* SELVINI

WOMEN'S FIGHT FOR EQUALITY IS BACKED BY THE COLLECTIVE EFFORTS OF THO

Salute to resilience tale

LALITHASAI

eetha Premkumar,
Director of Vector Indojanix Pvt Ltd, is a
globetrotter who has
won many an accolade
for making it big in the Small and
Medium Enterprise (SME) sector.
Her company is a national distributor of ARTronic brand UPS
from Europe (AEG group Germany) in India.

It was Geetha's multi-tasking ability that had helped her company establish itself amidst stiff competition. Self-confidence, perseverance and the tendency to lend a helping hand to the downtrodden are her strengths.

"I want to uplift women. A home revolves around her. She cannot shirk her responsibilities as a daughter, mother or wife. But it is also essential for her to take care of her psychological well-being," says Geetha. As a corporate trainer and psychologist, she is worried about women's mental well-being. She warns that by 2020, many in India would be affected by depression.

She feels that youth give little importance to social interaction

and blames it on parental attitude. It is they who lure them to gadgets and the youth fail to understand the importance

ts in

ıldı

of

fide

pri

100

twe

S) is

allec

use o

otol

poli

en co

ef Ja

nclud

ednes

of personal interaction even in minor matters, she opines.

She carries this message as an external faculty trainer/ resource person to schools, engineering colleges, deemed universities all over the state. "As a HR trainer for corporate companies and public sector organisations, I try to emphasise on our values. I hope my efforts pay off, she says.

Recognising her work in the field of education and small scale industries, she was invited as a special guest for an international conference on 'Trafficking of young women and children' in Malaysia in 2013. It was organised by the World Youth Foundation, a part of social council of the UN.

Geetha has presented papers in international conferences on 'Indian Women Entrepreneurship' in Texas. Some of the awards won by her include: Best Women Entrepreneur Award for Excellence among SAARC Nationals for the year 2010; Outstanding Achiever of Business Excellence (from all over Indian FLO chapters) award by FIC-CI-FLO 2013-14.

The successful entrepreneur known for her integrity and professionalism has also penned a few books. Women should feel proud of themselves, should behave as one emotionally and work parallelly with men. It is the woman who creates or destroys a society and so more responsibility is vested with her than man. There is no way she should feel inferior to one, said Geetha.

Geetha Premkumar

Contact us

To share your opinions, feedback and request to highlight local events:

Mail us: Email us at citizen.dtnext@dt.co.in

Call us: At 044 2830 3000 between 2 pm and 4 pm Write to us: Articles can be sent to DT Citizen, c/o DTNext, Daily Thanthi, No. 86, EVK Sampath Road, Vepery, Chennai - 600 007

New era in fe

The trend of setting aside family life to build a career should be put under scanner since health complications and fertility issues have been detected, of late, in women, says Dr Kamini Rao.

Dr Rao is fully geared to make a

historic benchmark in the Indian fertility sector. She is all set to conduct India's first uterus transplant. This is a very bold decision y her to help wom-

en born without a uterus. It is sad that 6-7 lakh Indian women have this condition, she said.

The transplant will also greatly help young women who have lost the organ in accidents or to tumors or diseases such as tuberculosis.

"At times, women in the reproductive age are forced to undergo a hysterectomy and will be a boon to them," ex-



number of trusts (all of whom are registered) viz. the Nandalala Seva Samithi Trust, Sri Nandalala Religious Trust, Nandalala Medical Foundation, and Yogasaras Educational Academy located in Bengaluru, New Delhi, Hyderabad, Tlruchy and Thiruvananthapuram

have come up due to the hard work of septuagenarian R Saraswathy (pen name 'Mathioli R Saraswathy). She has devoted her entire life to philanthropic activities.

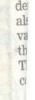
"I believe that children form the foundation of our nation. Through my trusts I take children on the path of love and instill in them value-based sys-

tems to make them imbibe our cultural heritage, says Saraswathy.

Saraswathy who is the driving force behind these trusts is ably assisted by volunteers. Some of their activities include providing financial assistance to economically-deserving



Dr Kamini





Mathioli Saraswa