

'Balance'd performer

There has been a virtual boom in the vehicle market recently, more so in the two wheeler market. We have vehicles to suit people of almost every age and sex is no barrier for this. The new generation sophisticated vehicles no doubt offer the best of comfort and joy of riding, but also are most sensitive in various aspects. It is essential that vehicle owners are aware of aspects like 'wheel balancing' and 'wheel alignment'. Advanced technology in the form of computerised wheel balancing and aligning have ensured that the joy of riding wouldn't turn out to be a night mare for riders. The computer shop: 'Tyre Professional' in Bangalore is one of the few places in the country where the modern vehicle wheels are balanced through the sophisticated wheel balancer of the world renowned Hofmann garage equipment. Many do not know the facility and most are ignorant of the necessity. The quickness in which the operations are made and the accuracy of the work will have to be seen for believing.

The unique feature of this shop is that it is manned by a lady-Mrs. Meera Ravi, a Delhi born Kannadiga. Armed with a Post graduate degree in Publishing, the change from books to technical data and computerised equipment and intricate tyres was no cake walk for her. **Dr.U.S.Iyer** had an interview with this lady who has travelled extensively in India and abroad revealed so many interesting factors and aspects about how to be successful entrepreneur.

Have you at any time felt that in this field where the odium is on women you would be a loner?



Never. I have not even thought for a moment that if I were a male I would have performed better. Women are equally capable as men, the only difference being the availability of opportunity for all.

How did you come to this complicated sphere of business?

My husband Mr. B.M Ravi (the Chief Executive of the Madhus group) is solely responsible for my being inducted in this line. I had worked with him for 8 years at our Head office on Langford Road. His inspiration and my perspiration made me what I am today.

3: What is the general reaction to your computerised garage equipment? Are they accepted by the people?

Most certainly. Thanks to the new generation vehicles, the awareness for computerised wheel alignment, wheel balancing and engine tuning is going up. It is not only in Bangalore city but even in villages in our State and the entire country the shift from conventional methods to computerised ones has been very fast. I get customers even from rural areas. For example, for Kinetic Honda ours is the only place in Karnataka where accurate wheel balancing is done. Many people come to us. I wish the riders realise the advantage of wheel balancing so that safety of vehicle riding is ensured.

How do you face competition in this field, including one from your husband?

Competition is always welcome, so long as it is healthy. I do not fear this at all. In a competitive world it is bound to happen and is certainly welcome. People who fear it cannot prosper nor survive. I do compete with my husband. That is part of the game.

How do you cope with the work?

I come from a family where everybody works hard. My husband is always on his toes, as he is the sole distributor in India for the world renowned garage equipment. We are running a rather small empire with sister concerns in Bangalore City and Mysore and branches in Pune, Delhi etc. Once you grow, the work load also increases and there is no point in cribbing. In the fast technological advancement of the country, every body has to work hard to keep pace with the progress of the equipment and systems.

This lady knows very well that discipline is the lifeblood of human existence. Punctuality, courtesy and hard work have made her what she is today. Being probably the first lady in the country to man a sophisticated workshop she firmly believes that nobody has died of hard work, but people have without any work to do! In this techno world of competition, with qualities of hard work and discipline this lady stands as an example and exception. No doubt, once your figure is straight you need not be afraid of your shadows.