

OUR MANTRA - SPIRITUAL PROFESSIONALISM

- Khushboo Chandrakant Doshi

Director, Rajoo Engineers Ltd. Rajkot

So
let us know
more about the
dreams and
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own words

Every individual dreams of building a successful career of his or her choice! Suppose that a person is successfully moving on that path and has to suddenly leave that path and go in a direction about which he/she is completely ignorant. How will that feel?

For a common person it will be a feeling overwhelming enough to push them towards frustration and disappointment. Yet, there are a few exceptions amongst millions who are decisive in every situation. Making serious decisions with a clear mind, trampling frustration and disappointment under their feet while moving ahead on the path of success comes naturally to them. Khushboo Chandrakant Doshi is one such outstanding lady.

Khushboo also had a dream and to realise that dream she studied architecture and then began course in industrial designing from London. At this point in her career Khushboo, the only child of her parents, decided to stay back in Rajkot to look after her ailing father Shri Chandrakant Doshi. At a tender age of 21, the vital decision taken by Khushboo changed the direction of her dreams.

She returned to Rajkot and besides looking after her father, she also began to work in Rajoo Engineers, a company started by her

father and her uncle Rajesh Doshi. Working in a completely new field, undoubtedly, was a big challenge for Khushboo.

But her love and dedication for her father motivated her to keep going ahead. Because of her unique capability to learn new things, she soon mastered the nuances of business. Two years after joining her father's business when she was asked what responsibility should be given to her that she can carry out easily, she asked for a day's time to answer the question. But when she offered to shoulder the responsibility of after sales service, everyone was left baffled.

It must be mentioned that in machinery trade, after sales service is not only important but also challenging. Her father Chandrakant Doshi and uncle Rajesh Doshi tried to explain to Khushboo about how difficult the task was and tried to persuade her to take up some other responsibility, but for Khushboo any task without challenges was no task.

In today's times when some women consider themselves weaker and incapable than men, Khushboo Doshi is indeed an inspiration. So let us know more about the dreams and thoughts of the plastic industry's rising star in her own words:

PLASTICS TODAY-How has been your journey so far?

Khushboo Doshi-The journey which started way back in 2007 till now has been fantastic and enriching. I continue learning. There were a few ups and downs but all the effort and hard work is worth very bit. The company has been forged from blood and sweat of my father and uncles, my siblings and I value it immensely. We share the same

dream which our parents have for it to be world's best plastic extrusion machinery company. Journey has just begun and miles to go.

PLASTICS TODAY-Some things you often miss during the struggle?

Khushboo Doshi-Yes, there have been many. Whenever I face a problem or I don't understand what to do in any particular situation, I turn towards my father. Though he is no longer with us, I am sure he is

watching and protecting us. He has taught me to be brave and face problems head on. I try to remember what he has taught me, that gives me the strength to face and overcome them.

PLASTICS TODAY-Any achievement of college life or something in college days that you often miss

Khushboo Doshi-I was a sincere student in my college days and I used



to love what I was studying. Architecture was and continues to be my passion. There was this funny incident during my office training semester. I had to go Bengaluru for the training and my parents had come to drop me there and help me settle in. I got so home sick that after making them stay for a week there I came back and couldn't stay there on my own. Eventually I overcame that fear and went back to Bengaluru and finished the training. It was in fact the best time of my college life and I sometimes wonder how I reacted to it initially.

PLASTICS TODAY-Tell us about your parents and your childhood

Khushboo Doshi-I lost my biological mother when I was just one-year-old. My father was completely focused on establishing the business, I feel that was his way to cope up for the loss we had. Also he was a bit hot tempered. Luckily we live in a big joint family, similar

to one you see in family movies. So most of my memories are with my uncle, aunties and their children and I am happy that I am so close to all of

When entire world is concerned about global warming due to GHG emission, we are creating an awareness of social cost of carbon within the group by starting a small initiative of planting a tree on each employees' birthday under the program "Aarohak".

them and we all are working together. With my father you can call it a more disciplined relation, even

today many people around me feel I am my uncle's daughter.

PLASTICS TODAY-How did you contribute to Company progress?

Khushboo Doshi-When I joined the company the turn-over was about Rs.100 crores for the Rajoo group of companies, today we have crossed Rs.350 crores and we hope to touch 1000 crores in next 5 years. Though Rajoo Engineers, the flagship of the Group is a listed company but managed by family members and committed professionals. It is a family business and we all work towards the same goal with our full potential so every one who works in our companies and the families who supports them have equally contributed to wards the growth of company. We all are playing our parts and we are happy to see the results we have achieved till now.

