

A hobby, now a profession



What do you do when your husbands are busy the whole day and you have a lot of time on your hands? You can sit about the house getting bored, or if you have the determination, you can do something productive. That is what, Anita George and Sireesha Perabathina, did with Casa Boulangerie, a bakery.

They operate out of the ISB campus, where their husbands are studying, and their speciality is cakes, cookies, muffins and all sorts of baked goodies, including a low calorie and organic spread.

The idea was born out of a casual discussion and as they both love baking, they decided to go for it. “There is a tradition where students’ birthdays are celebrated. We saw this as a huge opportunity,” says Anita. Anita, a television journalist, has worked with DD News, Headlines Today and ANI; she honed her baking skills on the ships, as her husband was with the merchant navy. Sireesha, originally from Andhra, did her Masters in Public Health (MPH) from Boston University and a Post Graduate in Health and Hospital Management from IHRM, Jaipur. She returned to India, from the US, to be with her husband at ISB. She says that her friends used to enjoy her baking so much that they “kept telling me to take it up seriously.”

Both the husbands have been extremely supportive and now the two are looking to expand. They also plan to hold workshops and seminars for the students and their spouses at the campus, where they say the student community is very active. The only problem is that they hardly get to spend time with their husbands. “Our husbands are constantly busy with classes and study hours. And with Casa Boulangerie our weekends are packed as well,” says Anita.