

FLO  
THE WOMEN WING OF FICCI



FLO

EMPOWERING WOMEN  
EMPOWERING SOCIAL CHANGE

24th Annual Report 2007-08



With best compliments



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अर्चना दत्ता (मुखोपाध्याय)

विशेष कार्याधिकारी (जन सम्पर्क)

*Archana Datta (Mukhopadhyay)*

*Officer on Special Duty (Public Relations)*

राष्ट्रपति सचिवालय,

राष्ट्रपति भवन,

नई दिल्ली - 110004

*President's Secretariat,*

*Rashtrapati Bhawan,*

*New Delhi - 110004*



### MESSAGE

The President of India, Smt. Pratibha Devisingh Patil is happy to know that the FICCI Ladies Organisation, New Delhi is organising its 24<sup>th</sup> Annual Session on April 25, 2008.

The President extends her warm greetings and felicitations to all those associated with the Organisation and wishes the Session every success.

*A. Datta*

Officer on Special Duty (PR)





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## President's Message

Dear Friends,

Today, FLO can truly be described as one of its kind, pan India organisation of women. We are doing some very exciting path-breaking work, as we establish newer relationships with government, NGOs, corporates and financial institutions.

We are justly proud of the work that is being done by us. This year, amongst a host of excellent programs conducted, the Bombay Chapter also worked with the Maharashtra police; Jaipur ran a free clinic; Chennai organized a program on transgenders; FLO Northeast, our youngest Chapter, launched in September 2007, is working with weaver clusters. Coimbatore extolled itself as a destination for new business. FLO Hyderabad tied up with the prestigious ISB to create special residential course exclusively for FLO members. Young FLO is flourishing in Delhi, Hyderabad and has been launched recently in Kolkata as well. Each Chapter is headed by a very skilled, enthusiastic and committed team and I could not have asked for better compatriots.

We had some very distinguished guests including Ann Moore, one of Fortune 500 World's most powerful women, Patty Sellers, editor of Fortune Magazine and Dr Ranjay Gulati, Professor at the Harvard Business School. We also hosted delegations from Portugal, Australia, Pakistan and France.

In turn, FLO's international delegation to Portugal, Spain and Morocco was the largest ever, with 40 delegates. A business delegation went to Malaysia to attend the World Islamic Economic Forum, in which 27 countries participated. Our domestic delegation explored two remote but exotic extremities of India, Arunachal Pradesh in the east and Kutch in the west.

Our SAVE THE GIRL CHILD initiative against female foeticide unfolded across India in several programs conducted by our Chapters. I am proud to inform you that we are now working with UNFPA as well.

I believe that the salient features of my tenure, would be two. Firstly, "forging stronger relationships" - between Chapters, between FLO and FICCI, between FLO and certain specific organisations, both government and corporate. Secondly, it would be "firmly enhancing brand FLO". From conducting programs for Fortune Global Forum, to attracting the finest resource persons to awarding the most respected women achievers all from all corners of our country, FLO is a name that is becoming a powerhouse.

I am really excited at all the opportunities opening up for us. It is already a very powerful platform and our goal is to work steadily to make FLO the undisputed leader dealing with myriad issues relating to the women of India.

I am absolutely sure that the new team, under the able and experienced leadership of Anuradha Goel will take FLO to greater heights in its Silver Jubilee year.

I am truly grateful for all the help extended to me by all my colleagues, our Secretariat and Executive Director, the Secretary General and other senior functionaries of FICCI.

Whatever I have learnt this year, has been poured back into me and has enriched me personally as no other experience has. I am grateful for your trust that bestowed these opportunities upon me.

Thank you so much FLO.

With warmest regards,

Kiran Gera

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To be a woman is to have interests and duties,  
Raying out in all directions from the central mother-core,  
Like spokes from the hub of a wheel.  
The pattern of our lives is essentially circular.  
We must be open to all points of the compass;  
Husband, children, friends, home, community;  
Stretched out, exposed, sensitive  
Like a spider's web  
To each breeze that blows,  
To each call that comes.

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# FLO Governing Body Members 2007-08

## NATIONAL EXECUTIVE BOARD 2007-08



**Kiran Gera**  
President



**Anuradha Goel**  
Senior Vice President



**Kavita Dutt Chitturi**  
Vice President



**Ranjana Agarwal**  
Treasurer



**Shipra Chatterjee**  
Executive Director



**Mukta Jain**  
Immediate Past-President

## NORTH



**Alka Tyagi**  
Governing Body Member



**Amita Kaushish**  
Governing Body Member



**Anuja Narain**  
Governing Body Member



**Archana Gupta**  
Editor Newsletter



**Deepika Nagpal**  
Governing Body Member



**Harjinder Kaur**  
Incharge of Website



**Madhu Nath**  
Governing Body Member



**Manju Monga**  
Governing Body Member



**Nandita Jain**  
Governing Body Member



**Vidhi Singhania**  
Governing Body Member



**Seema Jajodia**  
Chairperson  
YFLO Delhi



**Shallu Jindal**  
Governing Body Member



**Sheetal Ansal**  
Governing Body Member



**Radhika Narain**  
Immediate Past-  
Chairperson YFLO Delhi

## SOUTH



**Vani Subhas**  
Chairperson  
Hyderabad Chapter



**Manjula Reddy**  
Immediate Past-Chairperson  
Hyderabad Chapter



**Heena Shrivastava**  
Founder Chairperson  
Hyderabad Chapter



**Padmaja Reddy**  
Governing Body Member



**Akhila Shriram**  
Chairperson  
Chennai Chapter



**Shobhana Reddy**  
Immediate Past-Chairperson  
Chennai Chapter



**Zubeida Asgar Ali**  
Governing Body Member



**Venketalakshmi Silesh**  
Chairperson, Coimbatore Chapter



**Kavitha Vardharajan**  
Vice Chairperson, Coimbatore

## WEST



**Vinita Bimbhet**  
Chairperson  
Bombay Chapter



**Piali Siam**  
Executive Secretary  
Bombay Chapter



**Ujjwala Singhania**  
Governing Body Member



**Neeta Boochra**  
Chairperson  
Jaipur Chapter

## EAST



**Leena Kajriwal**  
Chairperson  
Kolkata Chapter



**Rajkumari Saharia**  
Vice Chairperson  
Kolkata Chapter



## Past Presidents 1983 to 2007



Indu Jain  
1983-1984



Abha Dalmia  
1984-1985



Usha Patodia  
1985-1986



Manju Bharat Ram  
1986-1987



Shobhana Bhartia  
1987-1988



Sudha Jhunjunwala  
1988-1989



Nirmala Jain  
1989-1990



Indu Rani Punj  
1990-1991



Shubhra Gupta  
1991-1992



V L Indira Dutt  
1992-1993



Madhu Kanoria  
1993-1994



Beena Khaitan  
1994-1995



Dr Manju V Mehta  
1995-1996



Usha Krishna  
1996-1997



Sarparveen Kaur  
1997-1998



Anjana Somany  
1998-2000



Renuka Shah  
2000-2001



Dr Kusum Ansal  
2001-2002



Surekha Kothari  
2002-2003



Chandra Garodia  
2003-2004



Namita Gautam  
2004-2005



Usha Agarwala  
2005-2006



Mukta Jain  
2006-2007



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**NEW DELHI**

**FORGING NEW LINKS IN**

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**THE PROCESS OF EMPOWERMENT**

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## 23rd Annual Session



FLO celebrated its 23rd Annual Session at FICCI, New Delhi. There was a very interesting panel discussion chaired by MP Najma Heptullah.

In the main event, it was an honour to welcome Naina Lal Kidwai, CEO, HSBC, Mumbai, as the Chief Guest on the occasion. She addressed the members and invitees on

"Growth Development and Opportunity through Women Empowerment in Rural India" with a very informative presentation.

The session concluded with the taking over ceremony of the incoming President of FLO Kiran Gera. Seema Jajodia was appointed the new Chairperson of YFLO Delhi, for the year 2007-08.





## Domestic Delegation to Assam and Arunachal Pradesh

FLO travelled to the easternmost state, Arunachal Pradesh, from 15th to 22nd May. The group of 20 members assembled in Kolkata and flew to Tezpur, where they stayed at the restored colonial Mcleod Russel Tea Garden Bungalow. From Tezpur, the group explored an orchid sanctuary and travelled on to Tenga, where the Army hosted them. Here they visited the Ball of Fire Defence Museum and Chillipam, a monastery under construction by the Army. The delegation proceeded to the Sela Pass, which is at the height of 14,000 feet. Thereafter, climbing past the towns of Bomdila and Dirang, they arrived at the picturesque town of Tawang.

Here the delegation visited the oldest monastery, an exclusive nunnery for women monks and negotiated the most treacherous terrain to reach Bumla, on the Indo-China border at 17,000 feet.



FLO members were very heartened by the work being done at the Manjushree School for handicapped children and orphans, and each member donated Rs. 5,000/- on the spot, bringing up FLO's contribution to Rs. one lakh. The delegates also met the local entrepreneurs, army officers and district administrators. Members from FLO all-India bonded in this unusual but exhilarating travel experience, courtesy the hospitality of our Army.





## Seminar on International Business and Challenges SCWEC Inaugural Session

As Vice Chairperson India, Kiran Gera, President FLO, attended the inaugural session SAARC Chamber of Women Entrepreneurs Council. Governor of Tamil Nadu, Shri Surjit Singh Barnala, was the Chief Guest. The program was attended by delegates from other SAARC countries. Indira Dutt, Chairperson of SCWEC, a past President of FLO, presided. Kiran Gera presented a paper on "Marketing dilemmas of women entrepreneurs: Case Studies from SAARC Region".



## Annual Convention on Legislative Action on Women's Issues

FLO President Kiran Gera was invited to present a paper on Corporate Policies on Protection of Women against Sexual Harassment at Work. There were several distinguished speakers at the Convention including the Chief of ILO, former Chief Justice of India, Justice Verma who promulgated the "Vishakha Guidelines", the frame work of legislation regarding sexual harassment of women at work. The Convention was held in New Delhi in August 2007.





## Meeting with Hon. Renuka Choudhury Minister for Women and Child Development



Around 30 FLO members met Ms Renuka Choudhury, Women and Child Development Minister at her Lodhi Road residence on April 6, 2007. The objective of the meeting was to take up the cause of the girl child. Ms Kiran Gera, President FLO, briefed the minister about the nationwide initiative — 'Save the Girl Child' to be launched by the organisation in partnership with UNFPA, corporates and the government. FLO members from various Chapters across the country attended the meeting.

## Norwegian Women Entrepreneurs

FLO hosted the Norwegian Women Entrepreneurs' Delegation to India in Delhi and by our Chapters in Bombay and Chennai as well. In Delhi, the program was chaired by Hon. Union Minister Anand Sharma and attended by the Norwegian Commercial Attaché. The delegates were welcomed with tilak and marigold flowers to give them a taste of Indian welcome. Fifteen women entrepreneurs from various fields which includes hydropower, glass manufacturing, software, engineering, IT & ICT, training, handicrafts, baby products, cotton and silk yarn (ecologically grown), silver jewellery, T-shirts, hemp products, towel and many more. A huge amount of efforts was done by FLO to ensure a large number of business-to-business meetings in all the three cities. A candlelight dinner was hosted by past President Sarparveen Kaur in Delhi. Executive Director Shipra Chatterjee, Bombay Chapter Chairperson Vinita Bimbhet and Chennai Chapter Chairperson Akhila Srinivasan did a commendable job in hosting this delegation.





## World Islamic Economic Forum Kuala Lumpur, Malaysia

A FLO delegation headed by Kiran Gera, President FLO, attended the WIEF Businesswomen Forum from May 27 to May 29 in Kuala Lumpur. The global conference was attended by women delegates from 27 countries like Pakistan, Qatar, Nigeria, England, UAE, Turkey, Iran, etc. This businesswomen coming from very affluent Islamic countries have great affinity to India and its products. This gave FLO a huge opportunity to explore new relationships and business opportunities.

FLO also met with FWEAM, the Federation of Women Entrepreneur Associates of Malaysia. The delegates also visited the historical town of Melaka. The gracious High Commissioner of India, Mr. Ashok Kamath, hosted a reception at his residence for the Indian delegates.



## National Fellowship Meet



FLO organised a National Fellowship Meet in New Delhi on July 21, 2007. Anuradha Goel, Senior Vice President, hosted the program at her sprawling residence. The luncheon meet had live music and was well attended by FLO members from other Chapters as well. It was a wonderful opportunity for the outstation Governing Body Members to meet with the Delhi FLO fraternity and all got an opportunity to interface with each other.



# Seminar on Hypnotherapy

## Condolence Meeting Chandra Garodia

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## FLO Launches a New Chapter in North East



FLO's brand new Chapter FLO North East was launched with aplomb at Guwahati.

The Chief Guest Shri Pradyut Bordoloi, Minister of State for Industries, Govt of Assam, did the honours and formally conducted the ceremonial appointment of the Chairperson Lalita Jain, Vice Chairperson Jahanabi Phookan, Secretary Neelakshi Boroha and Treasurer Saroj Khemka.

It was an extremely well-attended program with prominent members of NEWEA (North East Women Entrepreneurs Association), State Bank of India, FINER (Federation Industries of North East Region), Govt. of Assam and local businesswomen all attending.

It was immediately followed by an HSF FLO program on "Enhancing Personal Effectiveness" organised by Shipra Chatterjee. The FLO team from Kolkata that worked to achieve this goal is Raj Kumari Saharia, Vice President of Kolkata Chapter, Lalita Jain, Shashi Jalan and Manjula. Anuja Narain and Anjana Somany came in from Delhi. Anjana a past President of FLO will be working on behalf of FLO with the weaver clusters in North East.





## Fellowship Meet of Chapter Chairpersons and Executive Board Members

A rambunctious fellowship meet, first of its kind, was organised in New Delhi. Almost all the Chapter Chairpersons and Vice Chairpersons attended the fellowship. Vinita Bimbhet from Bombay, Leena Kejriwal from Kolkata, Akhila Srinivasan from Chennai, Neeta Boochra from Jaipur, Vani Subhas from Hyderabad and Lalita Jain from North East all attended the program. Many of the Vice Chairpersons were also present along with other members, Past Presidents and members from FLO secretariat. The USP of this year was the large number of interactions amongst Chapter Chairpersons and very friendly cooperative mode in which they all worked during the year.



## Discussing Career Options at Assam Valley School

Members of FLO domestic delegation to Arunachal and Assam were invited to the prestigious Assam Valley School at Sonpur to address the students on various career options. Most FLO members shared their personal experiences with the students in a very interactive session.





## Delegation to Portugal, Spain and Morocco



A 39-member FLO Delegation to Portugal, Spain and Morocco was led by Ms. Kiran Gera, President, FLO.

Though primarily conceived as a trade delegation, the

Delegation endeavoured to study various 'Art and Business Partnership' aspects which were encouraged by the art and crafts of these countries. It is expected that many of the delegates would be able to further their trade and cultural relations with these countries.

FLO Delegation visited several historical places and also called on the Indian Ambassador



Ms. Nilima Mitra. She congratulated FLO on its wide range activities and offered to help whenever required.





## FLO Works with Fortune



For more than a decade, the FORTUNE Global Forum has brought top CEOs together with heads of states and leading thinkers to exchange views on the most pressing issues global businesses face. This year, it was organised in New Delhi, from Oct. 29 to 31.

FLO, in collaboration with FORTUNE, organised an exclusive meeting on Saturday, 31st October, at Federation House, which was primarily an interactive session of the FLO members, Ann Moore, Chairperson & CEO,

TIME Incorporated and several editors of Fortune magazine, including Editor at Large Pattie Sellers. The Fortune team was given a welcome with a traditional Indian motifs and decorations. The discussion revolved around the issues like success of women in the work scenario, how women can reach the top of the corporate ladder and also issues like glass ceiling, sexual harassment, gender bias, lower compensation. It was a great learning experience for both the FLO members and its distinguished visitors.





## FLO Works with Fortune

FLO also organised two distinct sessions with the Fortune Global Summit delegates with nearly 40 "women of substance" coming from all over India. Kiran Mazumdar Shaw, Rohini Nilekeni, Punita Lal, Laila Tyebji, Zila Khan were among the participants. Ritu Beri held a glittering fashion show that held the audience spellbound.



## Pattie Sellers, Editor of Fortune Magazine, writes to FLO



*Dear Kiran,*

*It was so great meeting you and getting the close-up view of successful Indian women. So inspiring!*

*Women anywhere are so interesting!! They think more broadly about their lives and life choices and as a journalist, I find that talking with them is a richer, broader experience. I feel very lucky to have developed this Most Powerful Women franchise both in the magazine and via the Summit that took me to India and gave me this wonderful exposure to Indian women.*

*I had a terrific visit to Jaipur as well. Loved it all.*

*All the best*

*Pattie*

*Pattie Sellers, Editor at large  
FORTUNE, 1271, 6th Avenue, 15th Floor  
New York, NY 10020*



## Pakistani Women Entrepreneurs' Delegation



A meaningful interactive session with a delegation of women entrepreneurs from Pakistan, under the leadership of Begum Salma Ahmad of WCCI, was organised in New Delhi on November 21, 2007. This session primarily focused on socio-economic issues affecting the lives of the women of India and Pakistan.

On a lighter note, the meeting ended with Deepmala, a FLO member and Sufi singer, rendering a gazal and Priti Bader serenading our neighbours with "Ajnabi tum jane pehchane se lagte ho". Needless to say, there was no mention of upheavals in Pakistani political scenario. It was a very warm, open and candid interaction.

## FLO Welcomes Our Partners from The Hans Siedel Foundation

The President had a very productive meeting with the highest functionaries of HSF, on their tour to India this year. Dr. H. C. Zehetmair, Chairman of the Foundation, along with his two colleagues, Dr. Reinhold Babel and Dr. Volker Bauer met with a cross-section of FLO members to "learn more about the Indian work ethos". It was certainly an invigorating exchange of ideas and it is hoped that FLO and HSF will continue to do the special work together in future as well. Shipra Chatterji, Executive Director of FLO, and in-charge of HSF programs, was also commended by the HSF team for her work.





