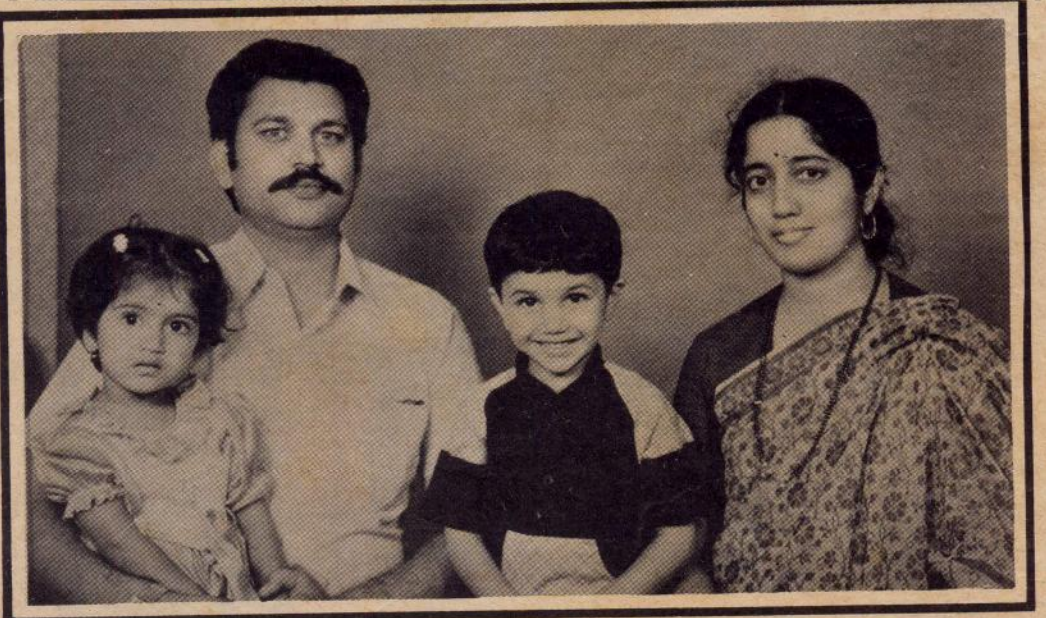




# MULTILINGUAL MADHURI!

She speaks Arabic, Chinese, Dutch and 24 other assorted languages. SUNANDA BEECHA profiles Madhuri Datar who has converted her unusual talent into an unusual enterprise...



**T**UCKED away in a corner of a busy market area, almost hidden among the concrete jungle of brick and cement, stands a small office

**T**UCKED away in a corner of a busy market area, almost hidden among the concrete jungle of brick and cement, stands a small office (looking more like a garage than an office) with an unostentatious wooden plate bearing the words, 'Language Services Bureau'. Nothing about the office—its outer appearance, simple furniture or the five women working diligently on their typewriters—seems to convey anything out of the ordinary.

Once you enter the premises however, and meet the owner and proprietor Madhuri Datar, it's a different story altogether.

Ask her a question in English or Marathi and she can give you the reply in Arabic, Bulgarian, Chinese, Czech, Danish, Dutch, French, German, Greek, Hungarian, Indonesian, Italian, Japanese, Malaysian, Norwegian, Persian, Polish, Portuguese, Pushtu,

has converted her unusual talent into an equally unusual career for herself. Her brainchild, the 'Language Services Bureau' is the only place in Pune offering translation and reproduction facilities in as many as the 27 different languages, mentioned before.

Madhuri realised her interest and god-given talent for

post-graduation, Madhuri had also picked up Japanese, Russian and Arabic, and was studying others as well.

She then took up her first job with the C.I.D. in Bombay as an interpreter. In 1973 she got married to an executive in Pune and for a year commuted daily between Bombay and Pune. However as the physical and mental

She met S. L. Kirloskar and within a month took over a new department at the Kirloskar Consultants, where she had to handle deeds and collaboration documents executed with various countries, attend discussions with visiting professionals and prepare publicity brochures in different languages. Here she learnt the language of technical translation. She realised that

communication facilities in the country.

Thus was born the idea of the 'Languages Services Bureau' which Madhuri started about 10 years back with the active help of Mr. Kirloskar. The bureau offers reproduction of brochures and other publicity material for companies in any of the 27 languages, along with all kinds of translation facilities. The response to the enterprise has been tremendous and Madhuri's clientele comprises big names like Bharat Forge, Hawkins, TELCO, Larsen and Toubro etc.

