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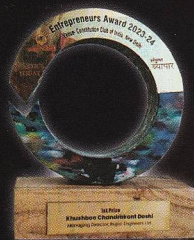
Khushboo Chandrakant Doshi

Managing Director, Rajoo Engineers Limited

The Inspirational Nayi Peedhi Entrepreneurs Award Ceremony

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 Managing Director, Rajoo Engineers Limited

Khushboo Chandrakant Doshi, Managing Director of Rajoo Engineers Limited, was honoured as a Youth Icon at the Nayi Peedhi Entrepreneurs Award 2023-2024. A trailblazer in the plastics industry, she shares insights on advancing a family legacy, empowering women entrepreneurs, and balancing professional success with personal responsibilities.



Khushboo Doshi, Managing Director of Rajoo Engineers Limited, stands as a beacon of inspiration for women nationwide. Recently, she was honoured as a Youth Icon during the prestigious Nayi Peedhi Entrepreneurs Award 2023-2024, held at the Constitution Club near the Parliament corridor in New Delhi. Let's hear from Khushboo Doshi herself.

The Journey of an Icon

Plastics Today: You were recently honoured as a Youth Icon during the Nayi Peedhi Entrepreneurs Award 2023-2024, where you received the highest distinction in this category. How does that make you feel?



Khushboo Doshi: I feel deeply honored and grateful. But honestly, this award is not just about me, it's a recognition of the incredible team at Rajoo Engineers and the steadfast support from the first generation of our company. Their dedication and hard work have been the driving force behind our success. I see this award as a celebration of their collective efforts, and I wholeheartedly dedicate it to my family and everyone at Rajoo who made this possible.

Advancing a Legacy

Plastics Today: How have you contributed to advancing Rajoo Engineers Limited? Can you share some aspects of your journey that might inspire others?

Khushboo Doshi: I've been a part of Rajoo Engineers Limited since I was 17. The foundation of our progress lies in the value system established by the company's first generation, particularly my father and uncle. They were my mentors and staunch believers in spiritual professionalism.

As Indians, we have a unique way of conducting business, deeply rooted in our cultural values, and that's something we're incredibly proud of. For us, every customer whether big or small is akin to God.

When you prioritize your customers' needs and focus on delivering solutions to their challenges, it becomes the cornerstone of sustainable growth. In our family business, my three brothers and one sister are also actively involved. Together, we honor the principles we were raised with, and this shared vision inspires us to keep pushing boundaries and striving for greater heights.

A Message for Women Entrepreneurs

Plastics Today: As a new-generation woman entrepreneur,

what message would you like to convey to other women?

Khushboo Doshi: My message to women is simple, we don't need to compare ourselves with men. Women are capable of achieving extraordinary things that men cannot, and vice versa. Instead of viewing differences as weaknesses, we should embrace them as complementary strengths.

We have the innate ability to care for our parents, nurture our children, and manage household

Khushboo Doshi reflects on the Nayi Peedhi Entrepreneurs Award, highlighting its inspiring impact on emerging entrepreneurs and advocating for a dedicated women's category to encourage greater female participation.

responsibilities which are our unique strengths. Embracing these qualities doesn't mean we cannot innovate or achieve greatness.

While pursuing new ventures, it's essential not to compromise on the responsibilities that define us. These roles are uniquely ours; no one else can fulfil them the way we can. Whether it's entrepreneurship or leadership, balancing professional ambitions with personal responsibilities is the true mark of a successful individual.

I also believe women should take pride in being a woman. The men in our lives fathers, husbands, brothers, uncles, and sons play significant supportive roles. With

such robust backing, success becomes inevitable.

Reflections on the Award Ceremony

Plastics Today: What are your thoughts about the Nayi Peedhi Entrepreneurs Award jointly organised by Plastics Today, Sanyukt Vyapar, and Nayi Peedhi?

Khushboo Doshi: The entire event was an inspiring experience for emerging entrepreneurs like us who are continuously learning and evolving. Initiatives like these play a crucial role in motivating us to push our limits and aim higher.

Unfortunately, I couldn't attend the ceremony due to prior commitments, but my colleagues who represented me had nothing but praise for it. They found the event equally inspiring and a testament to the incredible efforts behind its organization.

I believe such awards should be held more frequently and expanded to include additional categories. The inspiration gained from such events is invaluable—it drives us to strive harder and achieve greater milestones.

That said, I do have one suggestion: there should be a dedicated category specifically for women. Introducing a women-centric category would not only encourage greater female participation but also inspire countless women to step into the entrepreneurial world. Supporting and uplifting women should always be a priority.

Khushboo Doshi's words and journey resonate deeply with aspiring entrepreneurs, especially women, offering insights into leadership, values, and the balancing act of personal and professional responsibilities. Her story is a testament to the power of resilience, values, and support systems in achieving success. ■