

B. VIJAYA LAKSHMI

B Vijaya Lakshmi is a graduate engineer in electronics and Communications from Kakinada Engineering College, Andhra University.

She was selected by Directorate of Technical Education as Assistant Lecturer in S V Government Polytechnic Thirupathi.

Around the same time she found an opportunity to start an ancillary unit to APSRTC for supply of 'Solder Sticks' to all its depots in the State of A.P.

She quit her job, and started her first venture M/s Chaithanya Engineering Works. She established an industry to manufacture solder sticks to be supplied to APSRTC all over AP.

She started another venture of manufacturing electronic generators, under the company named Anuja Electronics, and developed and sold them under a brand name Anu Generators in 1989.

The success of these generators prompted the company to move ahead into further diversification in the field of electronic products. The power saving electronic ballasts and lighting fixtures along with Anu Electronic generators became a major success from 1996 onwards.

Due to new economic reforms and other changes that happened in the economic structure of India in early 1990's the competition for solder sticks increased and Chaithanya decided to change over the industry to manufacture of Soft PVC products to cater to the needs of Automobile, Electrical and Electronic market all over India. For this she brought the Technology from South Korea and started venture with new name Chaithanya Dip Moulding Works.

In the year 2000 she started another venture in software by name M/S Anu software technologies, a development center to develop ERP products for manufacturing industries in India and abroad.

In the year 2007 Anu Coco Food Products (P) Ltd., was started by which is a bottled coconut water plant.

AWARDS & REWARDS

1996- She has been awarded the Best Lioness and Outstanding President Award. She is an active and accomplished member of the Lions Club Women's wing.

1998- She was an elected M C member of ALEAP since 1998 and handled many important responsibilities.

2000- She was the recipient of the prestigious award of best Woman Entrepreneur by Small Industrial Development Bank of India (SIDBI) and the Confederation of Indian Industries (CII)

2006-Her success as an entrepreneur is recognised by the Federation of Andhra Pradesh Commerce and Industry FAPCI which has bestowed the coveted award of **Best Woman Entrepreneur for the year.**