Madhuri has also introduced short, two-month courses in a few languages like Spanish, German, Italian, Russian etc. She limits her students to 15 per batch, only selecting those who show a genuine interest in learning. In addition there are three-week crash courses for professionals wanting to

learn the technical vocabulary of a particular language. She has recently introduced a course specially for children below the age of 10, since she sincerely feels that at this age there is the greatest instinctive response to new words and sounds.

While Madhuri has over 150 experienced language experts on her panel in Bombay, Delhi and Pune who help her out with the assignments, the regular staff at the bureau is restricted to five women. Having been all over the world and having screened the working of such bureaus there, she has plans of increasing the scope of her bureau by expanding the infrastructure in her office, and establishing liaison with organisations abroad.

Enough about Madhuri, the professional—what about Madhuri the person? Her simple unpretentious appearance, and matter-of-fact style of

conversing belies the talent and obvious brilliance of this 39-year-old entrepreneur. Her job, to her, is primarily a source of tremendous personal satisfaction, besides the considerable financial benefits it necessarily accrues.

However, Madhuri attributes her entire success to her husband, a marketing manager with McDowells, "Who encouraged me to utilise my knowledge and provided me with a strong backing in all my ventures."

Madhuri on her part has never made her career an excuse for neglecting her duties as a wife and mother. She willingly set aside her career plans for a few years initially, when her two children were small and required her constant attention.

In fact she has extended the same principle to her office too, where her women

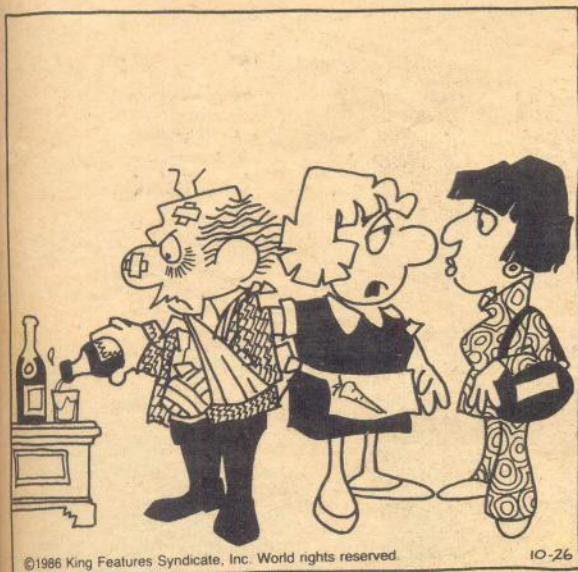
employees do not have to adhere to very rigid hours of work. They can adjust their timings according to their domestic demands and even get their children to the office once in a while if need be. According to Madhuri, this liberation does pay off, since free of domestic tensions, her employees tend to put in a greater amount of work effort in a relatively short span of time.

The only grouse Madhuri has, is against society which, in general rarely encourages a woman to step out on her own. "I have received a lot of respect and admiration but that is only because I was successful in my enterprise. God help a woman who fails in her business. For society does not easily forgive or forget a failure and perhaps this is what deters so many women from taking a bold step towards any kind of an independent venture," she concludes.

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# THE LOCKHORNS

by BILL HOEST



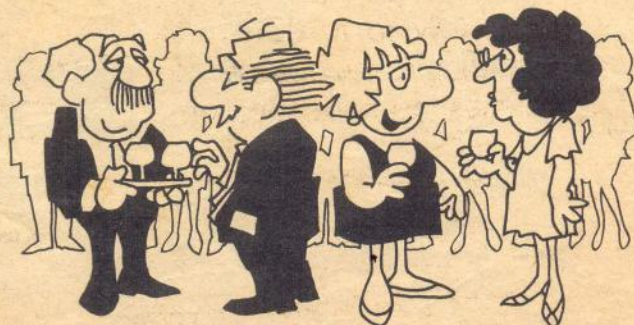
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"THIS IS NOTHING. YOU SHOULD SEE THE DOOR HE BUMPED INTO."



"STOP SERVING ME WHEN I START REPEATING MYSELF, ARTHUR..... OR DID I ALREADY TELL YOU THAT?"



"LEROY HAS ANOTHER GREAT IDEA .... A LINE OF TV DINNER LEFTOVERS CALLED RERUNS."