## Distinguished Speaker Series

### Lecture on Transformational Leadership

#### by Dr. Ranjay Gulati, Visiting Professor from Harvard

Under the aegis of the distinguished Speaker Series, an interactive lecture by Dr. Ranjay Gulati was organised in New Delhi on December 27, 2007. Dr. Gulati is a Distinguished Professor, Kellogg School of Management and Visiting Professor at the Harvard Business School. He has been ranked among the top 10 most cited scholars in Economics and Business over the last 10 years by ISI-Incite.

This lecture was well attended by FLO and FICCI members and it provided a comprehensive model for how to develop and guide the change within organisations with effective leadership skills.



## Australian Business Women Delegation



FLO welcomed the Business Women Leaders of Australia on 1st February, 2008, in New Delhi.

The delegation was part of the Utsav Australia (Celebrate Australia) Program, the recently launched Australian Government initiative to raise awareness of Australian business and industry among the India

business community.

It was a great opportunity to experience and interact with the highly-motivated and successful women from Australia, as we deliberated upon "Entrepreneurial Challenges in Vibrant India". The delegation had some very distinguished members including a judge of Australian Supreme Court and entrepreneurs of large business houses.



## Interstate Meet 2008

### Bombay and Kutch

#### Inaugural Program

#### **PHIR WAHI SHAAM, BETIYON KE NAAM**

The Interstate meet began with a grand musical extravaganza with film stars called **Phir Wahi Shaam, Betiyon Ke Naam**. The program was a sort of an ode to daughters... and the parents who have nurtured their daughters to carry on their legacy. Hema Malini and Esha, Sharmila Tagore (without Soha,) and Shaukat Azmi with Shabana were the glittering stars of the evening compered by Tabassum. In the audience were famous mother-daughter and father-daughter pairs from several walks of life including Anu Aga and Mehr. Shri O.P. Bhatt, Chairman of State Bank of India, was our Chief Guest.









# Interstate Meet 2008

## Bombay and Kutch

### Second Day Programs

#### THE BOMBAY MARATHON

FLO and other friends ran the DREAM RUN in the high-flying Bombay Marathon on the morning of 20. It was a fun-fulfilled, pulsating event and FLO members ran wearing our specially-crafted bright yellow T-shirts. There were swarms of crowds and it was a very energizing and invigorating experience, with many of the stars and corporate bigwigs actually running in it. FLO run was sponsored by Standard Chartered Bank.



The tired guests were treated to a local feast, where they sampled a wide variety of Gujarati and Maharashtrian cuisine. There is more to it than dhokla!



# Interstate Meet 2008

## Bombay and Kutch

### Second Day Programs

#### GOVERNING BODY MEETING AND SPECIAL DINNER ON THE SEA



After the Governing Body meeting, the Bombay Chapter threw a dinner on a wooden dhow to welcome all FLO members travelling to Bombay from other parts of the country. The mood was merry and song and dance and general revelry was the order of the night as it sailed far away from the twinkling lights of Bombay into the inky darkness of the sea.





# Interstate Meet 2008

## Bombay and Kutch

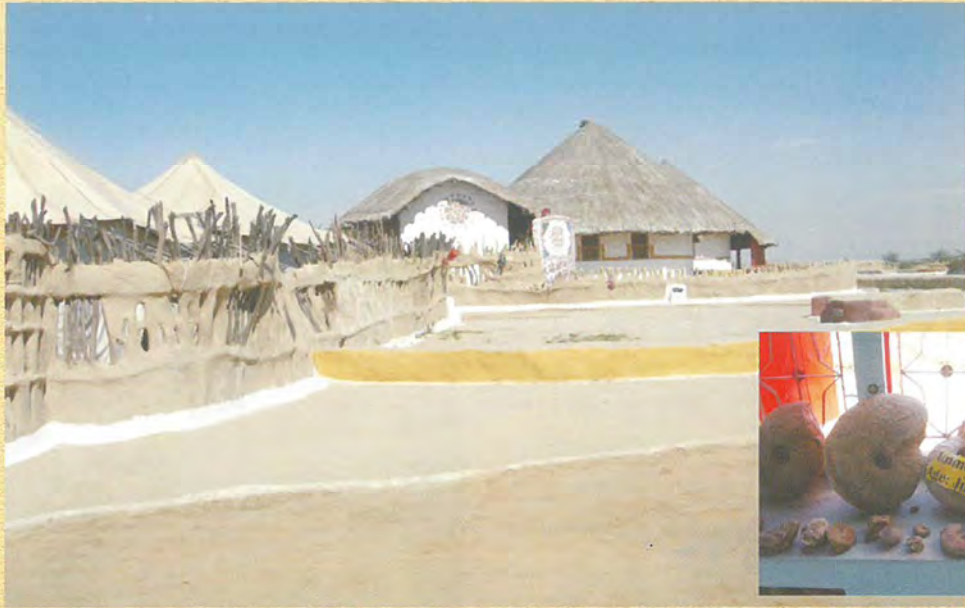
### Third, Fourth and Fifth Day Programs

#### DOMESTIC DELEGATION TO BHUJ

The Kutch region of Gujarat is unique. The salt encrusted white expanses of White Runn, the waterfowl populating the marsh lands, the craft vendors in villages around Bhuj, which are a shopper's paradise, famous for their weaving, block printing, tie and dye and embroideries. We visited three villages and met some master craftsmen as well as two NGOs working with the local populace. A two day trip was packed with activity for the 20 member, all India FLO delegation.









# International Women's Day Celebration

## Supporting Partnerships: Is There A Man Behind Every Successful Woman?



This year FLO celebrated International Women's Day with a difference. The focus of attention was not just on women of substance, but instead an attempt was made to explore the role played by the men in the lives of three women of substance. It was an interactive panel discussion, with celebrity couples like Meera and Muzaffar Ali, the famous fashion designers and revivalists, Divya and Sandeep Gurwara of Bridal Asia-fame and Abha and Bill Adams, soccer coach and former Director of Sriram School, respectively, giving interesting anecdotes on their partnership, both in personal as well as professional life. Renowned columnist, commentator, Sadia Dehlvi, was the moderator of the program.





## Christine Ockrent, French Journalist Comes to FLO

Some select members of FLO attended a luncheon meeting with Ms. Christine Ockrent, a visiting Frenchwoman who is a renowned journalist and writer and member of the Women's Forum for Economy and Society and on March 14 in New Delhi. Ms. Ockrent was accompanied by Ms. Aude de Thuin, President and Ms. Olivia Fauquenot, Project Manager of the Women's Forum for Economy and Society.

Her main objective was to meet Indian women leaders with a purpose to plan and prepare for the 4th year celebration of the Women's Forum for the Economy and Society, to be held in October 2008 in France, and to extend an invitation to her counterparts from India.



## Genetically Modified Foods: Should they be in our homes?



An interactive session on Genetically Modified Foods: Should they be in our homes? The speakers were Dr (Ms) Suman Sahai, who has had a distinguished scientific career in the field of genetics and Dr K. C. Bansal, Professor of Biotechnology at National Research Centre on Plant Biotechnology, Indian Agricultural Research Institute. There are a

fair number of controversies surrounding GM foods and crops. It was interesting to hear debate as Dr Sahai spoke against it and Dr Bansal set his arguments in favour of it.



## FLO invited by Finance Minister to present Pre Budget Memoranda

The FLO team accompanied Ms Renuka Choudhury, Minister of Women and Child Welfare to the Finance Minister. A very comprehensive presentation was made by our National Treasurer, Ranjana Agarwal, who is a qualified Chartered Accountant. Some of these suggestions based on gender sensitive parameters were incorporated in the Union Budget by the Finance Minister. Other inputs came from Anuradha Goel, Senior Vice President and Anuja Narain, governing body member, both in business as exporters. The role and work of FLO was applauded by Ms Renuka Choudhury in the press



conference, where she singled out our organisation amongst various others that accompanied her to the FM.

## Our Partnerships in 2007–08

### **Ministry of Women and Child Development**

Working together on SAVE THE GIRL CHILD initiative against female foeticide

### **Ministry of Finance**

Presented pre budget memoranda focusing on women's requirements.

### **Ministry of MSME**

DC (SSI) working with FLO to provide assistance to women entrepreneurs.  
Participation in International Exhibitions – Free airfare and major concessions offered.

### **Ministry of Panchayati Raj**

Accessing resources for Weavers Cluster Initiative in the North East.

### **Government of Maharashtra Police Department**

### **Government of Assam Ministry for Industries**

Accessing resources for Weavers Cluster Initiative in the North East.

### **UNFPA**

### **MEOW Radio Channel 104.8**

The new FM radio Channel dedicated exclusively to women is now co branding with FLO.



## FLO Forges Closer Ties with FICCI



This year FLO worked closely with its parent body in several fora. The special opportunity for FLO to participate actively with Fortune Global Forum was one of them. President FLO, Kiran Gera attended all the FICCI National Executive Board meetings and kept the August body updated on activities of FLO. For the first time in the history of FLO, Executive Boards of Chapters were invited to FICCI Meetings held in their states and link up with senior FICCI members of their region.

Vani Subhas, Chairperson Hyderabad, Vinita Bimbhet, Chairperson Bombay and Neeta Boochra, Chairperson Jaipur participated in these meetings. Neeta represented FLO at the prestigious 'Resurgent Rajasthan', where Vasundhara Raje Scindhia Hon'ble CM of Rajasthan specially picked out FLO for her commendations. Yash Chopra, V.N. Dhoot, Rajen Mittal, Vice President FICCI Ness Wadia and Sushil Jiwaraajka, Chairman FICCI WRC all participated in FLO Women Achievers

Awards.



FLO President also worked closely with Mr Mittal and Mr Topa throughout the year.



Kiran Gera, President FLO and Anuradha Goel, Senior Vice President,

along with FLO members participated in the FICCI AGM and attended special luncheon meeting in honour of Shri L.K Advani.





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**Y F L O N E W D E L H I**

**S Y M B O L I S I N G T H E H O P E S A N D  
A M B I T I O N S O F Y O U N G W O M E N O F I N D I A**

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## Chairperson's Message



Dear Friends,

I was overwhelmed at the prospect of becoming the Chairperson of India's leading organisation's Young Ladies Wing. To be a part of something which has the likes of the Mahatma as speakers. Well, taking it as a challenge, I stepped into the shoes equipped with an excellent support system of my assistants Sunita and Sanskrity. A great team of my fellow committee members, full of vibrance and ideas was the backbone of this wonderful opportunity.

The more I say about my bond with my boss Kiran Gera, the less it is. A big thank you for showing me the way and always encouraging all our endeavours. I have found a friend and mentor in her and all other senior FLO members. The trips we made together were a wonderful way to get to know each other and learn from each other's experiences.

There were lots of challenges during the year, a lot of successes and some shortcomings too. All in all, a really enriching experience. I got the unique opportunity of meeting and interacting with very interesting women who are leaders in their respective fields. I truly feel empowered.

We sincerely hope, we touched the lives of women with our programs which were focused entirely on empowering them in an all-rounded way. Towards achieving that goal, we organized talks with Indira Jaisingh, prominent lawyer and Indira Parekh, Ex-Dean, IIM, Ahmedabad.

We also wanted to reach out to all sections of the society and our programs on inner beauty with Sathguru Jaggi Vasudev of Isha Yoga and outer beauty with our Grooming Seminar were aimed at achieving this. The Confidence Workshop with Anupam Kher as well as the serene experience of the Gandhi Multimedia visit were events that I found to be very motivating at a personal level. Last but certainly not the least, our most recent event focused on children who are undoubtedly the future of our country. We invited Mr. Douglas Doman, an expert in the field of brain development, and the event had a huge attendance from parents of brain-injured and normal children.

I wish Deepshikha Khaitan, the incoming Chairperson, all success in her tenure and am confident that she will keep the YFLO flag high.

Thank you once again for giving me this opportunity and beautiful experience which will stay with me all my life.

With Best Wishes,

SEEMA JAJODIA



**COMMITTEE MEMBERS****Y F L O C H A P T E R**

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|                        |                            |
|------------------------|----------------------------|
| Ms. Seema Jajodia`     | Chairperson                |
| Ms. Deepshikha Khaitan | Sr. Vice Chairperson       |
| Ms. Priyanka Aggarwal  | Vice Chairperson           |
| Ms. Minal Somany       | Executive Committee Member |
| Ms. Shabnam Singhal    | Executive Committee Member |
| Ms. Promila Bahri      | Executive Committee Member |
| Ms. Abhilasha Aggarwal | Executive Committee Member |
| Ms. Vasvi Bharatram    | Executive Committee Member |
| Ms. Nupur Gupta        | Executive Committee Member |

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## Women's Rights Domestic Violence and HIV/AIDS Protection of Women Act, 2005



YFLO organised an informative and interactive session on the subjects of women's rights and the use of popular media for creating awareness on issues such as HIV/AIDS and violence against women.

The speakers for the day included Ms Indira Jaisingh, an eminent Supreme Court Lawyer and Human Rights Activist and Ms Mallika Dutt, Executive Director, Breakthrough – An international NGO, with offices in New York and New Delhi. They were joined by distinguished panelists – Ms Shweta Nanda, CNBC Anchor and Ms Sangita Jindal, Chairperson, JSW Foundation.



## An Exclusive Workshop by Anupam Kher Renowned Actor and Theatre Personality



The workshop "THE CHANGE WITHIN", an exclusive Talk-cum-Workshop was conducted by a renowned actor and theatre personality, none other than Mr. Anupam Kher.

Anupam Kher after having trained over a hundred and sixty students at ACTOR PREPARES has distilled his skills and knowledge to present a course uniquely shaped to the needs of our times. "In today's world every soul has stress of all sorts, experienced anguish, shyness, insecurity, or an overhanging sense of failure, at one time or another", said Mr. Anupam Kher. THECHANGEWITHIN provided the key to coping, and overcoming such problems.

About 150 participants were present to hear Anupam Kher speak his mind and share his belief and thoughts.



## YFLO Visit to Gandhi Smriti



YFLO Chairperson Ms. Seema Jajodia organised a tour to Gandhi Smriti on the occasion of Gandhi Jayanti, October 2.

Gandhi Smriti was formed in the year 1984 at 5, Tees January Marg, as an autonomous body, and is functioning under the constructive advice and financial support from the Department of Culture, Ministry of Tourism & Culture, Government of India.

Members got to know and experienced the vivid memories of the then era with the help of multimedia, which has revolutionised the history of India; the exploration through the history was quite interesting and informative.



## Seminar

### Grooming Secrets for the Professional Woman Today



Young FICCI Ladies Organisation organised a mega Grooming Workshop on 11th October at the Grand Hotel. This event was targeted at young women who want to 'Go Beyond' their existing potentials.

Grooming and etiquettes expert Ms. Chhaya Momaya, based in Mumbai, anchored the event and guided the participants in the finer areas of dressing, office etiquettes and dining skills. Renowned make-up and hair artist Ms. Vidya Tikari provided expert tips on making the most of the assets one has.

Ms. Manpreet Brar, former Miss India, threw light on communication skills. Eminent fashion designer Ranna Gill spoke on corporate attire and dressing.



## Fellowship Meet



YFLO Chairperson, Ms Seema Jajodia chanced upon Isha Yoga in July 2006 at the beautiful centre in Coimbatore, Tamil Nadu. Sadhguru's logical and scientific approach made great sense to her and it has highly influenced her life.

As the fellowship program for her tenure, Ms Seema Jajodia hosted an event at DLF Chattarpur Farms and introduced the members to the philosophy of Sadhguru of Isha Foundation.

After an interactive discourse with the Sadhguru, a dinner was arranged for the guests.

## How to Unlock the Potential of Your Child



"Believe in your child's intelligence." Based on this adage, YFLO with the support of TCI Foundation, organised a lecture session with Mr. Douglas Doman, Director of The Institutes for the Achievement of Human Potential, USA, and President of The Institutes in Europe.

The lecture session was divided into two "Pathway to Wellness – How to Help your Brain-Injured Child? And Your Baby is a Genius – How to be a Better Parent?"

YFLO received an overwhelming response from parents at both the Lecture Sessions, the experienced researcher presented the principles of brain growth and development with the results of treatment that has helped special needs children more responsible in many ways, besides giving guidelines to parents learn how to teach in a joyous and relaxed way for the incredible programs for wellness of children.





## Redefining the Role of Women in Family Businesses



In pursuance of our efforts towards empowering women and recognizing their achievements, Young FICCI Ladies Organisation organised a Panel Discussion on "Redefining the Role of Women in Family Businesses".

The discussion primarily focused on women and family businesses. There was a time when businesses were considered primarily the domain of men. But with

changing times, the modern Indian woman is increasingly becoming visible in the domestic and international sphere in media, entertainment, business, IT, politics and literature.

An eminent educationist, Prof. Indira Parikh, who is currently President of Foundation for Liberal and Management Education (FLAME), Pune and



Ex-Dean, IIM, Ahmedabad, was the Keynote Speaker. The other panelists were Deepali Goenka, Director, Wellspun Ltd., and Ms. Pooja Jain, Executive Director, Luxor.



### Chairperson's Message



Dear Friends,

FLO Hyderabad is 6 years 'young' and we have grown from strength to strength both literally and in the quality of our programs. Today, we are a vibrant and growing Chapter with 258 members!

The year 2007-2008 was filled with highly educative sessions on empowerment and financial independence, emotional intelligence of women by people foremost/pioneers in these fields for the benefit of the members directly and the society indirectly.

All of them were wonderful but the 2-day workshop at ISB was the jewel in the crown. I am happy to state that ISB are very keen to help groups of women as a continuous process and at very special prices. All these amazing programs could not be held without the unstinting support of the members and my very efficient committee. I sincerely thank them for helping me make my year rewarding and successful.

Finally, let us not forget the social cause of FLO which is to eradicate female foeticide and "save the girl child". We have started creating awareness in a small way and I am sure my successor Sakitha Reddy who is as involved and concerned about women's causes as we have been, will carry it forward!

