

## Interview with Ms Mansi Upreti

**Q Can you tell us something about your self?**

I am daughter of Mr N.V. Udeshi. I am working for National Rubber Engineers. This firm was started in 1978 by him and I am with this company for more than 12 years looking after the exports and administration of the company.

**Q What are the key factors that contributed to your success in the organisation?**

Single ambition of my father to build something from the scratch was the main factor. He is very hard working, something that I look upon to him and being a rubber technologist, all he new was to make something from rubber and he used it that to build a company which has grown in last 25 years

**Q What is your success Mantra?**

Hard work and absolute dedication to what I am doing, that's what I think will help us to succeed.

**Q How would you define you business Family owned / Family / professionally managed?**

This is a family owned business, me, my parents and my younger sister are looking into the affairs of the company. I am already with him for more that 12 years and my sister is with us for more than 4 years and we would like to learn a lot from him before he plans to retire.

**Q What are the challenges you faced as family owed business can you share a couple of them?**

As a family business many people have this misconception that every thing comes on a silver platter but that's not the way it is because what my father has done and worked towards, we have to take it ahead as we cannot afford to have stagnancy, so we have to build up on that by getting in new customers, develop new products. I also feel that in today's world we have to see that the profits are maintained and the quality is not compromised upon. We have to work very hard to prove ourselves sometimes much more than others. These are the challenges we face. The positive side is that we all



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are working together and involved into day to day working, with each working in tandem with others.

**Q Can you tell us the secret in building this business?**

The secret is not to have any secrets, be it with your customers or your suppliers because transparency means a lot to National Rubber Engineers and we believe that this is what makes us different from others.

**Q Can you share a few achievements of your organization?**

We are an ISO 9001-2000 company from 2005. We have been re-certified for ISO 9001-2008 last year and we have not received a single non conformity in all these years except for suggestions for improvements and we have also got export Merit award from All India Rubber Industries Association in 2009.

**Q What would be your message to the young successors in family owned business ?**

Do not be afraid to get into rubber industry because this is also like any other industry where one can learn a lot from your peers or parents. Introduce new perspective in the way you work and infuse fresh ideas which might actually help the organization to grow.

**Q What is your most cherished moment?**

My most cherished moment would be the export award from All India Rubber Industries Association. This was something we knew that we had worked very hard for, so that was the most cherished moment

**Q Can you share your succession plan with us ?**

My succession plan would be a long one, but then I have to take a lot from my father. I still have to learn a lot . But today I think I do not have to go through a rubber technology course till today. What you learn in the shop floor or what you learn daily while working with the product will give you much more that than what you can learn in a technology course. But yes technology is also a must which I am looking forward to attending next year.

