

Only woman executive in male-dominated maritime industry at Kandla

Neeta Mansukhani on her doubling TEU spree this fiscal

Though the port of Kandla which is the country's first post-Independence major port and topper in handling of import-export cargo among the all the 12 major ports, it is little known fact that in the historically male dominated shipping world, there is only one, yes, only one, female executive in one of the oldest as also the biggest shipping company. It is Neetaben Mansukhani. Now in her late forties, she is one of top executives in her family firm, Rishi group of companies, founded by none other than her father-in law, B K Mansukhani, a legendary grand old man of shipping world at Kandla and a walking encyclopedia of maritime world in the country.

She joined the family firm after her marriage with Mansukhanibhai's only son, handsome Manojbhai to help the latter in her work. She currently look after the group's entire containerized cargo from Kandla and Adani's Mundra port. But the novice had very small beginning in the company "I started from scratch with my initial work being that of checking vouchers and then gradually looking after our company entire finance "Kolkata-born Neetuben who had her college education in Adipur, holding a degree in commerce from Gujarat



Neeta Mansukhani with son, Rishi

university told GP an exclusive telephonic talk. She, however, had her school education in eastern Indian capital of West Bengal where her parents lived.

"My father was in textile business there and since I grew up in business

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Neeta Mansukhani ...

family and the home atmosphere was that of business, I always dreamt of becoming a successful businesswoman. And my dream was fulfilled when I was married in the Mansukhani family.”she said, adding that she however did not joined the in-laws company immediately after my marriage. “I joined twelve years after my marriage and after two kids were born. Obviously, looking after my children was more important then.”

She is now fully conversant with her new responsibility of handling containerized cargo at the country’s two biggest ports : Kandla being in the govt sector and Adani’s Mundra in the private sector which together handle the country’s largest volumes of both containerized and non-containerized cargoes of all sorts.” You name it we will cater to that route with high frequency and flexibility and handle any type of cargo with availability of all types of equipment ” she said, adding that they

had set up Rishi Vastara and Rishi Global Exim Pvt Ltd for the purpose with a sole vision of providing quality chartering services to their clients to enable them to meet their business goals.

She said they were largest handler of fertilizers cargo for food bowl of Northern India and virtually enjoyed a sort of monopoly for many years because of their expertise in it. She said the group also prominently worked in the areas such as clearing and logistics and owned their own customs-bound specialized warehouses.

To a query as to what way their business was affected by the Covid-19,she said initial four to five months were bad because of the country wide lock-down, but now the business has amazingly picked up because of positive restorative steps taken by the Prime Minister Narendra Modi.” The boom is seen. If I give example of containerized cargo, which only is the modern-day

cargo, we handled twenty-thousands TEUs in the last financial year.But this year the figure will be doubling with our final handling reaching around forty thousand containers. What other evidence is required for the existing boom and I have no hesitation in saying that all this happening positive outlook of this govt, specially of PM Modiji “

The company employees are very happy and always speak highly of Neetuben.” She is always helpful and highly humanistic in dealing with our staff numbering four-digit figure I will give my own example. I am aged 70 and have put in a total service of 28 years. Not only they pay me my salary handsomely, but have given me an exclusive car for coming to office from Anjar where I am living. This is only because of Neetuben who jokingly shuns my questions, saying what I will be doing at home to live a retired life. Be with the company and do whatever work I can do without any tension.” Jaysinhbhai Bhatia, the company’s highly respected oldie, overwhelmed at the treatment given to him at his advanced age, told GP.