With best regards,

VANI SUBHAS



**COMMITTEE MEMBERS**  
**HYDERABAD CHAPTER**

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~~Ms. Vani Subhas~~

~~Ms. Sarita Reddy~~

~~Ms. Anita Reddy~~

Ms. Jayashree Sanghani

Ms. Kokila Parthasarathy

Ms. Ashish Chenoy

Ms. Heena Shrivastava

Ms. Manjula Reddy

Ms. Padmaja Reddy

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Chairperson

Vice Chairperson

Secretary

Treasurer

Program Mentor

Program Coordinator

Governing Body Members



## The Change of Guard Ceremony



Renuka Chowdhary, Union Minister of State for Women and Child Welfare, passionate about the welfare and empowerment of women, was the perfect choice for the Installation Meeting of FLO which was held in the month of July, 2007. She put in words, how every lady should educate and inculcate awareness and importance of being a woman among the lesser privileged and uneducated women. Her cause is to save the girl child, stop female foeticide and make women proud of themselves rather than accept that they are a burden to their family.

Broadly, this is also the guideline of FLO. Present among the distinguished guests were FLO National President Kiran Gera and other VIPs.

## Microsoft Macro Perspective



The August Meeting was a visit to the Microsoft facility at Gachibowli, Hyderabad. More than 100 FLO members attended the program, which was designed for women entrepreneurs, to become aware of the business opportunities in the IT sector, which perhaps is somewhat still unexplored by businesswomen. The panel discussion with women employees was to understand how women though in small numbers, have been successful in breaking the glass ceiling in the IT field and how they earned a niche for themselves. The field trip provided valuable insights into the workculture, infrastructure and facilities provided by Microsoft for its women staff, in terms of flexible hours, crèche, and other considerations. Impressive was the fact that the Microsoft Research Development facility at Hyderabad is their largest outside the US.

The CEO, Mr Srinu Koppulu, addresses the FLO members and helped in clearing a lot of doubts expressed by them. He also emphasized that more women should join the corporate IT sector.



## Women, Wealth and Winning



Playing the "Winning the Wealth Game" is no child's play. In October, a panel discussion moderated by Dr Sanjiv Mehta, MD, Finance Doctor Pvt Ltd., with panelists Mr Ambareesh Baliga, VP (PLG), Karvy Stock Broking Ltd, Mr Pankaj Razdan, Deputy CEO, Financial Service, Aditya Birla Group, Ms Rasna Bhusan, Art Critic and Creator, and George Thomas, Regional Director, Jones LaSalle Meghraj, explored the arenas of equity, the basic principles of investments, mutual funds, and the prudence and process of investing small amounts in it regularly. Also stressed was the importance of an association with a good branded company. Additionally, the audience also received pointers on buying Art as an investment. Certainly, the members reaped rich dividends from this session.

## Hyderabad visits Morocco, Spain and Portugal



October saw FLO take an all-India delegation of 39 members to Portugal, Spain and Morocco. Hyderabad Chapter had the largest contingent of 15 members! It was an educative and a fun trip and provided scope for members from different Chapters to get to know each other well and also learn from one's experience.

One of our members, Ms Kokila Parthasarathy, lost her baggage but all other members made it an unforgettable experience for her by pitching in for all her requirements, proving that women bond superbly.



## Emotional Intelligence for Business Excellence A Workshop



FLO organized a workshop on Emotional Intelligence in November. Emotional Intelligence is the capacity to understand, alter, leverage and channelise the power and energy of the emotions. It enables to connect with one's own and other's emotional state, to get an emotional think with each other, maximizes individual, team and organization achievement. The program was conducted by Mr. Param Ajjan from New Delhi.

## Effective Parenting – Challenges and Rewards

FLO conducted a Positive Parenting Workshop in coordination with STEP (Systematic Training for Effective Parenting). Parenting is one of the most rewarding things in life and it is also one of the most challenging jobs. The positive parenting workshop seeks to equip parents with education which helps them to learn effective ways to relate to their children including how to communicate effectively, understanding child's behaviour and misbehaviour, using discipline that makes sense, building self-esteem and motivation. The aim is to help parents build better relationships with children and raise confident, responsible adults. Since, most YFLO profile is in process of raising a family along with other pursuits, we felt a workshop of this nature would empower one with positive and practical ways of nurturing the next generation. As nurturers of today's youth, we must realize how we raise children, co-creates the future.

## Redeeming Run to Save the Girl Child



Female Foeticide – a burning issue in the mind of every human being and a cause dear to FLO encouraged FLO members to participate in the 10k run FLO represented the cause with customized T-Shirt with the slogan “SAVE THE GIRL CHILD”, billboard and banners. Our National President, Kiran Gera, Vice President Kavitha Chitturi joined this event to give solidarity to the cause. The event received wide media coverage. The run was complemented by a fellowship breakfast which encouraged interaction among the 80 participants.



## Media – A Force to Reckon with Today



'Indian Media - of the people, by the people ... but for the people?'— It was the topic of a panel discussion organized by FLO Hyderabad in December. The moderator for the interactive session was Ms Shereen Bhan from CNBC and the panelists were Shri Pallam Raju, Honorable Minister of State for Defence, Ms Suhasini Maniratnam—the eminent Film Actress-turned Director, Dr Jayaprakash Narayan, National Coordinator, Lok Satta and Prof. Jyothirmoy Sharma, academic writer and journalist .

The evening's interactive session witnessed active participation and fireworks from the guests who were present. The positive and negative role of media was discussed and importance was given to channelise the same for long-term benefits in addressing the key issues.

## Participation of FLO Hyderabad in Fortune 500



Hyderabad Chapter participated in this interactive seminar with attendance of governing body members. Ms Heena Shrivastava, Ms Manjula Reddy and Ms Vani Subhas.

Positive inputs were received from the delegates of Fortune 500 and FLO members came back with productive thoughts. A fellowship dinner further added to the same.



### Exclusive Breast Cancer Centre of Kims Hospital Launch of Website



The Chairperson Vani Subhas was invited by Kims Hospital to share the dais with Renuka Choudhury when she inaugurated the Kims Ushalaksmi Centre for Breast Diseases in November. It was the first of its kind in India. The focus issue was breast cancer in women and hence Vani Subhas was given the privilege of launching their website as the leader of the most reputed women's organization.

### World Cancer Day

The year started on a healthy note with focus on well being. FLO participated in this campaign, which focused on the fact that as caretakers of our homes and families and we need to ensure good health for ourselves. The emphasis was on breast cancer which can be prevented, detected and cured.

A few women shared their experiences of having faced a situation of being affected by breast cancer and fight for survival. Today they are free from disease. This enlightened women on taking precautions and understanding the need for early detection.

Each of the participants was presented a free cancer checkup card, which included tests like mammography, ultrasound, chest X-ray, Pap Smear and blood test.

### ISB Residential Program

Hyderabad Chapter set yet another landmark in its effort to empower FLO members by organizing a 2-day residential workshop at the prestigious Indian School of Business especially customized for FLO members, titled 'Growth & Entrepreneurship'.

There were 30 FLO members attending, 17 from Hyderabad and 13 members from different Chapters. This group saw 4 Chapter chairpersons taking the programme from Kolkata, Mumbai, Jaipur and Hyderabad. The program was very well received and the participants learnt various techniques of identifying the business and expansion of the same. Focus was also given to marketing techniques, HR and proper management techniques. Various case studies and group discussions were conducted for participants to understand the challenges of business.





## Time to Celebrate



It is our honour to have these two women as members of Hyderabad Chapter. Both Anjum and Mansi were enthralled to see Bollywood's support for the end of female foeticide initiative.

It was a fabulous programme and we were proud to be a

part of it. The event was filled with celebrities who came to support the movement, Save the Girl Child. It was a wonderful event to acknowledge women achievers who have reached the pinnacle of success in their respective fields from across the country.



## Sensing Business Opportunities

Dr. Rajni Aggarwal, President, Federation of Indian Women Entrepreneurs, gave a very interesting presentation on 'Sensing Business Opportunities'. She spoke on how women should recognise their own skills and set up a business, gave ideas for new businesses and gave interesting strategies to market products as well as throwing light on new opportunities and markets which are yet unexplored by women!





## YFLO Chairperson's Message



Dear Friends,

Women impact, shape and strengthen society. Stephen Covey, author of 7 Habits of Highly Effective People says "we must be proactive in our circle of influence in order to be effective". Heading YFLO this year, my executive committee and I drew inspiration from this and aspired to bring some knowledge elevating programs, as well as a catalyst for the goals of women empowerment.

Women in all walks of life, have infinite potential and can make a magnitude of difference in our circles of influence. However, not all are as fortunate. "Saving the Girl Child," FLO's national objective is something we hope will be furthered with each and everyone's efforts. We have been delighted to participate in a few wonderful awareness - raising programs such as the 10 K Run, FAPCCI panel on "Gender Bender" and co-hosting an inter-school competition "Mind Space" equalizing the gender equation is important for India's progressive future. YFLO wishes and aspires for all of us to live our full creative potential with happiness, health, peace, prosperity and meaningfulness in living a life we relish and cherish. Cheers to all the wonderful women out there!

With best wishes

ANJUM BABUKHAN



## COMMITTEE MEMBERS YFLO HYDERABAD CHAPTER

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|                        |                     |
|------------------------|---------------------|
| Ms. Anjum Babukhan     | Chairperson         |
| Ms. Kamini Saraf       | Vice Chairperson    |
| Ms. Mansi Malik        | Secretary           |
| Ms. Priyanka Ganeriwal | Treasurer           |
| Ms. Parvati Reddy      | Program Mentor      |
| Ms. Rita Garg          | Program Coordinator |

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## Honing Young Talent

Mind Space interschool competition on Independence Day Essay and Elocution was organized by FLO Hyderabad in order to hone the young talents. Mind Space was organized prior to Independence Day as an opportunity for students from prominent schools of Hyderabad to share their feelings about where India is headed and more importantly, on what is the gender equation for India's progressive future for the girl child. YFLO felt that raising the awareness of young students is important. The outcomes of progressive insight and articulation will be an asset in building a stronger future India.

## Let's Grow: Inside, Outside



“Unconventional Careers” and the sheer innovativeness of thinking “out of the box”. This YFLO program triggered the interest of women on the limitless possibilities of business opportunities awaiting them.

YFLO organized a panel discussion on “True Growth Starts from Within”. Guests panelists, Dr Savita Date Menon – clinical psychologist and Amala Akkineni – Founder Member of the Blue Cross, and Actress, provided insights for expanding one's inner horizons, holistic wellness and the myriad ways to sustain success with inner clarity and connectedness. Interesting was also the segment on the aspect of exploring





## Savouring the Strength of Persona



Holistic Wellness Program for Women's Day in the multifaceted roles women play, we must not neglect the role we must play for our own health and well-being. A strong body will resonate of a dynamic mind and spirit. YFLO decided to jumpstart our systems as we celebrated Women's Day with fusion yoga and dance workout and dynamic discussion on wellness with Deepika Mehta (Celebrity Trainer and Yoga Guru) and Namrata Shirodkar (Former Miss India & actress). The program was a huge hit with a packed audience at Hyderabad International Convention Center (Novotel). It ended with high tea which was healthy and nutritious, especially coordinated by Deepika Mehta and the Novotel Chefs.

## Let's Grow: My Child and I

A panel discussion on "The ABC's of Edge-U-Cation: Being the Cutting Edge in Education" was organized by YFLO Hyderabad in November. This discussion stressed the importance of education, embracing varied necessary aspects within its periphery, for instance, very imperative is a pertinent curriculum tailored for the GenNext, the selection of an ideal board to suit specific requirements and striking the perfect balance between academics and extracurricular activities. The eminent panel included educationist, Ms Gita Karan, Founder-Principal, Geetanjali School, Knowledge Consultant, Dr Abhimanyu Acharya and Psychologist, Dr Sujata Potay.





### Chairperson's Message



Dear Friends,

The seed of FLO Jaipur was sown on 31st January 2007 at the historic Neemrana Fort Palace. The Chapter provides a unique platform to its members who belong to varied professions and walks of life by way of innumerable opportunities to hone their entrepreneurial and professional skills. A conscious endeavour was made to ensure that all the 15 events organized in this first year of FLO Jaipur – seminars, symposiums, workshops, training, awareness programs and interactive sessions were in consonance with the mission, vision and objectives of FLO. Workshops on 'How to Start an Export Business', 'Developing Leadership Skills for Personal and Professional Effectiveness', 'Financial Planning & Emerging Trends in the Stock Market' and an excellent seminar on 'Business Leadership' led by Ms. Pattie Sellers, Editor-at-Large, Fortune Magazine. Visits to a Marble Factory and a Jewellery Manufacturing Unit were organized.

The formation of a new Chapter of FLO, in the state was a challenging task indeed. However, the unconditional support of FLO Delhi, the presence of the National President, Kiran Gera, the Governing Body Members, past Presidents of FLO from all over the country at some of our events boosted our morale and generated an unusual energy to motivate and sparkle. We were able to achieve our goals through the dedicated team effort of the executive committee members and valuable contributions received from fellow FLO friends.

I also take this opportunity to acknowledge the support of Chairman, FICCI Rajasthan, and the patrons and advisors of FLO Jaipur. A special word of appreciation to all the prominent sponsors and our friends without whose support it would not have been possible to make it a memorable and meaningful year.

The response from the audience, the media, members of the industry and institutions has been overwhelming in all the events. Thus, FLO Jaipur was able to make its presence eminently visible in the Pink City.

May the forthcoming Silver Jubilee Year of FLO National usher in greater zest and provide strength to the Jaipur Chapter to carry forward the great legacy of FLO with full dedication.

With Best Wishes,

NEETA BOOCHRA



## COMMITTEE MEMBERS JAIPUR CHAPTER

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|-----------------------|-----------------------|
| Ms. Neeta Boochra     | Chairperson           |
| Ms. Jane H. Singh     | Advisor               |
| Ms. Nirmala Durlabhji | Advisor-cum-Treasurer |
| Ms. Shailja Khaitan   | Vice Chairperson      |
| Ms. Indira Bagri      | Honorary Secretary    |
| Ms. Vinnie Kakkar     | Joint Secretary       |
| Ms. Nidhie A. Data    | Joint Treasurer       |
| Ms. Shefila Chordia   | Event Coordinator     |

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### Pranic Healing for Stress Relief

#### A Workshop



Ms. Shakun Goyal, Managing Trustee of Pranic Healing Foundation and Ms. Manjari Jain conducted the workshop. Chief Guest was Ms. Anila Kothari, Chairperson of Mahaveer Cancer Care Hospital. Executive Member Ms. Nidhie A. Data of Data Infosys co-sponsored the workshop at Jawahar Kala Kendra Auditorium on 12th April 2007.

### Seminar – Financial Planning & Emerging Trends



Ms. Deena A. Mehta, Ex-President, BSE, was the Keynote Speaker, and Maharaj Jai Singh, Chairman, FICCI Rajasthan, was the Chief Guest. Executive Member Ms. Shefila Chordia was the Convener. The session was sponsored by Valentile Jewellery Pvt. Ltd. & Hotel Clarks Amer at Hotel Clarks Amer on 21st April.



## Overseas Education



Seminar on Overseas Education was conducted by Ms. Niharika Sondhi, the founder of Ed Net Consultants, New Delhi. Ms. Rama Dutt, the Principal of Sanskar School, was the Chief Guest on (OTS) 12th May 2008.

## Visit of FLO National President



Ms. Kiran Gera, President FLO, visited the Jaipur Chapter on 13th July, 2007. She addressed the press conference and met the Chapter Executive. Ms. Neeta Boochra, Chairperson FLO Jaipur said that the organization already had a dynamic membership of 80 women from all walks of life.

Ms. Gera praised the dynamic leadership and the teamwork at FLO Jaipur. Nirmala Durlabhji, Jane H. Singh, Neeta Boochra, Kiran Gera, Vinnie Kakkar, Shefila Chordia, Nidhie A. Data, Shailja Khaitan & Indira Bagri on 13th July 2007.





## Marble Saga and Fellowship Meet



Factory visit to R. K. Marble, the Guinness Book of World Record holder for the highest production of marble in the world and the presentation on "Marble Saga" by Mr. Vineet Patni, Director, R. K. Marble, received an overwhelming response from FLO members. He described business opportunities for women in the marble industry including export of marble artefact, manufacturing, retailing, tools, etc. FLO member Ms. Shuchi Patni was the perfect hostess. Ms. Neeta Boodhra & Indira Bagri co-ordinated the visit on 14th July 2007.



## Resurgent Rajasthan Investment Roadshow



The Government of Rajasthan, in association with the Federation of Indian Chambers of Commerce and Industries (FICCI), organized a prelude to the business partnership meet on 24th August, 2007 at FICCI Head Office in New Delhi for projecting the investment opportunities available in Rajasthan, particularly in the field of Infrastructure, Education and HRD, Automobile Manufacturing, IT & ITES, Health Care, Tourism and Heritage Conservation, etc.

Ms. Neeta Boochra, Chairperson, FLO Jaipur, Ms. Jane H. Singh, Advisor, FLO Jaipur and Dr. Vibha Garg made a representation at this meet held with the Honourable Chief Minister of Rajasthan Ms. Vasundhara Raje Scindia, Mr. Habil Khorakiwala, FICCI President, Dr. Amit Mitra, Secretary-General FICCI, Maharaj Jai Singh, Chairman FICCI Rajasthan State Council and Mr. Narpal Singh Razvi, Honourable Minister of Industries, Government of Rajasthan. Leading luminaries of the business world who had invested in business ventures in Rajasthan and who planned to invest in future, were present.

## Artists at Work A Visit to Kishangarh

FLO delegates went to see a live demonstration of about 50 artists at work on the famous Kishangarh paintings.





### How to Start an Export Business



### Dilli Gaye Ghalib National Event Play

The play Dilli Gaye Ghalib, Mirza Ghalib's rebirth in the 21st Century India, was staged to a houseful Birla Auditorium. Executive Member Ms. Vinnie Kakkar was the Convener.







A Chalta Phirta PCO was donated to a physically-challenged woman. The event was sponsored by Rainbow, Rajasthan's finest mobile service.



