

Leading the way

We speak to women from varied professional backgrounds in the city who are members of *Sakal Times* Platinum Women's Club

POORNA KULKARNI
features@sakaaltimes.com
@Poorna_poorvi

Accepting challenges

Nirmala Behera handles the HR sector of RSB Transmission Ltd, a company owned by her family. They manufacture automobile components and have 12 branches across the country and two branches abroad, in the USA and Mexico. Behera tells us more about her journey.

Says she, "I was born and brought up in Jamshedpur. My family has a business background and I too had a dream to make a mark in this field as we see very few women in the automobile and manufacturing industries. With this intention, I pursued an MBA in HR and Marketing from Indira Institute and an executive diploma in Management from XLRI Xavier School of Management, Jamshedpur. I started my journey with RSB in the shop floor, as a Quality Head, with all the workers, associates and staff, which turned out to be an amazing learning experience."

During that time, Behera noticed that there was good scope for women to work in the manufacturing field. "There are var-



Nirmala Behera with the female staff at RSB Transmissions LTD

ious types of technical training available and women must take that up as there is a lot of scope for them in the manufacturing industry. The general perception is that this industry is all about heavy work and not suitable for women, but we have good machines and robots that ease a lot of physical strain. So women must look at this as a career opportunity," she says.

Her position allows her to meet people all the

time. "Today, when I go to any institute or any forum, I promote manufacturing as a potential job sector and inspire women. Also, in the shop floor at our Lucknow branch, I have recruited women who are doing amazing work," she says.

Behera feels that her family is her greatest strength and inspiration. She believes in working together, collaboratively as a team and making things possible. "Owning a family business is never easy and turning a legacy into a profession while keeping the values and belief system intact can be done only by striking a balance," she says.