill around us. The unit runs with the efficiency of women, who have art, stitching





and craft skills. Women are provided with facilities to bring their children to work, if kids are alone at home or need attention. “We work with high regard to social responsibilities, so that in this pursuit of ours, all around us and the nature is benefitted.” These were the words mentioned when asked about the organisation social responsibility.

“My profound advice to all budding entrepreneurs is to go ahead with confidence. Make firm plans and decisions to proceed with the inherent talents and ideas in you. Innovation is the force behind creativity, our inner energy would provide the drive to go ahead. Believe in oneself.” This is the era of new ideas and start-ups, the apt opportunity to go ahead with budding businesses. There is long way to go in making our economy self sufficient in many arenas. So let us walk together and make the efforts to build a better economic structure.