

Anything's possible

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IT'S ALL IN YOUR MIND

Peter Drucker, the management guru mentions an interesting incident in this autobiography. His teacher and mentor had asked Drucker to write down what he wanted to be in his life. Drucker who had just turned 14 felt uncomfortable. The teacher, chuckling quietly, said he knew it was probably too early for Drucker to think about it, but if a man hadn't decided his life's goal even when he was 50, he might be as well assume that it would never be achieved. Drucker writes in his autobiography that he lived by those words.

But times are a-changing. The new millennium has changed a lot of perspectives. Realisation dawned that it was you, the individual who had the power to change things. Otherwise how else can you explain this new phenomenon that professionals, and specialists who've established a niche, suddenly quit, at what's probably the height of their careers, to start something new.

"I specialised in marketing and my career was at its best in the US. I was appreciated as a fellow professional. I won awards and more importantly, respect from individuals and companies alike. At that point I quit and joined my husband. We came back here to start Bharat Biotech because it was a dream that we had both cherished. The experience was unnerving to say the least. Friends, relatives, well-wishers warned us that we were making a mistake but we went ahead. And luckily for us, everything fell into place," says Suchitra Ella, her eyes glistening with nostalgia. She's now the Director of Bharat Biotech International Limited in Hyderabad, which stands out as one of the successful biotech companies engaged in R&D; for development of vaccines.