## Visit to Jewellery Manufacturing Unit



FLO members visited Jewels Emporium on 10th September, 2007. Which has a state-of-the-art jewellery manufacturing unit. Mr. Anoop Bohra, MD, Jewels Emporium, provided detailed information on designing, assorting, selection, quality control, etc. This was followed by a sumptuous Rajasthani lunch hosted by FLO member Ms. Purvai Jain, Director and Promoter of Sweet Caterers.



### Symposium on Heart Care

Dr. G. Bhambani, Consultant Interventional Cardiologist, Mount Sinai Hospital, New York, USA, gave a presentation on "Primary Angioplasty and Stents". Dr. P. Chandwani, Consultant Interventional Cardiologist, Director, Tongia Heart & General Hospital, spoke on "Newer Concepts of Heart Attack and Preventive Measures". Ms. Vibha Parwani, Convener of the program, coordinated the Symposium with great enthusiasm. Ms. Indira Bagri coordinated the session.



### Rights of Women on Property and Inheritance A Legal Seminar

Mr. Alok Sharma, Senior Advocate of the Rajasthan High Court, was the Chief Speaker at the legal seminar. The event was supported by Centrum, capital investment venture organization.





### FLO Jaipur meets the Chief Minister of Rajasthan



On an invitation from Ms. Vasundhara Raje, Honourable Chief Minister of Rajasthan, Ms. Neeta Boochra, an educationist, entrepreneur and the Founder Chairperson of FLO Jaipur met her in her office at the Rajasthan Secretariat. The Chief Minister applauded the work being done by FLO.

### Seminar on Business Leadership



FLO Jaipur hosted Editor-at-Large of Fortune (the leading financial global magazine) and the Creator of "Fortune's" 50 Most Powerful Women in Business, Ms. Pattie Sellers. Chief Guest of the occasion was Her Highness Rajmata Gayatri Devi. Convener of the program FLO member Ms. Bela Badhalia delivered the welcome note. The event was sponsored by leading exclusive designers and manufacturers of precious & semi-precious jewellery M/s. Adhbut Jewels, truly timeless treasure.



## Rang Gulabi An Exhibition of Excellence

FLO Chapter of the Pink City Jaipur painted the venue "Pink" by organizing an exhibition "Rang Gulabi." The entire proceeds from this exhibition were utilized for the benefit of special children & young adults with multiple disabilities at "Disha" – A Resource Centre for the mentally-challenged. The exhibition was inaugurated by the First Lady of Rajasthan, Smt. Manju Singh, wife of his Excellency the Governor of Rajasthan.





## Resurgent Rajasthan Partnership Summit FLO Jaipur Participation



FLO Jaipur Chapter's active participation and representation at this prestigious event which was a collaboration between FICCI and the Government of Rajasthan by Chairperson Neeta Boochra and Hon. Secretary, Indira Bagri were appreciated by the Chief Minister of Rajasthan.

## Gr8 FLO Women Achievers Award 2008 Rajmata wins the Golden Laurel



Rajmata Gayatri Deviji, Patron FLO Jaipur, was awarded the "Golden Laurel" Lifetime Achievement Award at the Gr8 FLO Women Achievers Awards held in Mumbai at the ITC Grand Maratha on Tuesday, the 26th of February, 2008. She in her time as Maharani of Jaipur was instrumental in the emancipation and education of women in Jaipur and other

neighbouring states and this is being honoured by FLO. FLO saluted the women achievers of our country at this imposing event. In the plethora of award ceremonies, this is a one of its kind event, because 25 different categories were covered and the awardees were absolutely the top in their respective field and came from all parts of the country.





### Lessons in Management Participating in Programme at ISB, Hyderabad



### Developing Leadership Skills for Personal and Professional Effectiveness FLO HSF Workshop



FLO Jaipur Chapter, in association with Hanns Seidel Foundation, Germany, organized this Workshop. The Chief Guest of the inaugural session was Ms. Saroj Kumari, Chairman, Social Welfare Board, FLO Member Ms. Garima Sogani convened the two-day workshop. Chapter Chairperson Ms. Neeta Boochra welcomed the Chief Guest of the valedictory session Mr. Manish Bhandari, Honourable Justice Rajasthan High Court.





## Yaadein Yaad Aati Hain Celebration of First Anniversary of Jaipur Chapter



First anniversary of FLO Jaipur was celebrated by a nostalgic musical evening. It was skillfully orchestrated by Dr. Prakash Chablani, a leading medical practitioner, Director of Paryda Hospital. Ms. Preeti Saboo, the Convener, welcomed all. A beautifully-choreographed

film on the past one year activities of FLO Jaipur was greatly appreciated. The event was sponsored by Faraday Electricals Pvt. Ltd.



### Chairperson's Message



Dear Friends,

Over the last few months, as Chairperson of the Chennai Chapter of FLO, I have had an opportunity to interact with a number of versatile women from various walks of life.

The programmes organized so far have sought to bring us closer to fulfilling the mission of empowering women through access to training, exposure to global trends and contact with leaders at the cutting-edge of innovation and transformation.

The empowerment of women becomes all the more important against the background of a patriarchal society. Women need special attention to ensure their development and participation in the decision making process at home, in the community and governance.

FLO has shown a deep insight into women's concerns and has contributed significantly in inspiring initiatives for the empowerment of women.

The question of women's equality needs to be pursued through the prism of economic equality as a central mediator in the achievement of gender equality in other spheres.

Development of women entrepreneurs requires access to information, continuous design, planning and implementation of programmes for women; active women entrepreneurs associations and NGOs in implementing income-generating schemes, etc.

Let us make FLO a meaningful organization, seeking to change the destiny of women for the better.

Regards,

AKHILA SRINIVASAN



## COMMITTEE MEMBERS CHENNAI CHAPTER

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|                           |                    |
|---------------------------|--------------------|
| Ms. Akhila Srinivasan     | Chairperson        |
| Ms. Latha Rajan           | Vice Chairperson   |
| Ms. Lorraine Govias       | Honorary Secretary |
| Ms. Nagaprasanna Vasagadu | Joint Secretary    |
| Ms. Sri Lakshmi Mohan Rao | Treasurer          |
| Ms. Sabina Harris         | Asst. Treasurer    |

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## Visit of Women Entrepreneurs from Norway



The foremost program for the year saw the visit of women entrepreneurs and delegates from Norway. This interactive session was held at the Taj Connemara on May 3, 2007. Mr. Kumar, the Chief Guest, provided in a nutshell the “**Macro Economic Scenario in India**”. The Hon. Consul for Norway, Mr. Arvind Gopinath, gave us a gist of “**Indo-Norway Relations**.” Ms. Akhila Srinivasan, Chairperson, presented in a capsule “**Business Opportunities in Tamil Nadu**”. Thereafter, the Norwegian delegates had a one-on-one meeting with around 32 local entrepreneurs in all, in their respective area of interests and related lines of business. The feedback from both sides was very constructive. The day culminated with the ladies being taken on a short tour of the city after which they had dinner with FLO Board members.

## Learn to Earn



A HSF Workshop was held for 40 women from June 7 until June 17, 2007, at a tiny village called Yellapakkam, near Chennai. Chitra Gopinath and HariPriya Tunga carried forward this project to a successful completion. The women from this area were trained in the field of tailoring with specifics in cholis, salwar suits, skirts, etc., and now stand qualified with a skill on hand.

Thanks to Fr. Jesuraj for providing the space for the

training free of cost. Akhila and Latha Rajan, in their short speeches, mentioned that this empowering should add to their self confidence, happiness, knowledge and courage. “Intimate Fashions”, a large company, has come forward and agreed to employ some of these women. This is a progressive step for most of the women in the village.





## Justice – Right or Privilege A Symposium



Moderated by Sashi Kumar, Chairman of the Asian College of Journalism, the panel saw an eminent line-up, Sabrina Lall, Khushboo, S. Gurumurthy and Gita Ramaseshan. Akhila, in her address, stated "The very idea of justice is to bring harmony". Most of the speakers were in sync when they voiced their opinions saying, "India may have some of the best laws in the world, but access to justice still remains problematic". They provided a few suggestions for the way forward like more judges, more courts, etc. An interesting and lively Q & A Session held the audience's attention.

## Eat Right – Stay Young



The panel of speakers provided in a nutshell the right dose and intake of information on "Salt & Sugar" – a presentation by Ms. Nimmi John, a nutritionist; "Vitamins & Minerals" – a presentation by Ms. Dharini Krishnan, a dietician and "For Earth's Sake" – a presentation on the environment with specifics in Vermi Compost, Organic Food, etc., by Dr. Sultan Ahmed Ismail. Ms. Rachna Sharma, who is the representative of the International Prune Association in India, presented a gist of the benefits of prunes.



## Seminar on Climate Change



Climate change is not just an environmental problem but also a social, economical and political issue. To take up the cause, a seminar on climate change was organised by FLO Chennai in collaboration with MOP Vaishnav College for Women.

## Lucia De Garcia's Quest

FLO Chennai had arranged a very interesting talk by Ms. Lucia De Garcia from the US at the office of the US Consulate on 31st August '07. Ms. Garcia is the author of 'Building Bridges of Understanding, My Personal Quest for Unity and Peace' and also an international business leader of great acclaim.

The talk was followed by the screening of Mr. Al Gore's film 'An Inconvenient Truth' which offers a passionate and inspirational look at one man's fervent crusade to halt global warming's deadly progress in its tracks by exposing the myths and misconceptions that surround it.





## Transgender – Inclusion or Seclusion



FLO Chennai organized a seminar on Transgenders on September 27. Rajya Sabha MP Kanimohzi, addressing the seminar, said that society should encourage transgenders to take up different occupations instead of confining themselves to hairstyling and fashion designing.



## Talk by Mr. M. M. Mahadevan



On 16th Nov. '07, FLO Chennai had organized a talk by Mr. M. Mahadevan, Founder, Hot Breads, on his success story.

Mr. Mahadevan is the first-generation entrepreneur who has created a big chain of hotels. He is the promoter of the Company 'Oriental Cuisines Private Limited'. The Company commenced operations with China Town and Hot Breads and he was instrumental in setting up a chain of Hot Bread units in India and abroad.



## Investment Planning



FLO Chennai had conducted a one-day workshop on "Investment Planning" on the 6th of Oct '07 at Hotel Comfort Inn Marina Towers. The idea behind the program was to present to people the importance of planning one's investment in various ways. We also wanted to give a flavour and create an awareness of the new avenues that are available like investing in art, commodities, real estate, etc.

## Visit of Kiran Gera, President FLO



Kiran Gera, National President – FICCI Ladies Organisation, visited Chennai and addressed the FLO members on 27th Nov. 07 at Hotel The Park. She spoke at length about the vision / mission objectives of FLO at a national level. It was a very inspiring and motivating talk.





## Colloquium on Female Foeticide



Civil society should play a proactive role in preventing female foeticide and the state government would support them fully in this regard. This was stated by Union Minister for Women and Child Welfare, while speaking at a colloquium to discuss ways and means to mitigate female foeticide in a meet organized by FLO Chennai and Elements Women's Collective.

## Relevance of Spiritual Life in Modern Management



FLO Chennai and Madras Management Association organised a program on the Relevance of Spirituality in Modern Management. Mr N Vaghul, Chairman ICICI Bank, was present at the occasion and he said that the path to sustainable development can be achieved by imbibing spirituality within oneself.



## Seminar on Grooming



At a Seminar on Grooming organised by FLO Chennai in January, Mumbai- based image consultant Chhaya Momaya spoke at length about 'how to' in order to look perfectly groomed and add charm to one's personality. It was a well-attended program.

## Fellowship Meet



FLO Chennai Chapter had organized the Fellowship Meet at Hotel The Park on 21st Feb. '08 with full of fun and entertainment. Capt. Unni Nair, a reputed corporate trainer, conducted the program and he made the members shed their inhibitions and unwind totally. There was music, dance and lots of fun and laughter.



## FLO Chennai Award Ceremony



Celebrating International Women's Day, FLO Chennai awarded a few 'woman of substance' on March 8, 2008. The first woman IPS Officer of the country was given the 'Award of Excellence' and also conferred the 'Champion of Humanity' awards on Shantha Sinha, Chairperson, National Commission for Protection of Child Rights, and Shanthi Ranganathan, Chairperson, T.T. Ranganathan Clinical Research Foundation. Mallika Srinivasan, Director, TAFE Limited, was given the 'Outstanding Women Entrepreneur' award.

## Talk on Sleep Disorders by Dr. Anand Gersappe

FLO Chennai organised a talk on "Sleep Disorders" by Dr. Anand Gersappe, Medical Director, Sleep Medicine Centers of WNY, USA, on 5th April '08. This program was held in association with The Madras Chamber of Commerce & Industry in Chennai.





### Chairperson's Message



Dear Friends,

FLO Kolkata turns 10 this year! I am happy to report that this year we have had a huge increment in membership. We also had a great year with all our endeavors at empowerment, through meaningful talks, seminars and workshops, which have been very well attended.

The National President, Mrs Kiran Gera was the Chief Guest at our change of Guard ceremony. At the event she spoke about how we can look ahead with a paramount objective of women empowerment and the "Save the Girl Child" project.

In October 2007, when the sensex reached dizzying heights, the guru of mutual funds - Mr. Sunil Singhania of Reliance Mutual Fund advised us. When the stock market plunged, FLO Kolkata organized a program, rather timely, on "Personal Wealth Management". We also arranged an interactive session with Apparao Art Auctions on the topic- 'Art as an Investment'.

In November 2007 YFLO Kolkata Chapter was launched with aplomb and our YFLO Chairperson, Sunanda Bangur took the over reigns. They held a landmark event for advocacy of our "Save the Girl Child" project during the Kolkata Polo season. We organized a fantastic fellowship for our members on an Overnight Cruise up to the mouth of the Sunderban. Programs like "Successful Entrepreneurship" and "Locating Crafts in times of Transition" show FLO's dedication to our goal of women empowerment.

To mark the occasion of the 10th Anniversary of FLO in March 2008, 10 eminent ladies were felicitated as women achievers from the city, all from fields as diverse as literature, science, theatre, music, fine arts, journalism, psychiatry and industry. The event highlighted the importance of awarding women in all fields, but we ended with the note of hope that we would soon not have to celebrate "Women's Day" just as there is no "Men's Day."

I am happy to hand over the FLO chairperson mantle to our incoming Chairperson, Mrs. Rajkumari Saharia. I am sure she and our YFLO Chairperson, Sunanda Bangur will take FLO to greater heights this year.

Kind regards,

LEENA KEJRIWAL



## COMMITTEE MEMBERS

### KOLKATA CHAPTER

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|                       |                    |
|-----------------------|--------------------|
| Ms. Leena Kejriwal    | Chairperson        |
| Ms. Rajkumari Saharia | Vice Chairperson   |
| Ms. Manisha Kajaria   | Treasurer          |
| Ms. Swati Jalan       | Honorary Secretary |

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## Change of Guard and Fellowship Meet



With great aplomb Leena Kejriwal takes over the mantle of FLO Kolkata Chapter Chairperson. We were lucky to start off with a fellowship to welcome Kiran Gera, National President 2007-2008, visited the "City of Joy" en route a domestic delegation to Arunachal Pradesh. Kiran was focused and articulate in the way she addressed us. From talking about a gamut of issues which will be handled by the organisation, to some path-breaking work it plans to do - the paramount objective of FLO, being women empowerment and the project "Save the Girl Child", against female foeticides.

The orientation gave us a unique insight into FLO, its on-going activities as well as its vision. The talk thereafter was followed by a mime show and some lip-smacking snacks all generously hosted by the Chairperson at her residence.



## Enterprising Entrepreneurs



'It isn't easy to make money' - stated Mr. Philip Holland, reputed U.S. expert on entrepreneurship development and author of 'The Entrepreneurs' Guide' and 'How to Start a Business without Quitting Your Job'.

Hence, on January 25, 2008, FLO Kolkata and The American Center conducted a workshop titled "Successful Entrepreneurship that demystified the entire process of wealth-creation and laid stress on every man's/woman's intrinsic ability to turn entrepreneurial.

According to Mr. Holland, an entrepreneur is one who wants to be his own boss and one who has 'fire in his belly' - but he sincerely advised that an entrepreneur should not quit his job, rather he should work under the person whose business venture matches his own business model so as to learn to avoid those same mistakes made by his mentor who has already been to the 'School of Hard Knocks' - for the uninitiated experience!



## Interactive Session with His Excellency Dominique Girard



FLO Kolkata Chapter, in association with The Park, organized a candid interactive session with His Excellency Dominique Girard, Ambassador of France, and Mr. Rudrangshu Mukherjee, Editor, The Editorial, The Telegraph.

The session was dedicated to the Indo-French cultural relationship and the importance of 'people-to-people' contact in forging strong and sustainable bilateral ties. His Excellency, Dominique Girard, shared multifacets of the Indo-

French relation which has over the years changed from one of dependency to that of partnership. This cross-cultural program also witnessed a remarkable audio-visual on Indo-French music exchange to celebrate the World Music Day.

On this occasion, two young students of the Calcutta School of Music were conferred with Certificates of Merit for excellence in music. The presence of the erudite group on the dais made the evening very insightful and interesting.





## Art as an Investment

### FLO Kolkata Joins Hands with Apparao Art Auctions





## Rhythm and Rasa



The cultural aficionados of Kolkata gathered at G. D. Birla Sabhagar, on 29th and 30th August, 2007, under the aegis of FLO Kolkata Chapter and Jnana Pravaha to celebrate 60 years of Indian independence through classical arts.

The brochure presented at the foyer elaborately explained the dance forms to be demonstrated by the artistes Rosanna Maya's exquisite display of the Flamenco along with the rhythmic castanets and footwork drew much deserved applause and her accompanying explanations lent an energetic ambience.

The next day, it was time to understand the highest expression of Indian culture through Mandakini Trivedi's performance on Shiv-Parvati Vivaha, an excerpt from Kalidasa's 'Kumarasambhava' and Mrs. Trivedi's passionate footwork, evocative expressions and concise exposition revealed to the enthralled audience Shiv-Parvati's marriage to be an embodiment of self-realisation and inner-harmonisation.



