

Virtual Session – 1

Flower Making for Income Generation

May 7, 2025

FICCI FLO, under the inspiring leadership of National President Ms. Poonam Sharma, successfully organized the first session of the Gift Packaging Skilling Workshop Series under the Skilling in Wedding Industry National Initiative.

This initiative is spearheaded by Ms. Shalini Beriwal, National Initiative Head — W.I.N.G.S (Women Innovating NextGen Weddings), with dedicated support from the team comprising Ritu Chagti, Alka Talwar, Dr. Seema Goyal, Alka Bahal, Shivani Chawla, Aanchal, and Shubha Bhandari.

This session, which attracted over 570 enthusiastic participants, focused on empowering women with practical skills in handmade flower decoration, equipping them to generate income through creating exquisite gift packaging and event displays.

As part of FLO's mission to enable purposeful entrepreneurship and financial independence, Project WINGS embodies transformation and celebrates the potential of grassroots talent by connecting traditional skills with contemporary market opportunities.

The initiative demonstrates how simple, sustainable skills like floral decoration can evolve into thriving livelihoods, offering women a pathway to economic empowerment when equipped with the right tools, training, and community support.

This session marks the beginning of a promising series dedicated to turning creativity into viable ventures, strengthening FLO's commitment to skilling, innovation, and women's economic self-reliance.

