



## Vinita Singhania, Managing Director, JK Lakshmi Cement Ltd

**V**inita Singhania, managing director, JK Lakshmi Cement Ltd comes from a business family due to which she has developed some business instincts since childhood. This informal education in the business coupled with formal education through a degree in economics

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got fortified when she married early in life into the Singhania family, promoters of the JK Organisation - an over 100 year old business enterprise. "I was inducted in the family business in the year 1989 after the premature demise of my husband, late Shripati Singhania. I was assigned to look after the cement division of Straw Products Limited, which was then a blue chip company of

the group. I learnt the ropes of the business almost from scratch and begun working from the ground level, which initially appeared to be painstakingly slow at that time. But it was only later that I realised that the lessons learnt during this initial period helped me in good stead when subsequently I moved on to take higher responsibilities," Singhania tells us about her induction into the family business.

Talking of some special challenges she faced as a woman leader in the business, Singhania avers, "Well, I did face a somewhat condescending attitude initially but I did not let it get to me. Ultimately, performance counts and once my colleagues saw I could deliver the results, all reservations were dispelled. In fact, I would say that the attitude of men towards women in the workforce has improved considerably since the time I got into the business."