## The India Inc. Growth Story



On Oct 5, 2007, the FLO Kolkata Chapter had organised a financially empowering evening for their members and their guests at The Park. FLO had invited the powerhouse of financial speak: Mr. Sunil Singhania of Reliance Mutual Fund, who spoke at length on The India Inc. growth story and the present financial sceneriao, with the sensenx touching dizzying heights of 18k and that it includes the retail investor within its ambit of prosperity.

pre- and post-liberalisation, the PowerPoint presentation brought out starkly the facts & figures on the GDP 9% growth, the emergence of India incorporated as a keen shopper of foreign companies, the demographic blessing of a youthful population, increased domestic consumption and savings to pump up the Indian Stock Market. Even if the Foreign Institutional Investors (FII) find other emerging economies more attractive than India; India with its entailed retail investment transparency in the stock market, with regulators like RBI and SEBI are certainly not tripping over this and will push towards its 9% GDP growth pattern with full momentum.



In the Mutual Fund sphere, Mr. Singhania recommended the Systematic Investment Plan (SIP) to unravel the magic of compounding.



When the floor was open to the interactive session, the excitement was palpable and the wily women audience tried to shake Mr. Singhania to let out the "Pick of the Stock" but the Guru of finance wouldn't let the "Stock out of the bag". Nevertheless, he did point out the happening sectors like infrastructure, power, bioscience, etc.

Ms. Leena Kejriwal welcomed the gathering and Ms. Rajkumari Saharia proposed the Vote of Thanks. The ensuing high tea was the cherry on the "stock cake". The event was sponsored by Tantia Construction.



## December Fellowship on Overnight Cruise



Come December, Kolkata has the perfect weather for outdoor activities. FLO Kolkata organized a **fantastic fellowship** for their members, and their friends and relatives on the **18th and 19th of December**. We went on an **overnight cruise up to the mouth of the Sunderbans**. The cruise started at 9:00 am. First everyone tucked into a good breakfast so that we could concentrate on what our special speakers would have to say! We had two speakers on board with us. They were Rakhi Dasgupta “the passionate chef” she gave us special insight into the history of food, with a special slide show depicting the different ages of food. Then we had Tarot Guru Archana Lakhotia who gave us a talk on Money Matters and how to make your money grow! She also held special one to one tarot card readings for whoever was interested!

After lunch, the boat docked at the mouth of the Sunderbans, a launch took us to the shore and from there, the beach was just a bus-ride away. After tea and snacks, there everyone was back on the liner. From then on it was just pure fun, games and food! There was a special barbeque night organized under the stars with a DJ belting out the popular numbers, which had everyone dancing away till midnight! The next morning, the early risers were on the deck for their morning cuppa. Soon everyone was again playing games on the open deck and lots of prizes were won! And before we knew we spotted the familiar docks of Babu Ghat. It was time to bid adieu! The last 36 hours had just flown by amongst all the fun, food and frolic, and nobody seemed to want it to end.





## Crafts in Transition



"May Goddess Saraswati help us all remove our ignorance..." This Saraswati Puja, FLO, Kolkata Chapter made an endeavour to throw light on one of the vital but ignored arteries of the Indian economy – The Crafts.

On the occasion of **Kamala 2008**, FLO in collaboration with the Crafts Council of India and the Craft Council of West Bengal, held a seminar on '**Locating Crafts in Times of Transition**' at the Victoria Memorial Hall, on Monday, February 11, 2008.

An eminent pan Indian panel speakers, all experts in this field, congregated for this event. The Governor of West Bengal, Sri Gopal Krishna Gandhi, inaugurated the seminar at the grandest address in Kolkata and gave very moving speech on the subject! It was an all-day seminar and all the speakers, who were present here from all over India, had an excellent opportunity to speak on the subject and to exchange views on how to move ahead in their joint mission to give crafts a better future and help open a new dialogue on the future of the crafts in India.



## 10th Anniversary of the FLO Kolkata



On the occasion of the 10th Anniversary of the FICCI Ladies Organisation, Kolkata Chapter, we held a "Felicitation & Fellowship" on the 15th of March 2008, at the Park Hotel.

To mark the occasion, 10 eminent ladies were felicitated as women achievers from the city. They came from fields as diverse as literature, science, theatre, music, fine arts, journalism, psychiatry and industry. The 10 ladies who were awarded were:

|                               |                         |
|-------------------------------|-------------------------|
| <b>Alka Saraogi</b>           | <i>Literature</i>       |
| <b>Lovie Burman</b>           | <i>Entrepreneurship</i> |
| <b>Sharda Fatehpuria</b>      | <i>Education</i>        |
| <b>Usha Ganguli</b>           | <i>Theatre</i>          |
| <b>Jayshree Chakraborty</b>   | <i>Fine Arts</i>        |
| <b>Dr. Rima Mukherjee</b>     | <i>Psychiatry</i>       |
| <b>Monideepa Banerjee</b>     | <i>Journalism</i>       |
| <b>Anuradha Lohia</b>         | <i>Science</i>          |
| <b>Anjum Katyal</b>           | <i>Music</i>            |
| <b>Nayantara Palchoudhuri</b> | <i>Industry</i>         |

It was very enjoyable fellowship morning with Anjum Katyal belting out classics like "Yesterday", Oindrilla was the Master of Ceremony and all past Chairpersons came to award the ladies. The event was well covered in the media, where we highlighted on "Save the Child" issue and the importance of awarding the women in all fields. But we added with the note of hope that we would soon not have to celebrate "Women's Day" just as there is No Man's Day.





## YFLO Chairperson's Message



Dear Friends,

As I stand, spearheading YFLO Kolkata, it is a great honour conferred upon me and thank you for considering me worthy of this position.

YFLO Kolkata was launched on November 3, 2007; so we are truly young, also with 90% of our members being below 30 years of age, which I perceive as being a huge positive, in terms of idea generation, which would be both young and fresh.

YFLO aims to empower these young women, by honing their leadership qualities, and providing a powerful platform to learn, imbibe and communicate. We seek to organize workshops, panel discussions and on-ground activities, which are socially relevant and in sync with today's generation.

The coming year holds great opportunities and promise.

With best wishes

SUNANDA BANGUR



## COMMITTEE MEMBERS

### YFLO KOLKATA CHAPTER

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|                       |                    |
|-----------------------|--------------------|
| Ms. Sunanda Bangur    | Chairperson        |
| Ms. Gunjan Poddar     | Vice Chairperson   |
| Ms. Vartika Agarwalla | Honorary Secretary |
| Ms. Puja Kayan        | Treasurer          |

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## Launch of YFLO Kolkata



Every journey begins with the first step and that's exactly what happened on 3rd November, 2007, at The Galaxy, The Park, when the young ladies of Kolkata dressed in white and silver, came, participated and launched YFLO Young FICCI Ladies Organisation which is to be a forum for young professionals in synergy with FLO.

The audience was warmly welcomed by Ms. Leena Kejriwal, Chairperson Kolkata Chapter, who invited Ms. Seema Jajodia, Chairperson, YFLO Delhi Chapter, for the launch Kolkata Chapter by nominating Ms. Sunanda Bangur as Chairperson and Ms. Gunjan Poddar as Vice Chairperson.

Since the theme of the day was 'Starting Smart', dietician Alpa Poddar and the designer duo Dev 'n' Nil were the main speakers who fittingly spoke on how to make a smart beginning.

Dev 'n' Nil, the designers of Bengal, entertained the captivated audience with their enthusiastic take on the various aspects of basic, couture, prêt and power dressing. Their witticisms like 'Women do not dress up for the men but for other women and 'When people gossip about you it means you are the best' sent forth a ripple of amusement and vociferous clapping amongst the ladies.

Next, Sunanda Bangur, Chairperson YFLO Kolkata, outlined the future plans. Gunjan Poddar, Vice Chairperson, YFLO Kolkata Chapter, proposed the Vote of Thanks. This program was sponsored by Ashra Associates, Solicitors and Advocates. The program ended with a sumptuous lunch, which tested our ability to practise what had just been preached!



## The Save the Girl Child Advocacy-cum-Support Program



This was the inaugural program for YFLO, and was executed on a grand scale, with the Calcutta Polo Club. Clearly the issue of selective sex determination tests and abortions of the girl child is a very sensitive issue and affects the destiny of India. The program started with a panel discussion on 'Save the Girl Child', which was followed by the YFLO Exhibition Polo Match, and the YFLO Save the Girl Child Cup.

As our speakers debated on the issue of the girl child, we enjoyed a thought-provoking afternoon. Our panelists included film-maker Manish Jha, who's movie *Matrubhoomi*, a nation without women, treated the subject of female infanticide in a startlingly new context; next on our panel was social worker Urmi Basu, a dedicated advocate of women and children, who became concerned with the plight of prostitutes' children in one of Kolkata's busiest red light districts.



## The EQ Enhancement Workshop



We have been conditioned to believe that IQ is the best measure of human potential, however researchers have found that this isn't necessarily the case, and that in actuality, your emotional intelligence quotient might be greater predictor of success.

In keeping with the need for Emotional Intelligence in today's competitive age, YFLO Kolkata organized a stimulating & interactive workshop on called 'The Thinking Woman's Journey Inwards' towards emotional self-management. The workshop was conducted by Kornash, a lifestyle management school, and was taken by Devalena Ghosh and Anju Chirimar.



### Chairperson's Message



Dear Friends,

On behalf of the members of the Coimbatore Chapter, I would like to thank the National President Ms. Kiran Gera for her inspiration and valuable guidance in reviving the Chapter.

It has been a wonderfully enriching learning experience for me and our Executive Board, besides the joy of meeting up, interacting and networking with members of other Chapters and Delhi. Various members of the Coimbatore Chapter participated in the domestic delegations to Arunachal Pradesh, Kutch region and several programmes in Delhi. As also in the international delegations to Portugal, Spain and Morocco.

2007-08 has been a great year for FLO Coimbatore. Our team had an exciting year putting up various programs, workshops and events, branding FLO powerfully in Coimbatore. We had a wide range of programs from environmental awareness on global warming, health and nutrition and stock markets and investments.

The quality of our programs has brought in many new members in as much we have doubled our membership by sheer performance and presence.

It's been a totally empowering experience and I take this opportunity to thank the committee and all the members for their involvement, support and help in all FLO initiatives.

I congratulate the incoming President Ms. Anuradha Goel and the incoming Coimbatore Chapter Chairperson Ms. Kavitha vardaraj.

My best wishes for the year ahead.

VENKATLAKSHMI SILESH



**COMMITTEE MEMBERS**  
**COIMBATORE CHAPTER**

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|                           |                  |
|---------------------------|------------------|
| Ms. Venkatalakshmi Silesh | Chairperson      |
| Ms. Kavitha Vardaraj      | Vice Chairperson |
| Ms. Sridevi Devaraj       | Secretary        |
| Ms. Sabeena Lund          | Joint Secretary  |
| Ms. Hema Khona            | Treasurer        |

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### Coimbatore goes to North East

Chairperson Venkatlakshmi Silesh, Treasurer Hema Khona and past Chairperson Mrs. Geetha Padmanabhan went on the North East Delegation.

A presentation on the North East Delegation to the other members, who were not able to make it, was done by the Chairperson, followed by tea.



### FLO Coimbatore Fellowship Lunch

There was a fellowship lunch at member Anandhi Thulasidharan's residence. New members were inducted and it was decided to have a fellowship lunch once in two months.



## Collaborative Seminar with International Prunes Association

On August 22, 2007, FLO Coimbatore Chapter organised a program on "Eat Right-Stay Young". This program sponsored by International Prunes Association. Resource person Mrs. Dharani Krishnan spoke about salt, sugar, vitamins & minerals. Mr. Sultan Ismail spoke for Earth's sake. He touched on topics like Vermi Compost. This program was well attended. A lot of college students also took part in the program.



## Delegation to Portugal, Spain and Morocco



Vice Chairperson Ms. Kavitha Vardaraj, Secretary Ms. Sridevi Devaraj and member Ms. Vanaja Ramaraj represented Coimbatore Chapter in a international delegation Portugal, Spain and Morocco.



## Program on Global Warming

On October 26, 2007, Inter-school competitions were held to create awareness on Global Warming among the schoolchildren. Over 600 students participated covering 40 schools in and around Coimbatore.



Painting, Quiz & Elocution were the different competitions that were held and were very well covered by the press.

On October 27, 2007, Mr. M. B. Nirmal, Founder & Chairperson, Exnora International, gave a presentation on Global Warming to the schoolchildren. Ms. Vanitha Mohan, Managing Trustee, "Sirutuli", gave away the prizes to the winners of the competition. CDs were made on Mr. Nirmal's presentation and distributed among the children so as to take the message around. FLO has decided to take this as an ongoing project and review the schools as to what they have done to stop the process of Global Warming.

## Destination Coimbatore

On December 8, 2007, Mr. Jayakumar Ramdoss (Ex-Chairperson, CII), gave a very informative talk about how CII was positioning Coimbatore to the National Forum of Industries and Trade Communities to make Coimbatore an attractive destination place to set up businesses/industries. He gave an overview about the existing infrastructure, industrial base and projected opportunities and growth pattern for the future of Coimbatore. It was a very interesting eye opener of what Coimbatore is and what it is going to be. The website was accessed live and presented to the members.



This was followed by a fellowship lunch at Hotel Residency organised by members Ms. Raji Vijaykrishna, Ms. Sumathi Krishnaprasad and Ms. Meena.



## Factory Visits

### Intimate Fashion Chennai



On July 5th, FLO Coimbatore members visited the factory of Intimate Fashions, a lingerie unit in Chennai. They supply for Victoria Secret and Marks & Spencers. The Coimbatore members along with Chennai members visited this factory in the morning.

In the afternoon, the Coimbatore FLO members visited a laboratory where Soil, Water, Food, etc., are being tested. They also met up with Mrs. Annapoorani, the Director of the lab, who promised a visit to Coimbatore and have a presentation on food adulteration.

## The Cup that Cheers

### Visit to Tea Factory Coonoor



The FLO members went on a one-day picnic to Coonoor and visited a tea factory.



## Coimbatore Participates in FLO Interstate Meet

BOMBAY



BHUJ



## Investments for a Secure Future

On 4th March 2008, FLO along with Business Line and Coimbatore Capital conducted a program: Investments For A Secure Future. The resource person Ms. Arthi Krishnan, Chief Research Analyst, Business Line, spoke about the Do's and Don'ts of the Stock Market. Dr. S-Karthikeyan of Coimbatore Capital had a live demonstration of Stock Trading. This program was very well attended.





## Chairperson's Message



Dear Friends,

I am privileged to pen my first address as the chairperson of FLO North East, the first of its kind in this region.

Since the launch of our Chapter on 14th September 2007, we have undertaken workshops, talks and seminars on personal efficiency, relationship management, reiki, effective marketing strategy by eminent speakers from all walks of life.

In the coming months, we intend to take up workshops, on health fitness and nutrition for women of all age groups and on Mutual Funds to enable women to invest preciously. We are also undertaking an EDP program for young women entrepreneurs in collaboration with NSIC. On a macro level, FLO North East is exploring the opportunities to adopt a village and work for the upliftment and empowerment of women of that region.

For exploring the handloom sector we want to take up a project where my colleague Ms. Anjana Somani (one of the past National Presidents of FLO and chairperson of Craft Council of India), who has a huge esthetic and technical sense of fabrics and weaves, will be giving her support and know-how.

FLO North East is still very young, supple and growth-driven. We would endeavour to enhance the escalation of women's growth in both the agrarian and suburban sector. We strive to pursue various business opportunities for women in the field of craftsmanship by bridging technology with art.

I would like to limit my address by Scott Kennel Worth "He that climbs a ladder must begin at the first step."

With Best Wishes,

LALITA JAIN



## COMMITTEE MEMBERS

### NORTHEAST CHAPTER

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|                       |                  |
|-----------------------|------------------|
| Ms. Lalita Jain       | Chairperson      |
| Ms. Jahnabi Phookan   | Vice Chairperson |
| Ms. Saroj Khemka      | Treasurer        |
| Ms. Rita Chhawchharia | Secretary        |

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## Launch of FLO North East Chapter

### Pre - Launch Orientation Program



### Launch Program



FLO North East Chapter started with aplomb on 14 September 2007 in Guwahati, the gateway to India's North-East. One of Assam's most articulate and savvy ministers, Mr. Pradyut Bordoloi did the honours of opening our Chapter in the presence of eminent guests from corporate, business, NGOs and entrepreneurial circles.

Lalita Jain, Chairperson, Jahnabi Phookan, Vice Chairperson, Nilakshi Borah, Secretary and Saroj Khemka, Treasurer, were formally inducted into the new Chapter's Executive Board by Hon'ble Minister of Industry, Government of Assam, Mr. Bordoloi.

He pledged support to the new Chapter. Mr. Atanu Sen, General Manager, SBI, welcomed and assured FLO of all support by SBI branding and cooperating on women empowerment schemes.

The institutional heads of NEDFI (North East Development Finance Ltd.), FINER (Federation of Industries of North-East India), IIE (Indian Institute of Entrepreneurship) and RGVN (Rastriya Gramin Vikas Nidhi) attended the event.

Ms. Anjana Somany, past National President FLO, spoke of FLO's commitment to working with the women weavers in Assam. National President Kiran Gera summed up the creed of FLO as the power to empower, and a slideshow presentation took the audience through the various facets of FLO network.





### Fortune Summit New Delhi

It was a Red Letter Day for us. Chairperson Lalita Jain and Vice Chairperson Jahnabi Phookan met one of the “50 most powerful women in the world”, Ms. Ann Moore, Chairperson and CEO of Time, Inc., at the Open Forum Meet hosted by FLO in New Delhi. Starting from the traditional welcome for Ms. Moore and her select team to the interactive discussions with FLO Chapter members across India, it was an eye-opener for them about Indian women.



### Women Empowerment

Ms. Sweta Choudhury, Counselling Psychologist, on her EDP Program. Her Discussion on Women Empowerment was widely appreciated by all the enterprising young ladies.



