

Interview

Dynamic Optimism and Quest for Innovative Excellence: Priti Suri's Mantra for Success

Sitting in her office on the 14th Floor of Hansalaya Building in the heart of Delhi's commercial hub, Connaught Place, Priti Suri, founder partner, PSA, a full service business Law Firm, shared her practical experiences through her journey of 26 years in the legal profession with Lex Witness' Ajay Yadav talking about her beliefs, convictions and passion for life and work.

HARDCORE BELIEF

"There is no short cut to success and hard work does not go waste," is her core belief and guiding principle, which was given to her by her parents. This has held Priti in good stead and is the source of her dynamic optimism towards her life and work. While talking about her journey in the profession she states that the success which she is savouring today is a product of her hard work, perseverance and dedication.

Before starting PSA, she worked in Paris, after having finished her LL.M. in the United States and worked in Chicago and New York. She recalls that during her LL.M. and in fact, throughout the span of her career, a firm conviction in this belief has kept her grounded, inspired and passionate in whatever she does. Sitting back and reflecting she says "each day brings with it a new set of challenges, a new learning experience which provide an opportunity to grow, both as an individual and a professional. It is up to us to seize them and utilize them in the best way we can. Given a chance to re-live, I would not alter an iota of my experiences because, clichéd as it sounds, you cherish and value the good times when you know that they are a by-product of unstinting efforts. Without

efforts, nothing is possible." A practicing Buddhist who believes that life is precious and wants to live each moment fully, she is content with a packed life, managing the firm as well as making time for other important causes. The firm also epitomizes the belief that the practice of law carries the responsibility to apply its talents for the benefit of less privileged, individuals and communities.

QUEST FOR INNOVATIVE EXCELLENCE

Being a first generation lawyer with a need to build up a practice and a firm, it was crucial for Priti to create a path which, simply put, meant that the firm had to distinguish itself, anticipate the domestic and international client's demands and surpass their expectations. Possessing a crusader like streak in her personality, she encourages the firm's members to conduct themselves as stakeholders with a vested interest in institutionalizing and implementing best practices. She recounted a remark made by one of her colleagues "we embody one of the more open and rare forms of a "democracy" where everyone is encouraged to have an opinion and is heard." Implementing the motto that teamwork is crucial and, she has created a participatory structure where every lawyer, regardless of the level, as well as the administrative team is encouraged to assume responsibility and enjoy the corresponding rewards.

QUEST FOR GENDER JUSTICE IN LEGAL PROFESSION: SOCIETY OF WOMEN LAWYERS-INDIA (SOWL-INDIA)

Priti feels strongly in mentoring and equipping the younger generation who, she states, are the future of India, including within the legal profession. To this end



Priti Suri, Founder Partner, PSA

Society of Women Lawyers-India was formed, a brain child of like-minded women lawyers who aims, among various other things, at helping and assisting women lawyers gain gender justice in the legal community.

IN SUM

So, in summation even a first generation lawyer having gone through many hurdles can aspire to achieve, build and create her own firm provided there is a commitment and willingness to work hard. **W**