



सत्यमेव जयते

MINISTRY OF MICRO  
SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA



The Power to Empower

# 100 SUCCESSFUL WOMEN ENTREPRENEURS IN MSME 100

A COMPENDIUM BY  
FICCI LADIES ORGANISATION (FLO)



Supported by  
Ministry of Micro, Small & Medium Enterprises  
Government of India



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| ❖ Anita Dhingra                        | ❖ Bhavika Surana     |
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नितिन गडकरी  
NITIN GADKARI



सत्यमेव जयते



मंत्री  
सड़क परिवहन एवं राजमार्ग और  
सूक्ष्म, लघु और मध्यम उद्यम  
भारत सरकार

Minister  
Road, Transport & Highways and  
Micro, Small & Medium Enterprises  
Government of India

## **FOREWORD**

I am glad to know that the 36<sup>th</sup> Annual Session of FICCI Ladies Organisation (FLO) is being organised on April 13 and 14, 2020 and also pleased to know that a Compendium of 100 success stories of women entrepreneurs engaged in MSME sector is being released on this occasion.

If India has to grow, we need to harness the potential of women empowerment. Swami Vivekananda ji once said "*the thermometer to progress of a nation is its treatment of its women and it is impossible to get back India's lost pride and honour unless Indians try to better the condition of women*".

In order to realise this vision, the Government has been focussing on a comprehensive roadmap taking a holistic approach to women empowerment in general and emancipation of the deprived section of our female population in particular.

Ministry of Medium, Small and Micro Enterprise (MSME) have been relentlessly working towards tapping the tremendous potential of women empowerment through various initiatives like Public Procurement Policy, Mahila Coir Yojana, PMEGP etc. Physical security, Health security, financial security and knowledge security are the five major segments of the policy initiatives of the Government, which have given unprecedented boost to the self esteem of our female population across the country.

Today women constitute an encouraging percentage of the total entrepreneurship in India. I appreciate the tremendous efforts undertaken by FLO in compiling the Compendium of 100 success stories of women in MSME. These stories of women entrepreneurs have come not only from the established business families but also from all walks of life across the country. I am sure this Compendium would showcase the success stories of women and also would set as a knowledge platform for all the future aspiring women entrepreneurs as it will provide information on best and successful business practices.

I wish the FLO and its organisers all the very best in their endeavour towards empowering women entrepreneurs.

**(Nitin Gadkari)**

New Delhi  
March 13, 2020



# FROM THE PRESIDENT DESK

Dear Friends,

Micro, Small and Medium Enterprises (MSMEs) play a significant role in the national economic development of any country. They provide majority of new jobs and produce much of the creativity and innovation that fuels economic progress.

Shri Nitin Gadkari ji, in one of his recent speeches shared that The MSME sector contributes 29 percent to country's GDP, and the government plans to take it to 50 percent in next 5 years.

The MSME ecosystem in India is an overflowing well of innovative ideas and creative solutions to a number of problems. But the number of women entrepreneurs and business owners is much lower than male entrepreneurs.

Only 13.76 percent of the total entrepreneurs in India are women, according to data by Startup India. There are just around 8 million female entrepreneurs, but the number of male entrepreneurs has crossed 50 million.

The participation of women in business is increasingly being recognized as fundamental to economic growth. Therefore, it is imperative that we invest in creating women entrepreneurs and give them an enabling and conducive environment.

FLO plays an integral part in this process and contributes effectively towards the growth agenda of the nation. Since the inception, FLO has been working towards empowering and enabling women entrepreneurs and professionals of India and working towards economic self-reliance. Our endeavor is to create economic possibilities for women at different levels and equip them to be in charge of their lives and participate in the sustainable development of the nation.

The Ministry of MSME is committed to ensure that women in India continue to play a vital role in the growth of the Indian economy. FLO is privileged to join hands in the process and work towards creating an enabling environment for women entrepreneurs.

During the International Women's Entrepreneurial Challenge Foundation, IWECA Awards hosted by FLO in November 2019, Shri Nitin Gadkari, Hon'ble Minister for MSME, Road Transport & Highways and Shipping announced to launch a compendium of 100 successful women entrepreneurs in MSME.

Shri Gadkari highlighted the role of women entrepreneurs in the economic development of our country and suggested that FLO, being a pan-India body of women entrepreneurs, could play an important role in documenting and highlighting the stories of women entrepreneurs, especially in MSME.

It is highly encouraging to see that we have a huge repertoire of women entrepreneurs in our country. No success is complete without documenting it. This is an attempt to collectively showcase the success stories of women in MSME, documented and recorded as inspirations for the next generation of women entrepreneurs

I would like to thank Hon'ble Shri Nitin Gadkari, Ministry of Micro, Small and Medium Enterprises, Minister of Road Transport and Highways of India and Shipping, Govt. of India. for supporting and endorsing this initiative.