### Visit to Rashtrapati Bhawan

Next day, the FLO Chairpersons accompanied the National Executive Board to the Rashtrapati Bhavan. Vice Chairperson Jahnabi Phookan was invited to join select international delegates attending the Fortune Global Forum at The Imperial Hotel. This interactive session had on its panel Ms. Pattie Sellers, Editor of Fortune magazine, as moderator talking to an eminent panel including FLO President Kiran Gera, FLO Governing Body Member Alka Tyagi, Narcotics Division, Suchitra Ella of Biotech, Sangita Singh of Wipro, and Chitra Ramkrishna of National Stock Exchange.



## Self Motivation



Swami Nityananda of Chinmaya Mission conducted a talk for FLO members and their guests on self-motivation and single-minded focus in life. As women constantly trying to multi-task, Swamiji's words were certainly food for thought.

## Pride of FLO North East

As a woman entrepreneur and FLO Vice Chairperson Jahnabi Phookan was selected by NSIC (National Small Industries Corporation) to visit Canada on a business delegation. This was a high powered delegation, led by Secretary, Ministry of Small Scale Industries and Commissioner NSIC. The 11-member delegation was hosted by the Indian Consulates at both Toronto and Vancouver. Over a hectic six-day stay, the delegation had the opportunity of interacting with both the government and business worlds of Canada in several one-to-one meetings.



The Vice Chairperson Jahnabi Phookan reported that FLO was well publicized. NSIC Commissioner has extended his support to FLO and welcomes all FLO members into its fold as women entrepreneurs.

To take it a step further, FLO North East invited NSIC's regional manager in Guwahati to talk about its latest Business Incubator Model being set up here so that aspiring women entrepreneurs can learn about the opportunities open to them.

## To Egypt and Israel



This month Vice Chairperson Jahnabi Phookan was invited to join the business delegation of Indian Institute of Entrepreneurship to Egypt and Israel. This was a 14-member delegation with power-packed meetings in these two very different countries yet within the same geopolitical region.

The Indian Ambassadors to Israel and to Egypt were both apprised of FLO and its activities by the Vice Chairperson.



### How to Relieve Your Stress and Tension A Workshop by Reiki Grand Master

On March 18 2008, FLO North East organised a workshop on Reiki, which was very well received by members and guests alike. Mr. Amit Aggarwal, Reiki Grand Master and Counselor spoke about the benefits of Reiki in order to get relief from stress and tension in our day to day lives.



### Taking up the Weavers' Cause



To carry forward the FLO commitment to the weavers' cause, spearheaded by past President Ms. Anjana Somany, we called upon our Deputy Commissioner of Kamrup District, Mr. R. C. Jain, to help us identify which cluster of weavers to work with.

A well-known textile designer of Kolkata, Mr. Bappaditya was invited by Ms. Somany on 17th and 18th November, 2007. Bappaditya was shown around Sualkuchi (famous silk village of Assam) as well as Mirza (near Guwahati). Weaving is a cottage industry in Assam and as Bapuji had remarked "Assamese women

weave dreams in their looms". Interestingly, weaving in the North-east is predominantly done by women only. Bappaditya was impressed by their highly-evolved designs and that rural & urban Assamese women alike to wear their cotton and silk mekhela chaddars, instead of synthetics. Modalities are being worked on, on how best to create a new market for these products with new design inputs.

Meanwhile members contributed for fireworks and we were happy to see their wide smiles at the girl child shelter run by Father Lukose and Sishu Kalyan Sadan on Diwali day. It certainly made our day too!

### Spreading Cheer on a Festive Day



FLO North East celebrated Diwali by distributing sweets among the underprivileged children.



## Gr8 FLO Women Achievers Award

For the first time, FLO North East Chapter could nominate for the FLO Women Achievers Awards. We were thrilled when Ms. Patricia Mukhim was selected from our nominations to win the Award for Journalism.

On 26 March 2008, the FLO Women Achievers Awards Night was conducted with great fanfare and met with resounding success. Vice Chairperson Jahnabi Phookan was in Mumbai to attend this Awards ceremony. Ms. Mukhim was very touched that the rest of India had finally acknowledged the North East. FLO North East believes that it will be able to play a stellar role to promote various aspects of the North-east region and its women in the days to come



## Rural Agenda

The committee members called upon Mr. Amiya Kr Sarma, Head of RGVN, to discuss the shaping of our rural agenda. Along with Mr. Sharma and his team member Ms. Anita Dutta, we visited a small village near IIT Guwahati to explore ways and means to "adopt" this village along with RGVN.

In our urban agenda, we held a workshop 'Bread winner or Bread maker, realize your potential' by a counselling psychologist of Ganga Ram Hospital, New Delhi. This was well attended and well received as each participant felt the positive vibes.

## Effective Marketing Strategy



The year-end for our Chapter culminated with a Hans Seidel Workshop on Effective Marketing Strategy held in Guwahati. This met with great response from the public and the turnout was 47 participants for this workshop. Speaker Sumeet Mitra impressed and FLO has been asked to conduct more such workshops of this high standard by some of the corporates in this region.



### Chairperson's Message



Dear Friends,

A person cannot cling to anything unless she believes in it; belief always precedes action, therefore a person's deeds and life are the fruits of her belief.

Our belief at FLO is to promote entrepreneurship and professional excellence in women and our endeavours led to an action-packed year. All this was possible because of a dynamic team at the helm of affairs.

A special thanks must be given to Sucheta Shah, our treasurer. She has put in an efficient system, regularized and streamlined our accounts. I would also like to thank Jaimala Singh who was responsible for FLO having a large presence in the Bombay Standard Chartered Marathon. She also with her workshops reached several thousand police personnel on various issues ranging from health and nutrition to effective utilization of one's energies.

Mahalakshmi D.M. did the same with workshops on Management Techniques for the Worli Police. I must thank Bela Rajan not only for her support but in providing FLO high visibility this year. Ujjwala Singhania was responsible for FLO conducting various eye camps for the Police and Health Camps for women in Arthur Road Jail. She also hosted a fabulous dinner for our out of state FLO members on a dhow. Our Phir Wahi Sham program was a success thanks to the selfless work of Anuradha Pittie who coordinated several celebrities, stage set-up, musicians and comperes! Paula Gupta, Renu Kathuria, Dipali Goenka, Jyoti Karmakar and Piali Syam have also all given their valuable time and support.

FLO has been silently surging ahead under the very capable aegis of several women. What remains unchanged is our unwavering determination towards empowering women. Being the Bombay Chapter, we focused towards the "Mumbai Woman" and the year 2007-2008 saw not only talks, seminars, and panel discussions related to common issues but we also looked after the 'health' of the Police women who are an integral and vital part of our society and who may not be aware or able to have these comprehensive health checks.

Last and certainly not the least, I must thank Kiran Gera for her guidance and encouragement in making the Bombay Chapter an entity that one is proud to be associated with.

With Best Wishes,

VINITA BIMBHET



## COMMITTEE MEMBERS BOMBAY CHAPTER

Ms. Vinita Bimbhet

Chairperson

Ms. Piali Siam

Vice Chairperson

~~Ms. Bela Rajan~~

Executive Secretary

Ms. Sucheta Shah

Treasurer



### Early Detection Camp, Naigaon Police Station



As part of our cancer prevention program, and keeping in mind that Women's Day was round the corner, we conducted the first of our Early Detection Cancer Camps. It was held on the 6th of March and was specifically for police women and the wives and female family members of Policemen at Naigaon. Over 200 women were screened.

Along with promoting the concept of periodic screening which means early detection and therefore cure, these camps shall be successful in creating awareness about the disease and its causative factors. Our emphasis is on Oral Cancers, Cancer of the Uterine Cervix and Breast Cancer, these being the most common cancers in our country and luckily, cancer that can be detected early enough to affect improved cure rates.

Early detection is the only cure in cancer and FLO Bombay is committed to spread this message of awareness and try and remove the stigma of the 'C' word.

### "What Can I Do For You?"

#### A FLO Initiative for Mumbai Police

"What can I do for you?" Now this will probably be a phrase you hear when you enter a Police Station. Do not be surprised. In yet another effort to upscale their communication skills Mumbai Police in alliance with FLO and Proffesionele Consulting, headed by Mahalakshmi D.M., organised seminars that introduced management skills into their workspace.





## “Our Medicine Should Be Our Food” A FLO Initiative for Mumbai Police

Everyone has a doctor in him or her; we just have to help it in his/her work. The natural healing force within each one of us is the greatest force in getting well. Our food should be our medicine. Our medicine should be our food. Famous words of Hippocrates, the Greek physician.

More true today than in 460 BC. Most true in highly-stressed jobs like those of the Mumbai Police.

FLO, The Women Wing of FICCI, in association with The Health Awareness Centre, presented a series of lectures conducted by Ms. Jaimala Singh for the Police force of Mumbai on what to eat to maximize efficiency and minimize stress.



## A Special Session with Norwegian Women Entrepreneurs' Delegation to India in Cooperation with Royal Norwegian Embassy



FLO hosted the Norway Women Entrepreneurs' Delegation to India from April 30 to May 3, 2007. The delegation constituted of 10 women entrepreneurs from various fields which included film & TV production, hydropower, glass manufacturing, software, seafood, manufacture of baby products, media and broadcasting, media philanthropy, finance & investment and cotton & silk yarn, etc.

This was a unique opportunity to meet many different kinds of entrepreneurs from a country that is so different from ours. The deliberations were interesting and provided

special learning and business opportunities. The Norwegian Consul-General, Mr. George Mathew, was the Guest of Honour and was welcomed by Vice Chairperson Ms. Piali Syam.



### Gamdevi Police Station, 15th June 2007



After organizing an eye camp at Byculla Jail, Ujjwala Singhania organised an eye camp at Gamdevi Police Station. Over 150 Police personnel were examined and over a 100 pairs of spectacles were dispensed. Policemen from not only Gamdevi but also Malabar Hill and GPO also came.

We also must thank Mr. Ramprasad Ruia without whom this would not have been possible.

### FLO and The Indian Institute of Jewellery

IJJ offers an innovative way of empowering the Indian woman by educating her on "How to Buy a Diamond Correctly".

You need not be a jeweller or have a degree in gemology prior to knowing how to buy your diamond. Any person can master the art of selecting the finest diamond piece.

Indian Institute of Jewellery (IJJ) hosted a four-hour workshop on "How to buy a Diamond Correctly" for the members of the FICCI - FLO on July 21st, 2007, between 10:00 am and 2:00 pm.

This workshop answered all our queries for selecting the right diamond, its colour, cut, clarity and carat.

So that the next time you go to buy a diamond, you will know what to look out for... So, happy diamond shopping!





## Cancer and Osteoporosis – Health Perspectives

### A joint venture between FLO and The Health Awareness Center

Statistics show that the average person shuns mentioning the "C" word let alone having the basic cancer testing. What happens then to him/her if they do get cancer?

Apart from the obvious medical treatment what other help is out there for a cancer patient?

Is there counselling available? Is there any help available with the cost? Is cancer reversal possible? Does food and nutrition reverse cancer or even help in any way?

Shubha Maudgal of CPAA, and past Chairperson of FLO, Jeroo Mulla, Devika Bhojwani and Anju Venkat discussed these issues and answered questions put to them by a very interested audience. Dr. Vijaya Venkat shall also discuss the 10 principles of life.



## Phir Wahi Sham - Hamari Betiyon ke Naam



The child sex ratio is a powerful indicator of social health of any society. The sex ratio at birth is slightly favourable to boys. This means that more boys are born as compared to girls. This is a natural phenomenon. The sex ratio at birth is usually between 940-950 girls per 1000 boys. Over the years, this ratio has fallen from 976 in 1961, to 964 in 1971 and 962 in 1981.

Based on the final results of Census 2001, in states such as Haryana, Punjab, Himachal Pradesh, Delhi, Gujarat and Chandigarh this ratio has declined to less than 900 girls per 1000 boys. The ratio stands at a mere 771 in Kurukshetra district of Haryana,





836 in Ahmedabad, and 846 in the south-west district of Delhi – even though these regions are amongst the most prosperous in the country.

A stage will soon come when it would be extremely difficult, if not impossible, to make up for the missing girls. Society needs to recognize this discrimination: girls have a right to live just as boys do. Moreover, missing numbers of both sex, and the resulting imbalance, can destroy the social and human fabric as we know it. Contrary to what many people believe, lesser number of girls in society will not enhance their status. Instead, it could lead to increased violence against women, rape, abduction, trafficking and the onset of such practices such as polyandry. In certain parts of the country, women are being bought as brides too.

We at FLO Bombay have dedicated this year to the girl child. We passionately believe that in empowering the woman lies the power to shift the balance towards wanting a girl child as much as a boy child. It has been argued that there is no better route for this than the field of arts, be it music or film.

Our annual function Phir Wahi Sham this year was Hamari Betiyon Ke Naam. A unique musical evening that was held on the 19th of January, 2008, at the Jamshedji Bhabha Theatre, NCPA, Nariman Point, Mumbai. The auditorium was packed to the hilt, the program got delayed thanks to the stars and celebrities being deluged by media, press, radio and television.

It was rare opportunity for all of us to meet some of the biggest stars and their daughters, walk down memory lane and share their personal memories of those times. Through the presentation of songs/interview/audio presentations we felicitated the stars on their innumerable achievements as an actress, a wife and most importantly as the mother of a girl child.





## Standard Chartered Marathon



The SCB Marathon has for 5 years kept the Bombay spirit alive. It combines a test of the runner's endurance and his willingness to give back to the community. This year, a large contingent from not only FLO Bombay but all its other Chapters ran the Dream Run. Visible clearly in their yellow T/shirts with 'Save the Girl Child' emblazoned on the front they joined the throngs of fit bodies hosting fitter minds.

## aFLOat aboard the good times!

A sumptuous dinner on the dhow hosted by FLO Bombay Chapter for its out-of-station members on 20th Jan, 2008.

We were whisked from the Gateway of India, Apollo Bunder in white speedboats to a waiting dhow. Once all the invitees had collected the dhow began its journey of the Indian Seas!!

Scrumptious starters with champagne followed by a delicious dinner was enjoyed by one and all.

All this to the foot tapping rhythms of a DJ who kept all of us on our toes all night!!

For many this was their first foray into the ocean and a unique experience.





### FLO and Forshe Launch an Exclusive Service



As you know, that FLO's primary objective is to promote entrepreneurship and professional excellence in women.

Forshe is an exclusive ladies taxi service where each taxi is driven by a fully-trained and extremely capable woman.

Forshe launched their first ever training academy for women taxi drivers and women security guards on 18th February 2008. This was an endeavour wholeheartedly supported by FLO.

The event was extremely well attended by all corporates, journalists and media. Seven new Taxis were flagged off with very well-dressed and capable women drivers. All the new vehicles were provided by Maruti Suzuki and were equipped with everything one could require on a journey including magazines and newspapers.



The event also saw live paintings done by young artists. FLO was very well represented with all its standees and banners.

### FLO Program for Growth and Entrepreneurship, Hyderabad



FLO Hyderabad organised a workshop for FLO members at the prestigious Indian School of Business. It was an ISB designed program customized for FLO members, on 'Growth & Entrepreneurship for FLO Leaders'.

Thirty FLO members pan India attended this program. FLO Bombay members also attended and thoroughly enjoyed this opportunity for executive education.



### **A L O N G   S T A N D I N G P A R T N E R S H I P**

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The Hanns-Seidel-Foundation, a German organization joined hands with FLO for their operations in India in 1996. Founded in 1968, HSF extends its cooperation in 30-35 training programs every year, organized by FLO for members, non-members, men and women, all across India. As a result, the faculty in these programs includes the best minds both from India and Germany. It also supports Business Consultancy Cells in Chennai, Delhi, Hyderabad and Kolkata. The success of this collaboration is a testimony to the spirit of endeavour that binds like-minded people all across the world.

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# The Hanns Seidel Foundation

The HANNS SEIDEL FOUNDATION (HSF) is named after the late Dr. Hanns Seidel (1901–1961). He was the Chief Minister of Bavaria (1957–1960) and Party Chairman (1955–1961) of the Christian Social Union (CSU).

The HSF was founded in 1966 in Munich and has the legal form of a registered society. It is one of the youngest amongst the five German Foundations in India.

The foundation has Liaison Offices in 54 countries and single Project officers in about 8 centres worldwide.

For activities abroad, the HSF receives grants from the Federal Republic of Germany. These activities are non-commercial, non-profit-making and are subject to constant monitoring by the Federal Audit Office.

The Foundation has five wings:

- 1) The Academy for Political Science and Contemporary History
- 2) The Institute for Adult Civic Education
- 3) The Institute for Foreign Relations
- 4) The Scholarship Organization
- 5) The Institute for International Contact and Co-operation, which is represented in India through its Liaison Office in New Delhi.

The “Institute for International Contact and Co-operation” functions abroad; we are in India since 1996 and presently cooperating with the FICCI Ladies Organization and with four other Indian Non-Government Organizations. Our endeavour is to promote the principles of social and political dialogue and “self help”. The partner organizations have not only to be on the receiving end, but contributing as well. Through this kind of joint effort, we feel dialogue between India and Germany can become more and more purposeful.

**Objectives:** With a view to promoting knowledge and awareness, the HSF supports projects in the areas of international political dialogue, community development, education, health and environmental awareness, management training and Institution building. The HSF also provides support for seminars, symposia and workshops in order to help people update their qualifications, skills and capabilities. The Foundation’s educational programs are intended to: (1) invoke thought process and provide motivation and awareness for responsible independent action; and (2) to train the participants to enhance their level of competence, so that they become self-reliant, responsible and capable of handling their professional problems with confidence.

For the smooth conduct of the programs, suitable and qualified faculty is drafted from India and Germany faculty, which has didactic experience and those who are recognized experts in their respective fields.

Since 1996 the Foundation has been extending support annually for about 35–40 activities proposed by FLO. These educational workshops and training programs are mainly for women, and are spread all over India; the three broad categories receiving our assistance are: (1) Grass root level or income generation projects for the unemployed and for the artisans and craftspersons; (2) Middle level or skill development workshops for the educated youth and (3) Senior level or skill enhancement programs for the managerial groups.

