

AUTOGUIDE

India's Automotive Industry & Trade Journal

WOMEN POWER in automotive industry

WOMEN POWER



Pooja Avasthi
Manager (HR & Admin)

POOJA started her journey in the automotive industry with Minda Industries. It was a man's world then. In a predominantly male-dominated official setup it looked daunting as a newcomer to make her mark in the organisation. During meetings and presentations, it needed a lot of courage to stand up and make a mark when one is surrounded by an all-male gathering. However, contrary to belief, it was not so difficult for Pooja to prove herself and perform to expectations of her seniors.

Her second stint is with her present organisation, Minda Automotive Solutions Limited, Spark Minda with Ashok Minda Group as Head of HR and Admin. Here again it was an uphill task but she proved her worth in no time. Pooja compliments her male colleagues for accepting her as another colleague rather than focusing on her gender.



Nisha Chetiwal
Executive - Group Technical System

NISHA completed her B/Tech (Mechanical and Automation) from Indira Gandhi Institute of Technology (IGIT) affiliated to Guru Gobind Singh Indraprastha University (GGSIU) in 2007.

She had a keen interest to work in auto sector since her college days, however, this aspiration of hers could not be met in the initial two years of her career. But she acquired very high level of skill-set in Process and Quality Engineering. She could grab an opportunity to work in auto sector in 2009 as Quality Engineer in Tier-1 supplier facilities. Here, she has delivered excellent performance results in the area of Quality Control and Assurance which were entrusted to her by the management.

Nisha joined Spark Minda, Ashok Minda Group in 2012 in one of the key roles of Group Business Excellence function. She has worked hard to release five technical manuals for Spark Minda Group of companies to boost the pace of business excellence. She also has been instrumental in consolidating the Quality Management System implemented in different companies in the Group. Nisha feels that "female employees have more potential and capability than their male counterparts. A good mentor can polish a raw diamond but he cannot create one!"



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Megha Minda
Member Communication

MEGHA is a graduate in business management from the University of Nottingham, Great Britain. She will be completing her two years of work experience in corporate communication. During this period, she had many opportunities, which she was able to handle with intense responsibility and appropriate authority.

On joining, she was given the responsibility of creating a new corporate brand identity for the Group. She organised a brand management and group Image enhancement programme to transform the Group identity from Minda to Spark Minda, Ashok Minda Group. As she shifted to Germany, carrying out the implementation of the activities for the brand Image and enhancement programme were also a part of her responsibility.

During the last two years, Megha has been a member of the organising team for the technology shows that the Group organizes for its customers in order to showcase new technology inventions and keeping them up to date on the same. In 2012, her great contribution was towards the Auto Expo, which was the first participation of the Group after the change in the corporate identity.



Pragna Parmita Guru
Executive - Group Communication

PRAGNA P Guru's journey in automotive sector started three years ago with Spark Minda, Ashok Minda Group where she joined as an Executive, Corporate Communication. As she herself says, working in a manufacturing industry is a real challenge. As a corp com executive, she has to be jack of all trades and masters of some. All the internal and the external communication processes are handled by the corporate communication department. She has to maintain a communication balance between the internal audience i.e. the organisation's employees, to decrease the communication gap. She acts as a focal point on a group wide basis for updating and managing the websites of the Group.

Pragna is also responsible for designing and developing communication material for the Group and ensure dissemination on regular intervals. She also assists various corporate departments in organising technology shows and sports meets etc.

Pragna feels women employees have equal potential and capability as their male counterparts. She says, "I'm extremely thankful and grateful to Spark Minda, Ashok Minda Group for providing me an encouraging, safe and secure place to work".