PLASTICS TODAY-Who is behind your success?

To ensure women get ahead in industrial space, it is essential for the managements to provide safety and security on the floor area. We have a strict policy to ensure women safety on our premises.



Khushboo Doshi-I have too many people behind me, supporting me for what I have achieved and where I am today. My family before marriage and my new family after marriage, my siblings who trust me blindly, my coworkers who stand by me always and my mentors who guide me whenever I need them. I have been lucky to be surrounded by family and people who support me and push me to work harder every day.

PLASTICS TODAY-How did your husband support your work?

Khushboo Doshi-I feel I have been blessed whenever I think about my husband- Shwetang. He is also an architect running his own business. In fact, we met when we were both studying together in Anand. The relationship we share is based on love, respect and trust for each other. Without him it wouldn't have been easy to achieve what I have today.

PLASTICS TODAY-Where is the position of women in society today?

Khushboo Doshi-We have been living in a male dominant world for too long. There were these preconceived notions where women were supposed to do a particular kind of work and in many ways suppressed. Times are changing, now you see a lot more women coming out and proving that they are no less than their male counterparts and sometimes even better. We still have

a long way to go but change has started, we will see a lot more women stepping out for work and prove their prowess. We as a company have strict policies for gender equality and non-discrimination. We aim to have a 50% female work force by 2030 to support it. In fact, I am reminded of what Swami Vivekananda said "The best thermometer to the progress of a nation is its treatment of its women. There is no chance for the welfare of

the world unless the condition of women is improved."

PLASTICS TODAY-Where is the status of women in the industry?

Khushboo Doshi-To ensure women get ahead in industrial space, it is essential for the managements to provide safety and security on the floor area. We have a strict policy to ensure women safety on our premises. That is the main hurdle, once a company can provide adequate safety and security standards, there will be a huge rise in working women in this space. And I would urge all women reading this to have that confidence and come out to work for yourself, we are equal to men in all fields.

PLASTICS TODAY-Who are your ideals and why?

Khushboo Doshi-My father, I am who I am now because of him. Principles instilled by him in me has



made me reach where I am today. To be honest, ethical, compassionate, just, loyal, and never leave your family's side is what he has taught me and I am trying to teach the same to my child.

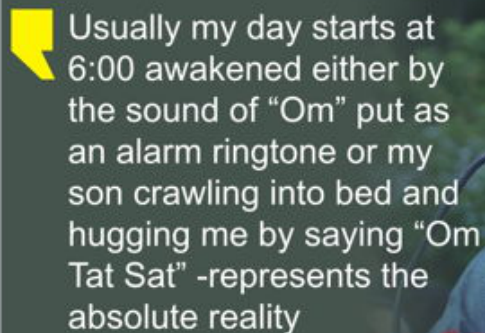
PLASTICS TODAY-What is your daily routine?

Khushboo Doshi-Being a mother first, then I wear all the other hats. Routine comprises of family and work like everyone else. It is pretty simple to be honest, some might find that boring. I am not a very social person; I prefer to spend my free time with my family at home.

Usually my day starts at 6:00 awakened either by the sound of "Om" put as an alarm ringtone or my son crawling into bed and hugging me by saying "Om Tat Sat"-represents the absolute reality.

PLASTICS TODAY-What do you like to eat?

Khushboo Doshi-I am not a foodie at all, feed me anything simple and I am happy. I avoid trying new things. Though I like sour things, like raw mango, imlietc. A bowl of salad is



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enough to keep me energized to run whole day and in dinner I would love to have Khichadi made up of rice & spilt moong dal or curd rice.

PLASTICS TODAY-What is your strength and why?

Khushboo Doshi-My family and above all my son. He gives me all the strength I need to face the world. Also I truly believe my father is watching me from above and will always protect and guide me in tough times.

PLASTICS TODAY-What is your weakness and why?

Khushboo Doshi-I do business with my heart and tend to trust people,

sometimes I get hurt but that is a price I consciously pay.

PLASTICS TODAY-What's your dream?

Khushboo Doshi- My dream is to take my father's dream company to next height and recognized world-over.

PLASTICS TODAY-What will you say to the new generation?

Khushboo Doshi-To the new generation I would like to say that, believe in yourself, be confident and always be true to yourself and to the society. We hold the key to our future and what we do defines us. Respect woman-hood always. ■