

Skill to Enterprise Model (STEM)

A joint initiative of IIM Shillong
and SIDBI, India

EDUCATION

B.com

ABOUT IDEA/VENTURE

Bamleens is a premium kidswear venture that champions eco-friendly, skin-safe apparel crafted from natural materials. Operating under the brand NanheKids.com, the company successfully brings together comfort, sustainability, and style for India's new-age parents. Bamleens is currently focused on leveraging bamboo fabrics to offer a soft, breathable, and truly sustainable alternative to conventional kidswear, thereby promoting a planet-conscious lifestyle in children's fashion.

PROFESSIONAL EXPERIENCE

I have 18 months of professional experience at Tata Consultancy Services, where I served as a Financial Analyst. This role provided me with practical expertise in financial reporting, data analysis, and strategic business planning within a major global firm.



Vivek Gupta

Vivek Gupta is the visionary Founder of Bamleens, the premium kidswear venture operating under NanheKids.com. Driven by the simple but profound idea of creating clothing that is comfortable, gentle on children, and kind to the planet, Gupta is committed to sustainability in fashion. Through his brand, he aims to seamlessly bring eco-friendly and skin-safe apparel into every home, fundamentally shifting consumer choices toward sustainable materials, one little outfit at a time.



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