

There will be an **increased**
demand on the ability
of the plastic processing
machines to be able to
process more and more bio or
oxy bio-degradable
polymers, a step towards being more
environment-friendly.

manufacturers. What strategy do you adopt to ring-fence your business?

Technology leadership has always been our strength and will continue to be. With our focus on energy conservation and energy-efficient systems, I am confident that we will continue to compete effectively with foreign as well as domestic competition. Our penchant to continuously offer affordable world-class technology will continue to be our strategy for growth.

Q. What was the most challenging period that your business has experienced this far?

The period after the untimely demise of my father, Mr. Chandrakant Doshi at the age of 59 was the most challenging period of my life – both, personally and professionally. We were left totally clueless about our future. But then life has to go on, we did manage to put our hearts and minds together and recovered. Fortunately, my father had developed a devoted and committed team and under the able leadership of my uncle, Mr. Rajesh Doshi, we managed to come out of the shock and stabilised rather quickly.

Q. If there was one thing that you would

wish to change about your business, what would that be?

Both from a personal and professional perspective, though it is providence, I wish my father had continued to lead us.

Q. What according to you has been the biggest innovation at Rajoo?

While we have introduced several innovations like chemical and physical foaming for processing PE for several applications, introducing WPC (Wood Plastic Composites) extrusion machines for board and profiles which can process 60 - 70% of saw dust is our biggest achievement under the JV with Bausano of Italy. Similar machines from other Asian countries are not able to use more than 15% saw dust, while European machines are not economically viable.

Q. Do you wish to highlight any unique HR practices that you follow for the growth of human capital?

We are blessed with excellent Human Capital and have adopted an 'Open Door Policy'. The company has an extremely low attrition rate and low absenteeism levels. The company attributes the success of its HR practices to its transparency and ability to share its story. The company's history is shared with the entire staff, discussing the highs and lows, challenges and successes and also with every new employee during their induction programme. The company keeps an open mind in HR processes and welcomes change and innovation when needed and that is what forges us ahead.

Q. Any diversifications planned for the coming years?

At, Rajoo, we continue to evaluate new technologies and business opportunities. There are several initiatives in the pipeline, but yet to fructify. I should be in a better position to respond to this one year down the road.

Q. Besides business and architecture, what are your favourite hobbies?

Yoga and meditation are my favourite activities which I never miss out. It not only keeps me fit, but also gives total mind control. I also like to travel to off-beat places around the world.