

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

# Salute to resilience **talent**

■ LALITHASAI

**G**eetha Premkumar, Director of Vector In- dojanix 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 down-trodden 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



◀ Geetha Premkumar

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.

## New era in fe

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



Dr Kamini

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-



INTERNATIONAL WOMEN'S DAY

## A life dedicated

**A** 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, Tiruchy 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 systems 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



Mathioli R Saraswathy

### Contact us

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

**Mail us:** Email us at [citizen.dtnext@dt.co.in](mailto: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