

News Details

Suchitra rises to the challenge

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Challenge. That's what motivates Suchitra Ella. Be it bio-technology or a ladies' welfare organization, Suchitra has carved a niche for herself. "I love taking up challenges. I take any job as a challenge and do it to the best of my ability. This is what helps me emerge successful in whatever I do," says Suchitra, Suchitra Ellathe new Chairperson of FICCI Ladies Organisation.

The founder director of Bharat Biotech International Limited now has an additional commitment – catering to the welfare of humanity. Suchitra says she never dreamt of being made the chairperson. "This came as a surprise when the previous head Mangaish Rao asked me to take over the post this year. Though I had those initial jitters, I slowly overcame my fears and started focusing on how to make the best use of this opportunity to serve humanity," says Suchitra.

About her plans for FICCI for the coming year she says, "Apart from the social welfare listings on the organisation's agenda, I want to concentrate on women entrepreneurship." She continues, "Every woman has a unique gift. Women are energetic and innovative in their own ways. They are full of ambition and want to do something with their lives. So I would love to channelise this energy to bringing about their development on a wider societal platform."

Suchitra has big dreams but she knows to make them successful, she needs the support of the same people who elected her to this post. "The support the members of FICCI have given me is priceless. Even when I thought I wouldn't be able to do it, they gave me confidence. I would be forever grateful to them," she says.

This apart, Suchitra's advancements in the field of bio-technology has also been commendable. How does she do it? "Multi-tasking has been a part of my life for the past 20 years. I always chalk out a blueprint of what I should do and then go according to my own plans. This helps me to be successful," she says.