From 1996 up to the end of 2007, nearly 15,000 participants from all over India have taken advantage of some 265 training programs/workshops/seminars and symposia, organized by FLO and supported by HSF.





In the service of democracy,  
peace and development.

Chairman's office

## Message

Hanns Seidel Foundation (HSF) is pleased to extend its greetings and good wishes to the President and Governing Body Members of the FICCI Ladies Organization (FLO) on the occasion of their 25<sup>th</sup> Annual Session.

FLO has been carrying out commendable work in promoting knowledge and awareness, particularly among women, through their training programs, seminars, symposia, workshops and business advisory services. These activities, which are spread all over India, motivate the participants to go ahead in their chosen occupations with courage and confidence.

For the past twelve years, HSF has been the partner organization with FLO. HSF extends its full support for their vocational and educational activities. These activities not only train and motivate the participants to enhance their skills but also make them capable to tackle their professional lives more efficiently.

Once again on this occasion of its "Silver Jubilee" Annual Session, Hanns Seidel Foundation wishes FICCI Ladies Organisation all the success. It encourages FLO to carry forward the excellent work & pledges all effective support for its future endeavors.

A handwritten signature in black ink, appearing to read "Hans Zehetmair".

Dr. h.c. mult. Hans Zehetmair  
Chairman  
Hanns Seidel Foundation  
Munich / Germany



## FLO/HSF Workshops Held in India April 2007-March 2008

| DATE        | WORKSHOP                                                                           | PLACE      |
|-------------|------------------------------------------------------------------------------------|------------|
| <b>2007</b> |                                                                                    |            |
| May 8-9     | Commonwealth Games 2010: Business Opportunities                                    | New Delhi  |
| June 7-17   | Tailoring                                                                          | Chennai    |
| June 12 -13 | Personality Development and Communication Skills                                   | Shimla     |
| June 18-19  | Techniques of Candle-making                                                        | New Delhi  |
| June 22-23  | Sales and Marketing Strategies of the Millenium                                    | Agra       |
| July 3-4    | How to Start an Export Business                                                    | New Delhi  |
| Aug 3-4     | Workshop on Candle-making                                                          | Aligarh    |
| Aug 13-14   | Personality Development & Communication Skills                                     | Lucknow    |
| Aug 17-18   | Developing Global Class Leadership                                                 | Bangalore  |
| Aug 24-25   | How to Start an Export Business                                                    | Jaipur     |
| Aug 30-31   | Retail Management                                                                  | New Delhi  |
| Sep 14-15   | Enhancing Personal Effectiveness                                                   | Guwahati   |
| Oct 25-26   | The Business of Fashion in India                                                   | New Delhi  |
| Nov 1-2     | Emotional Intelligence for Business Excellence                                     | Hyderabad  |
| Nov 2-3     | Effective Marketing Strategy                                                       | Cochin     |
| Nov 15-16   | International Women's Dialogue & Conference - CWEC                                 | Taiwan     |
| Nov 19-20   | Techniques of TV Film Production                                                   | New Delhi  |
| Nov 23-24   | Effective Marketing Strategy                                                       | Kolkata    |
| Dec 3       | Time Management                                                                    | Vizag      |
| Dec 5-6     | Opportunities and Trends in Indian Culinary Industry                               | New Delhi  |
| Dec 12-13   | Challenges of Marketing in International Business - SCWEC                          | Maldives   |
| Dec 18-19   | Enhancing Personality and Global Class Leadership                                  | New Delhi  |
| <b>2008</b> |                                                                                    |            |
| Jan 11-12   | Developing Leadership Skill for Professional and Personal Effectiveness            | Jaipur     |
| Jan 22      | Effective Communication and Self Awareness                                         | Madurai    |
| Jan 24      | Effective Marketing Strategy                                                       | Trivandrum |
| Feb 5/6     | Photography - Digital Magic in Career & Hobby                                      | New Delhi  |
| Mar 3-4     | Commonwealth Games 2010: Business Opportunities in Travel and Hospitality Industry | New Delhi  |
| Mar 18-19   | How to Start an Export Business                                                    | Jodhpur    |
| Mar 27-28   | Opportunity in Media: "Print & Electronic"                                         | New Delhi  |
| April 5     | Effective Marketing Strategy                                                       | Guwahati   |



## Commonwealth Games 2010: Business Opportunities

In the past, New Delhi has proudly experienced playing host to the Asian Games "ASIAD" in 1951 and 1982. Now, the Commonwealth Games: 2010 to be hosted by the national capital will be the biggest multi-sport event ever organized in India.

With more than ten million foreign visitors coming to India to watch the event, it would not only generate business opportunities but also additional job opportunities in sectors such as hotels, airlines, airports, tour operators, besides eco tourism, crafts and culture.

Since this is one of the most current and sought after subject, FLO and Hanns Seidel Foundation organised a workshop on "Commonwealth Games 2010: Business Opportunities". A similar workshop with special highlight on Travel and Hospitality was organised in collaboration with Air Hostess Academy was held this year too.



## Workshop on Tailoring

The first FLO Chennai/HSF Workshop was started on 7th June 2007. It was a ten days tailoring workshop, which concluded on the 17th June 2007 with a valedictory function. The workshop took place in R.C. School, Elapakkam village, which is about 100 km from Chennai. This village being in the interior and with not many opportunities of work close by, other than agriculture that is their main source of livelihood, was the reason we chose it. Through Shivasakthi Trust - a charitable organisation, we were able to recruit forty women for the workshop.

Mr. Ashok Kumar, the master tailor, who runs his tailoring shop in Chennai—Charms School of Design and Tailoring, agreed to conduct the workshop.

Three helper tailors from Embroidery for Life, Chennai - were also recruited and they spent the ten days at the village teaching the women.





## Personality Development and Communication Skills

What is personality after all? The outcome of ideas, beliefs and sentiments. Your character is formation of whatever opinion you have about yourself. It is possible that nature has not bestowed you with an impressive personality, but there is no doubt that you can make your personality great by acquiring certain skills.



The art of communication is very important in order to build up a magnetic personality. In order to provide some basic guidelines of Personality Development and Communication Skills, the Workshop was conducted by FLO with the support of HSF, for the first

time at Shimla. A workshop on the same topic was also held in Lucknow on August 13-14, 2007. A workshop on Enhancing Personality with special reference to Global Class Leadership was also held in New Delhi on December 18-19, 2007.



## Techniques of Candle Making

Candle is one form of light, which shall continue to illuminate the environment beautifully without fail. It has undergone many transformations over the years, the warmth and the glow of a candle relax and comforts the mind and its beauty also helps appease the ambiance. With the passage of time this art has entered the commercial market and therefore has become a source of earning.

In order to provide a platform where interested participants and potentials entrepreneurs can learn more about the techniques of candle making and also showcase their talent practically, FLO in collaboration with HSF organize two workshops on the same topic at New Delhi on June 18-19, 2007 and at Aligarh on August 3-4, 2007.





## How to Start an Export Business

With the process of globalisation gaining pace in India since the 1990s, Indian economy is on an emerging trend and an export is considered as the key element of growth. India already has a strong base in traditional exports such as textiles, handicrafts, gems and jewellery and the global demand in these sectors is significant. Many potential entrepreneurs are already propelled to enter this arena and go global. Even the B-schools have started specialized courses in this field. But, the right kind of knowledge and guidance forms the basis of every business.

In this background, FLO in collaboration with Hanns Seidel Foundation based in Munich, Germany organised 3 workshops on How to Start an Export Business at Delhi on July 3-4, 2007, at Jaipur on August 24-25, 2007 and at Jodhpur on March 18-19, 2008. This was one of the widely appreciated topics among the participants.



## Effective Marketing Strategy

Effective Marketing Strategies is one of the greatest investments that one can make in an enterprise. Success of Effective Marketing Strategy is not driven by what one spend on selling but by how well it is integrated into the very fabric of business offerings.

With the view of the globalised marketing strategy, FLO supported by HSF and in collaboration with NCCI organized a Workshop in Agra. This programme helped participants to build the framework of a complete marketing program that is practical and ready to implement and augment the marketing role within the company and ability to plan and implement practical marketing initiatives to grow business. Similar workshops were also held at Cochin on November 1-2, 2007, at Kolkata on November 23-24, 2007, at Trivandrum on January 24, 2008 and on April 5, 2008.





### Developing Global Class Leadership

Business leaders in today's borderless global marketplace face unprecedented challenges. A successful business leader has to be a successful global leader and successful global leaders are those with strategies for guiding and empowering a diversified workforce operating in different countries, cultures, and time zones. And thus, developing effective leadership skill is one of the key elements of a successful personal and professional life.

In order to understand some basic rules to facilitate essential leadership skills, a workshop on Developing Global Class Leadership at Bangalore on August 17-18, 2007 was organised. Another workshop on similar lines specifically focusing on Developing Leadership Skill for Professional and Personal Effectiveness was held at Jaipur on January 11-12, 2008



### Retail Management

A new subject "Retail Management" was chosen as retail is now an upcoming business worldwide, since the globalization introduced many companies at both National and International level. Retail is about much more than just store management.

In order to provide a learning ground for potential entrepreneurs, a workshop on Retail management was organised by FLO in association with HSF on August 30-31 at New Delhi. It helped to create job opportunity for many such as store manager, buyers, merchandisers, marketing experts, human resources staff, and management coaches among others. It also helped the participants to learn about the varied scopes in the retail business in a short span of time.





## Enhancing Personal Effectiveness

It is now conceived that effective interpersonal relations has become the core concern in today's context for the competitive advantage. In order to achieve this, enhancing personal effectiveness is the key element. Successful personal effectiveness relies upon self-esteem and self-management.

A workshop on Enhancing Personal Effectiveness was organised at Guwahati on September 14-15, 2007. This workshop was organized primarily for the benefit of local women and business oriented people. The participants appreciated the workshop and considered it to be very fruitful especially because the knowledge of human relations that they gathered during the workshop can be implemented in their everyday life and more importantly in their work place.



## The Business of Fashion in India

Fashion Design is now one of the booming sectors of India in the present times. The Fashion Sector has presently emerged as the most dynamic and fast paced industries of our times with several designers entering the market. India is considered a place for seeking potential original designers, the world now recognizes and the latest research has rated India as an attractive emerging Fashion market.

With an aim to educate and inform participants beyond the knowledge of cutting and design in the world of fashion and to help explore the opportunities available in the said field, FLO in collaboration with HSF and NIFT organised a workshop on The Business of Fashion in India on October 25-26, 2007 at New Delhi.





## Emotional Intelligence for Business Excellence

Emotional Intelligence is termed as EQ and in the recent time it is perceived that in a working or business environment EQ is as important as IQ. Old thoughts like keeping emotion out of business are no longer valid rather for the growth of the business and organization it works wonderfully if emotion of all personnel is managed well.

The topic of the workshop was new to the participants as the programme was held there for the first time. The participants found the workshop very fruitful as they are at the learning stage and can develop further their communication skill in a professional manner by cultivating emotional intelligence. This would not only help them in professional life but also to lead a better personal life.



## International Women's Dialogue and Conference-CWEC

The International Women's Dialogue & Conference at Taiwan was organized by FLO in collaboration with HSF and CWEC under the auspices of the Confederation of Asia Pacific Chambers of Commerce and Industry (CACCI) at Taiwan on November 16 - 16, 2007.

The dialogue and conference aimed to present new opportunities for interaction between women of different countries and hoped to develop business co-operation and partnership between and among business women of the region. All topics were well received and speakers made presentations and shared their views, based from their experiences, on the necessary skills and strategies to succeed in moving outside of their countries and compete in the international markets. This conference gave a detailed insight to the world of retail marketing and the participants were highly benefited by the interactive sessions.





## Techniques of TV Film Production

Television is one of the most powerful communications media in the world today. New channels are coming in, experimenting with every bait to hook viewers and thus the competition is intense and the scope is immense.

Experts in the industry imparted technical knowledge in the field and the participants were highly benefited especially by the practical part of the demonstrations. A career in TV film production is one of the most sought after avenues today and this workshop was the right place to gain knowledge about the TV industry.



## Time Management



In today's hectic world, a workshop on Time Management truly has a universal appeal. The workshop was organized at Visakhapatnam on December 3, 2007. Participants learned to get more done, in less time, with less stress, to have more time and balance for their personal and professional life.

## Opportunities and Trends in Indian Culinary Industry

FLO joined hands with HSF organized a workshop on Opportunities and Trends in Indian Culinary Industry at New Delhi on December 5-6, 2007. The main objective of the workshop was to provide essential technical inputs and information required by the potential entrepreneurs from food specialists, consultants, celebrity chefs and experts in the field.





## Challenges of Marketing in International Business- SCWEC

The concept of 'One World' is a reality, if not in the political sense, certainly in the area of economic and commercial interaction. Therefore the importance of international marketing cannot be underscored in these days of globalization.

A workshop on the Challenges of Marketing in International Business was organized by FLO in association with HSF and SCWEC. It helped the participants to build the framework of a complete marketing program that is practical and ready to implement and augment as one evolves within the company on a global perspective.



## Effective Communication and Self Awareness



Mastering effective communication will always prove to be a very rewarding skill for entrepreneurs, professionals and business students to reinforce communication capabilities while developing business relations, lifelong career and social skills. The workshop on Effective Communication and Self Awareness was organized at Madurai on January 22, 2008 and was very well attended by the local business community.

## Photography–digital Magic in Career and Hobby

Photography is a unique and creative medium of self-expression, an art form requiring aesthetic sense as well as technical expertise. With the explosion of the communication network, the growth of advertising and media and the fashion boom, and digital photography, it has now become a profession with great commercial value. So this is an area offering great scope for those who have an interest and attributes needed to be a professional.



## Opportunity in Print and Electronic Media



Journalist plays a major role in the development of nation. A career in journalism is a prestigious profession as well as a highly paid one. The opportunities for journalists are endless and at the same time the job has become more challenging, as the new world is proving the adage that "the keyboard (and the camera) is mightier than the sword. In this context, a workshop on Opportunity in Media: "Print & Media" was organized at New Delhi on March 27-28, 2008. A studio visit to IBN-7 was also organized to have a complete knowledge in television broadcast



## SAARC Chamber Women Entrepreneurs Council (SCWEC)

Mrs. V.L. Indira Dutt, former President FLO, took over as Chairperson of SCWEC from Bangladesh on 16th February, 2007. Under her leadership SCWEC is actively involved in implementing activity based programmes and has successfully conducted the programmes for the benefit of women entrepreneurs and women belonging to SAARC Countries.



### India

SCWEC participated in the two-day Second SAARC Chamber of Commerce and Industry (SCCI) and FICCI, which took place in Mumbai.

A seminar on International Business and Challenges was held at Chennai. This was the first time India was hosting a SCWEC seminar.

As part of the programmes for the empowerment of Women, a Seminar on "Globalisation – A Boon for Women's Integration" was organized at FICCI, New Delhi.



### Bangladesh

A training programme on Communication Skills for Women Entrepreneurs was organized in Dhaka, Bangladesh.

### Bhutan

A one-day workshop on Tourism and Sustainable Development was held at Paro, Bhutan. Mrs Dasho Dawa Dem, Hon'ble Secretary, National Women's Association of Bhutan was the Chief Guest.



### Maldives

A training programme on "Challenges of Marketing in International Business" was organized by FLO, SCWEC and HSF at Maldives.

## CACCI Women Entrepreneurs Council (CWEC)



CACCI Women Entrepreneurs' Council –CWEC was established in November 2006 in Taipei-Taiwan to help advance the interest and cause of Women Entrepreneurs within Asia and Western Pacific region and also promote co-mongst them.

Mrs. Mukta Nandini Jain, former president of FLO and also the present chairperson of CWEC chaired the breakout session of the CACCI Women Entrepreneurs Council (CWEC) on July 26, 2007.



## Note from a Woman Achiever



*"I am touched that you have focused on this forgotten frontier to recognise those of us who strive to give a new meaning to life beyond the headlines and in the periphery. Indeed we so often get blanked out that we tend to forget we are part of this great nation. I thank you and FLO for transcending the safe and the comfortable domain of the mainstream to include those who are not part of this mainstream media but who work with greater zeal as journalist-activists because that is what it takes to fight for equity and justice."*

Patricia Mary Mukhim

Winner of FLO Gr8 Women Achievers Award 2008

Excellence in the field of Journalism

Hailing from Northeast.



## FLO Annual Awards 2006-07

### Award for Outstanding Women Professional-Prof. (Ms.) Vijaya Khader

FLO award for outstanding Woman professional has been awarded to Prof. (Ms.) Vijaya Khader, Ph.D, Post Doctoral Fellow (CSIR), Hyderabad.

Prof. (Ms.) Vijaya Khader is a multifaceted and a renowned professional who is a researcher, writer, and academician in her own right. She has been actively engaged in nutrition research and teaching for over thirty three years besides avidly and evidently taking special care of women in rural areas i.e. Farm, Tribal, Fisher etc. which highlights her interest and concern to improve their living condition at the same time providing nutritional security, empowerment while engaging them in the economic activity to become entrepreneurs on their own.

Prof. has developed two equipments namely Low cost ice-cream freezer and Multi-Purpose fresh fish vending & display table, received patents and licensed the same for women entrepreneurs which is a significant contribution. Visited several countries and received invitation from Foreign Universities for Presentation and research collaboration, Presented papers on "Nutritional Status and Socio Economic Empowerment of Fisher Women in Coastal Areas.

### Award for Outstanding Institution for Women Welfare Shri Bhagini Mitra Mandal, Palitana, Gujarat

FLO award to Outstanding Institution for Women Welfare this year has been awarded to an NGO – Shri Bhagini Mitra Mandal, Palitana, Gujarat, a social organization actively working for the welfare of women. For more than 50 years, Founder President Late Smt. Lilaben Kapasi had appreciably contributed to a large extent to recognize, encourage and help the under-privileged women live life with dignity.

Smt. Kapasi had the honour to be felicitated with the National award and received appreciation from the State Government and many recognized bodies for her undaunted selfless effort for the upliftment and empowerment of women.