With kind regards,

**Harjinder Kaur Talwar**  
President, FLO

*Thank you*  
*Ankurita Pathak, Joint Director FLO for compiling and editing the Compendium*

## DR. GEETHA PREMKUMAR

Director  
Vector Indojanix P Ltd.



### CHENNAI, TAMILNADU

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*Providing sophisticated, practical and cost-effective solutions to all power related problems by manufacturing, marketing and servicing of Power Electronic Products for the past 25 Years*

**D**r. Geetha Premkumar is the Founder - Director of Vector Indojanix (P) Ltd, involved in the activity of manufacturing, marketing and servicing of Power Electronic Products for the past 25 Years. Indojanix Group is the national distributors of ARTronic brand UPS from Europe (AEG group Germany) in India.

Geetha Premkumar had no background in business ownership before launching an enterprise distributing power supply equipment. Having previously worked as a teacher in the information and communications technology sector, the desire to do something on her own motivated Geetha Premkumar to open a business that would enable her to balance work and domestic duties. Geetha Premkumar identified power supply as a market need that she could meet and founded her business "Vector Indojanix".

The business is all about providing solutions to all power related problems. We manufacture industrial type servo voltage stabilizers, Online IGBT technology UPS, power conditioners, domestic type inverters, APFC panels etc. The power condition is not same in all areas in Tamil Nadu. In India 220V-230V is required to run all electrical and electronic gadgets effectively and safely. The power problems can be classified under many heads. However, expertise is required to find out the suitable solution for client's problems. Vector Indojanix does not over engineer or under engineer her products but provide right product which is technically and commercially viable. The company is an ISO 2009-2015 certified, with clients in all segments industrial, domestic, MNCs and high-profile individuals.





## ACHIEVEMENTS:

The company is able to retain its clients for more than 20 years which is very remarkable in the electronics industry. Although a MSME unit, right from the inception the company has allocated funds for CSR activities and the same was carried out even during difficult times. The company has recruited people from down south non-urban areas that too diploma holders and has molded them technically and professionally. The company is able to do service for global products at Chennai although no engineer has visited abroad. Proper training is given to them periodically. The company is working on its own funds. From the inception till date, the company did not have bad debts at all. The salaries are paid on time without any deviation from the inception till date. The company commands a high level of respect in power electronics industry.

## CHALLENGES:

Like any other MSME unit, Vector Indojanix faces tough competition from big companies. They slash the prices due to volume business and the same cannot be done by this company. Actually, MSME only give proper skill training to all newcomers, however working in a MSME, however professionally run is looked down among the youth due to its size. Hence getting proper manpower is still a problem. Statutory taxes have to be modified accordingly for MSME in order to encourage them. The companies do not pay on time as committed in purchase order and it drains our energy in collections. To be free from bad debts, Vector Indojanix has put enormous efforts so far. The government has to make MANDATORY to all MNCs, government sector to procure from MSME sector.

## FUTURE PLAN:

- To get into SOLAR products.
- To develop power protection products for AV industry which is growing very fast.
- Intend to increase the territory presence more in the coming years.

## BUSINESS DETAILS

- Business segment: Manufacturing
- Registered with MSME: Yes
- Are you the founder: Yes
- No of partners: 2
- Percentage of shareholding: 99% shares held by self and 1% by other
- Years in business: 29
- Number of people employed: permanent - 6 part time- 2
- Important clients: Panasonic Carbon India Co Ltd.;Casa Interiors Studio P Ltd.; Farwood' Industries P Ltd.;Office 2000 Solutions P Ltd.;S M Hospital K K nagar;Ennore Tank Terminals P Ltd.;Rajasthan Association of Tamilnadu;Cool Cosmetics P Ltd.;Sri Jaghadhguru Vedha Kaviya Vidhya Bhavanam Trust. And many others.



- Are you exporting: No

## **AWARDS & RECOGNITIONS:**

- Identified as a best Entrepreneur and was awarded "The OJASWINI UDYAMITA ALANKARAN 2009" by "Ojaswini" a leading magazine for women development in Madhya Pradesh, then supported by govt. Of Madya Pradesh.
- State Level Best Woman Entrepreneur Award by Govt. Of Tamilnadu.
- District Level Best Woman Entrepreneur Award in the General Category By Govt. Of Tamilnadu.
- Best woman entrepreneur award for excellence among SAARC nations in the international category.
- "Women Ngo Award' By Lions Club International Dist.
- Ritz Women of Merit Award for Professional Excellence

