

# Feminine Touch

ICON of the Issue

Radha Rani

## “FORGING SUCCESS THROUGH INNOVATION”

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Mrs. Radha Rani, the Executive Director of Hyderabad-based Linkwell Tele-Systems Private Ltd., is quite unassuming and full of vivacity despite spearheading a leading corporation that is creating, manufacturing and supplying cutting-edge products to the logistics, banking, financial services and telecom industries, as also increasingly to government departments to make administration more transparent and efficient.

It is indeed significant that some 160 of the around 500 employees in her company are engaged in Research & Development work, which gives her company the edge in the marketplace and enables it to tailor-make solutions for the clients.

It is the great emphasis on R & D that sets her company apart and contributes to the fact that some 15 percent of the turnover comes from exports.

Radha Rani heads the Human Resources and Administration functions in this rapidly growing company and also works on creation of new products.

Radha Rani was born and brought up in Guntur, a city known as the educational hub in Andhra Pradesh and is located in coastal Andhra. Her father, who worked as an Educationist in the University, instilled in her and her siblings love for knowledge as also emphasized that one should be an all-rounder taking active part in extra-curricular activities too.

Radha Rani is married with two daughters, the older one doing her final year in Engineering and the younger one pursuing Event Management in Australia.

Her company started in the late 1980s as a telecom company and was a leading supplier of pay-phone products. In fact, these products are even now exported to such countries as Morocco. The company's vehicle location units are a great success for logistics companies need to know real time where their vehicles and parcels

are. With a lot of R & D, her company has created its own products that suit Indian conditions and the unique environment in which transportation operations are conducted in India. Business in this sector is growing and is expected to maintain its growth momentum.

Her company also manufactures Terminals for credit and debit cards and supplies it not only to banks but has also created a lot of innovative uses of this product. It is the first company in India and the 25th in the world to get the United States PCI certification testifying to the quality standards of its product. This product, reveals Radha Rani in an interview with ELE Times, is being innovatively used by micro-finance companies for their efficient operations as also by the public distribution system to enhance



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transparency and eliminate wrongdoing.

These machines are being used in Tamil Nadu even for tax collection purposes.

Radha Rani reveals that since these machines have Linux Terminal, anyone can write tailor-made applications.

Asked about the future thrust of the company, Radha Rani indicated that Manufacturing of R&D based Energy Meters will be an area of growth for her company.

Radha Rani has deliberately created an open, free and joyful workplace atmosphere in the company, which gives an impetus to creativity and innovation. She agrees that this working environment is responsible for the fact that employees have stayed in the company for more than fifteen years. She believes in delegating

responsibility to teams and then giving them the freedom to perform.

Asked what would be her advise to young women who would like to set up their own enterprise Radha Rani said, "Do not be afraid of experimentation. We can make mistakes, but we will learn from our mistakes and with hard work and determination we will succeed."

Interviewing Radha Rani, one got the impression that she has encapsulated her philosophy in this piece of advise. Not being scared is a distinct advantage that allows joy and consequent creativity to blossom, fined tuned by R&D such that commercial success is just a natural corollary.

ELE Times Bureau