The objective of the organization is to provide protection to the socially discriminated and distressed women. i.e. social, family, financial, educational, and health "emotional and physical" and on several occasion they have fought legal battles to get justice on their behalf.



1983

## **Award for Outstanding Woman Entrepreneur**

Mrs Beena Jain, Production Organiser of the Jain Laboratory, Mathura, was given the award for her contributions in the field of export promotion.

## **Award for Outstanding Woman Social Worker**

This award was given to Mrs Arunaben Desai for her contributions to emancipation of women, rehabilitation of destitute and children, etc.

1984

## **Award for Outstanding Woman Professional**

Dr (Mrs) Rani Siromoney was given the award in recognition of her significant contribution in the field of Modern Mathematics.

## **Award for Outstanding Social Welfare Institution for Woman**

The Shradhanand Mahila Ashram, Bombay was given the award for the commendable services rendered by it to needy women and children for nearly six decades.

1985

## **Award for Outstanding Woman Entrepreneur**

Mrs Shahnaz Hussain, a pioneer in herbal beauty treatment was given the award in recognition of her outstanding initiative as a woman entrepreneur.

## **Award for Outstanding Woman Social Worker**

Mrs. V. Veerammal, a noted social worker, was given the award in recognition of her outstanding contribution in social work.

1986

## **Award for Outstanding Social Welfare Institution for Women**

Bal Rashmi Society which was created with the objective to serve the downtrodden and economically

backward classes, mainly Harijan children, received the Award.

## **Award for Outstanding Woman Entrepreneur/Professional**

The jury decided not to give the Award.

1987

## **Award for Outstanding Social Welfare Institution for Women**

Mrs. A.C. Krishna Rao, Madras, received the Award for outstanding social worker. Her nomination was sponsored by Addition and Company Limited, Madras.

## **Award for Outstanding Woman Entrepreneur/Professional**

The jury decided not to give the Award.

1988

## **Award for Outstanding Woman Professional**

Mrs Adit Syam of Kolkata received the Award in recognition of her significant contribution in the field of Public Relations, Education and Research.

## **Award for Outstanding Social Welfare Institution for Women**

Shramasahkar Mahila Sangha Ltd received the Award for the commendable services rendered by it to women who are mainly from the lower strata of society.

1989

## **Award for Outstanding Woman Entrepreneur**

Mrs. Rita Singh, Managing Director of MESCO group of industries Delhi received the Award in recognition of her outstanding contributions as a Woman Entrepreneur.

## **Award for Outstanding Woman Social Worker**

The cash Award was shared by Mrs Donna Fernandes, Counsellor and Ms Renana Jhabvala, Secretary, SEWA, Ahmedabad.

1990

## **Award for Outstanding Woman Professional**

The Award for Outstanding Woman Professional was shared by Mrs. D. Lakshmi, Bharat Electronics Limited, Bangalore and Dr. (Mrs.) Rugmini Sankaran, Director of the Defence Food Research Laboratory, Mysore.

## **Award for Outstanding Social Welfare Institution for Women**

The jury decided not to give the Award.

1991-92

## **Award for Outstanding Woman Professional**

The Awards in the field of Outstanding Women Professional have been given to Mrs. Lakshmi G Menon, B.Sc., DMIT Electronics and she has to her credit planning, installation, testing and maintenance of SPC computer controlled exchanges of VSML including telex, telegraph telephone Mrs. D S Baldawala who has achieved excellence in business career.

1992-93

## **Award for Outstanding Woman Social Worker**

The eminent jury has decided to present the Outstanding Woman Social Worker Award to Mrs Jayalakshmi, Secretary, Multi Purpose Industrial Cooperative Society Limited, Bangalore.

1993-94

## **Award for Outstanding Woman Entrepreneur**

Ms Jayashree Ashwinkumar, Managing Director of Shree Mahila Sewa Sahakari Bank, Ahmedabad received the Award for Women Entrepreneur for Integrated Social Security Scheme for women working in informal sector.



1994-95

## **Award for Outstanding Woman Social Worker**

The Outstanding Woman Social Worker Award was shared by Mrs Latha Pandey and Prof (Mrs) Shaila Dwarkadass Lohiya.

1995-96

## **Award for Outstanding Woman Entrepreneur**

Outstanding Woman Entrepreneur award was given to Mrs Rajeswary Ramakrishnan, Managing Director, Jeypore Sugar Company Limited, Madras, for successfully managing industries, with high degree of competence.

1996-97

## **Award for Outstanding Woman Professional**

The Award for Outstanding Woman Professional was given to Mrs Sangeeta Agarwal, Managing Director, Nakamichi Securities Ltd., Calcutta for establishing a stock broking company with a successful public issues.

1997-98

## **Award for Woman Entrepreneur**

The Award for Woman Entrepreneur was given to Mrs N Anitha U Kamath, Managing Partner, Sanoor Phova and Rice Mills, Sanoor, Karnataka.

1998-99

## **Award for Outstanding Social Welfare Institution for Women**

This Award was given to Kasturba Gandhi Kanya Gurukulam, Vedraniam for the upliftment of downtrodden women in the field of education and training in various crafts and industries.

## **Award to Outstanding Woman Professional**

The award was given to Mrs Padma Madhuranath, Scientist-F, National Aerospace Laboratories, Bangalore. She is the Group Leader of Flight

Simulation Group, Flight Mechanics and Controls Division.

1999-2000

## **Award for Outstanding Woman Entrepreneur**

The Award for Outstanding Woman Entrepreneur has been awarded to Ms Sushila Devi Tikmany, Calcutta. She started "PITAMBARI" as a small venture with the noble objective of helping refugee women from Bangladesh.

## **Award for Outstanding Woman Social Worker**

The Award Outstanding Woman Social Worker has been awarded to Ms Swaraj Lata Goel, Proprietor, Deep Gas Service, Mathura.

2000-2001

## **Award for Outstanding Woman Professional**

Ms Akhila Srinivasan, Managing Director of Shriram Investments Limited (SIL), Chennai. SIL is member of the Rs. 3,000 crores Shriram Group.

## **Award for Outstanding Institution Women Welfare**

This Award was given to 'Pratidhi' which is a collaborative society of Delhi Police and Association for Development a registered NGO of social work professionals, perhaps the first agency of its kind in the country.

2001-2002

## **Award for Outstanding Woman Entrepreneur**

The Award for Outstanding Woman Entrepreneur has been given to Ms Manju Jalota, Director of Alankrit, Lucknow, where in exclusive works are being done by about 1000 artisans in the areas of - Tailoring, Zardozi, Printing, and Dyeing.

## **Award for Outstanding Woman Social Worker**

The Award for Outstanding Woman Social Worker has been given to Mrs

Neeta Bahadur, Founder President of Drishti Samajik Sansthan, Lucknow, which is an NGO working for the welfare of all types of disabled person.

2002-2003

## **Award for Outstanding Woman Professional**

FLO award for Outstanding Woman Professional for the year 2002-03 has been awarded to Dr Seepana Padmaja Rao, Head, Seed Technology Division of Indian Grassland and Fodder Research Institute (IGFRI), Jhansi.

2003-04

## **Award for Outstanding Woman Social Worker - SEWA**

FLO award for Outstanding Woman Social Worker for the year 2003-2004 has been awarded to Ms. Runa Banerjee, General Secretary, Self Employed Women's Association (SEWA), Lucknow.

## **Award for Outstanding Women Entrepreneur - Ms Surender Kumar**

FLO award for Outstanding Woman Entrepreneur for the year 2003-2004 has been awarded to Ms. Surender Kumar, Managing Director, Travelmate India Pvt. Ltd., New Delhi.

2004-2005

## **Award for Outstanding Woman Professional**

Award for outstanding woman professional for the year 2004-05 has been awarded to Ms Ruzan Khambatta.

## **Award for Outstanding Institution for Women Welfare**

The award for outstanding Institution for Women Welfare has been awarded to Lupin Human Welfare & Research Foundation, (LHWRF) Bharatpur.



## GR8 FLO Women Achievers Awards 2008

FLO, the Women Wing of FICCI salutes the women achievers of our country in an imposing event every year. In the plethora of award ceremonies, this is a one of its kind event, because we cover 25 different categories and our awardees, are absolutely the top in their field and come from all parts of the country.

With the issue of female foeticide looming large in India , we realized that we need to promote the achievements of the women of this country in as significant way that we can. We need to give out a message to people of our country, that when women are empowered, they can achieve heights of excellence in many diverse fields, including those which are perceived to be male dominated. We need to send a signal to the "male – centric" populace of this country, that these are all daughters, who have become some of the highest achievers in our country. Hopefully, this subtle message will bring about a mind change and spell hope for the girl child in India , though I am aware that this issue is not as rampant in the northeast as in other parts of the country.



*Waheeda Rehman gets her Lifetime Achievement award from Kiran Gera, President FLO as Yash Chopra smiles indulgently at his beautiful heroine*





*Alka Yagnik regales the audience*



*Union Minister Sh Subarammi Reddy hands the Golden Laurel to Rani Vidya, who accepted on behalf of Rajmata Gayatri Devi of Jaipur*



*Preity Zinta, actor, IPL team owner and now activist. Our Winner for Excellence in the field of Cinema*



*Falguni Nayar, Kotak Bank winner of Award in Finance from Smita Thackeray*



*Ela Bhatt, SEWA, Magasasay Award Winner now accepts the FLO Award*



*Shobana Kamineni, Apollo Hospitals gets her Award for Healthcare from Bhappi Lahiri*



*Rajan Mittal of Airtel presenting the Award of Excellence in Science to Suman Sahai of Gene Campaign*





Neeta Ambani winner of Special Laural for CSR with Hritik Roshan



Anita Dongre,excellence in Fashion aptly gets her Award from Abu Jaani and Sandip Khosla



Mayor of Mumbai, Dr Shubha Raul receives the special Meow Radio award from artist Ajay De



Vinita Bimbhet welcomes Dr Indu Shahani, Sheriff of Mumbai



Anita Ratnam, winner for Excellence in Dance



Anju Dodiya gets her Award from Jugmohan Mundra



Swirling gracefully to salute Waheeda Rehman





*Sangita Singh, Wipro Technologies,  
winner of Award in IT from Shardul Shroff*



*Sangeeta Singh of Tata Tea, winner in  
Corporate Excellence category*



*Pallavi Shroff wins for Excellence in field of Law.  
Presented by Ness Wadia and Talat Aziz*



*Smita Thackarey welcomed by FLO members*



*Sheriff of Mumbai, awarded for Excellence  
in the field of Education by Ramesh Sippy*



*Rakhi Sawant  
mesmerises the audience*



*Anjali Chawla, Project Director, BPTP Winner of  
Young Entrepreneur Award*





*Nita Ambani welcomed by FLO President Kiran Gera*



*Winners all. Front row Anita Nair, Rani Vidya, Ela Bhatt, Patricia Mukhim. Behind, Shobana Kamineni, Anjali Chawla, Pallavi Shroff, Anju Dodia*



*The Entire FLO Team with some of the Winners*



*Ness Wadia, Preity Zinta with Subrami Reddy*



*Yash Chopra makes a point*



*Suchitra Ella, Bharat Biotech gets her Award for Woman Entrepreneur from Anil Srivatsa*



*Chitra Ramakrishna, President of NSE, winner of the award in Finance*



*The grand finale in hues of orange and pink*



## GR8 FLO Women Achievers Awards 2008

|                      |           |                      |                                       |
|----------------------|-----------|----------------------|---------------------------------------|
| Waheeda Rehman       | Bombay    | Lifetime Achievement | Actor, Businesswoman, Activist        |
| Anita Dongre         | Bombay    | Fashion Designer     | AND Fashion House, Clay Spark         |
| Shobana Kamineni     | Hyderabad | Healthcare           | Executive Director, Apollo Hospitals  |
| Nita Ambani          | Bombay    | CSR                  | Reliance Industries                   |
| Anju Dodiya          | Bombay    | Fine Art             |                                       |
| Anita Ratnam         | Chennai   | Dance                |                                       |
| Ela Bhatt            | Ahmedabad | Social Activism      | Founder, SEWA                         |
| Falguni Nayar        | Bombay    | Banking              | MD, Kotak Investment Bank             |
| Suchitra Ella        | Hyderabad | Entrepreneur         | Bharat Biotech                        |
| Meera Patwardhan     | Bombay    | Advertising          | Leap Frog Consulting                  |
| Sangita Talwar       | Kolkata   | Corporate Excellence | Executive Director, Tata Tea          |
| Aroona Irani         | Bombay    | Television           | Chairperson, Aroona Irani Productions |
| Anjali Chawla        | Delhi     | Young Entrepreneur   | Project Director, BPTP                |
| Sangita Singh        | Bangalore | IT                   | Senior VP, WIPRO Technologies         |
| Dr Indu Shahani      | Bombay    | Education            | Sheriff of Bombay                     |
| Pallavi Shroff       | Delhi     | Law                  | Senior Partner, Amarchand Mangaldas   |
| Preity Zinta         | Bombay    | Cinema               |                                       |
| Anita Nair           | Bangalore | Author               |                                       |
| Dr Shubha Raul       | Bombay    | Meow Award           | Mayor of Bombay                       |
| Patricia Mary Mukhim | Shillong  | Journalism           | Editor, Shillong Times                |
| Chitra Ramakrishna   | Bombay    | Finance              | President National Stock Exchange     |
| Dr Suman Sahai       | Delhi     | Science              | Chairperson Gene Campaign             |
| HE Gayatri Devi      | Jaipur    | Golden Laurel        | Educationist                          |



## FLO CHAPTER CHAIRPERSON is one of the Most Powerful Women in Indian Business



Akhila Srinivasan had completed her post graduation and her M Phil in Economics, when her son was born and she became a stay-home mother for two and a half years. It was at that time that she happened to see a newspaper advertisement by the Shriram Group calling for Executive trainees. She joined this Group in 1986 and then, there was no looking back. Today, Akhila is the Managing Director of Shriram Life Insurance Company Ltd.

She is the recipient of several awards including the Business World-Compaq Social Responsiveness Award, FICCI's Outstanding Woman Professional Award and Mother Teresa Award for Corporate Citizenship.

This year, Akhila Srinivasan, the Chairperson of FLO Chennai, was felicitated as one of the twenty-five Most Powerful Women in India by Business Today.











### ARC women entrepreneurs brainstorm ways to optimise potential

Barnala urges them to work together to improve quality of their products

**Staff Report**

NEW DELHI: The women of the All India Rural Credit and Marketing Federation (ARC) are brainstorming ways to improve the quality of their products and services. The women entrepreneurs, who are members of the ARC, are working together to improve the quality of their products and services. They are also working to improve the quality of their services. The women are also working to improve the quality of their services. The women are also working to improve the quality of their services.

**WOMEN POWER:** The women of the ARC are brainstorming ways to improve the quality of their products and services. They are also working to improve the quality of their services. The women are also working to improve the quality of their services. The women are also working to improve the quality of their services.

### This one's for the ladies!

FOR OLD TIMES' SAKE: Babbar, Manish and Vani Chopra

**Staff Report**

MUMBAI: A group of old friends and colleagues of the late actor Babbar Azmi gathered for a special evening at the Regency Hotel in Mumbai. The evening was a tribute to Babbar's life and work. The women of the ARC were also present at the event. The women of the ARC were also present at the event. The women of the ARC were also present at the event.

### Women's day out

Women entrepreneurs brainstorm ways to optimise potential

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**Sushil Ansal**  
Chairman, Ansal API

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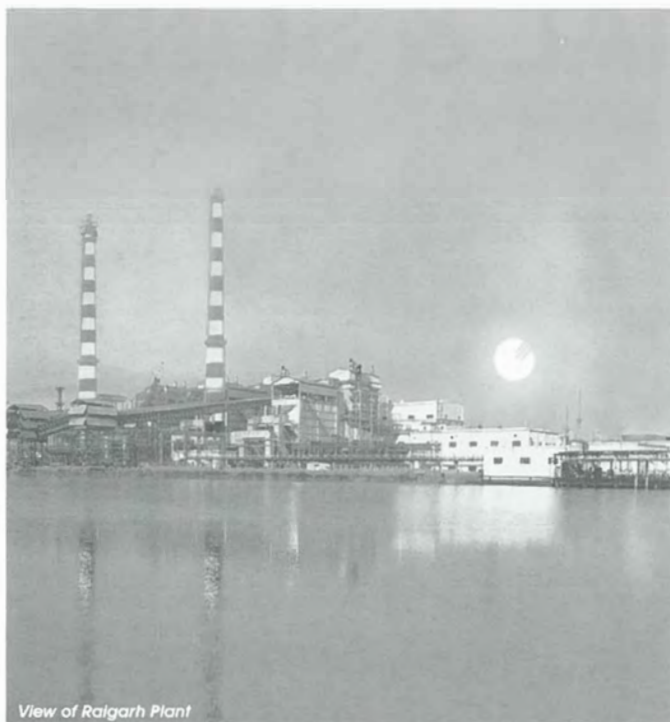
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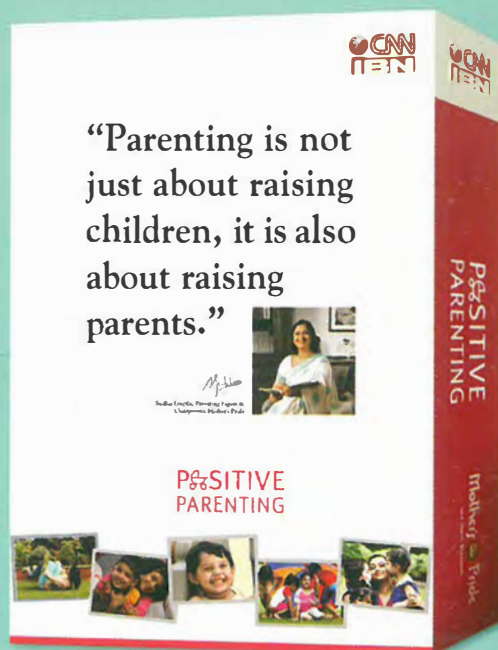
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