

Vol 2 No 3 | AUGUST 2023

# WEN NEWS

QUARTERLY NEWSLETTER OF WOMEN ENTREPRENEURS NETWORK



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## MESSAGE FROM THE FOUNDER CHAIR

Hi my WEN friends,

Really excited to address you. Hope all of you are doing well.

I'm delighted to share that we successfully conducted programs in June, July and August. Our sessions included digital marketing, business marketing, and design thinking by the E/Y team. Members received valuable mentoring, and we also celebrated Onam. Many members greatly benefited from these programs.

All the chapters are growing well in numbers and WEN is really hand holding each other support so much to grow each one's business. No doubt WEN has become a synonymous name in the business world and it's because of all your efforts and positive attitude.

Wish all the best to each one of you.

Let's make the world a better place.

**SHEELA KOCHOUSEPH**



## PRESIDENT'S NOTE

Greetings,

The huge success of the WEN Carnival has only egged us on to deliver more value to our members. With membership growing by leaps and bounds across all chapters, we recommitted ourselves to the vision and mission of WEN - to encourage and sustain the spirit of entrepreneurship.

With this end goal in mind, we conducted training programs on Digital Marketing, associated with renowned coach Rajiv Talreja for his Business Breakthrough seminar, with national level business incubators like Ernst & Young Global to help our members to analyse and scale up their businesses, using latest tools of Design Thinking.

We also went ahead with our Mentorship program in colleges, associating with their IEDC wing to inspire young students into entrepreneurship.

Truly exciting and a very satisfying quarter of the year indeed.

Looking forward to an amazing home run with forthcoming monthly events, that offer more scope for networking between members.

Warmest regards,

**ASHA SURESH**



**SECRETARY'S ANNOUNCEMENT**

Dear WEN Members,

Another eventful quarter has gone by and it is with joy that I pen this report basking in the afterglow of the Onam program. A word of gratitude to all who toiled behind the scenes as well as to all who participated and made it an unforgettable event with record participation.

We also had numerous learning sessions which would definitely have helped to boost the businesses of the serious entrepreneurs. Our chapters are also on a roll and we can see the excellent online sessions they are conducting which are benefitting the entire WEN members. Our AGM is coming up in November and it's time for a change of guard soon. Hoping to see a great team take this wonderful organisation forward.

It's time for our Diwali celebrations and may this season bring you peace, love, prosperity and happiness in abundance.

**Minu Mathew**



**FROM THE EDITORS DESK**

Dear WEN Members,

During the months of June, July and August, our members thrived with an array of enriching activities. In addition to the enlightening sessions on digital marketing, business marketing, and design thinking. Our members got opportunity to get mentoring and participate in engaging workshops from the E/Y (Ernst & Young) in Trivandrum.

In the spirit of celebration, we marked the festive occasion of Onam with a vibrant and joyous gathering, strengthening the sense of camaraderie within our members.

As we reflect on these past months, we are excited about the growth and learning that took place within our members. Stay tuned for more exciting events and opportunities in the upcoming months.

**Dr Mumtaz Khalid Ismail**

<b>WEN NEWS EDITORIAL BOARD</b>	<b>PRESIDENT</b>	<b>ASHA SURESH</b>	<b>ADVISORY MEMBERS</b>
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## KOCHI

## ONAM CELEBRATIONS

The Onam festivities at IMA House transcended being a mere gathering, and they stood as a testament to the deep connections and collective experiences that characterize the members of Kochi WEN. The buddy group was organized into four distinct teams - Chethi, Mandaram, Thulasi, and Pichakam, each showcasing diverse performances and talent. Mrs. Maria Abraham delivered the Onam message.

WEN Kochi members actively participated in activities like traditional thiruvathira kali, folk dances and skits and created intricate flower carpets known as "Pookalam". King Mahabali (Dr. Meera Prasanth) visited to greet the members during celebration, making it a time of great joy and unity among members. Ms. Lakshmi Sreenath emceed the programme efficiently.



KOCHI

ONAM CELEBRATIONS



**KOCHI**

**MENTORING PROGRAM IN COLLEGES**

The Entrepreneur Summit was conducted by Rajagiri College of Management and Allied Sciences where WEN members on the panel provided valuable insights from various industries, thereby inspiring the college students.

Ms Pushpy Muricken was the moderator for the session.



**DEPARTMENT OF COMMERCE, IEDC & IQAC**  
in association with **WEN**  
presents

# Entrepreneurship Summit

on  
*Women Entrepreneurship - Challenges and Opportunities*

**Asha Suresh** - Director  
*Misty Mountain Resort, Munnar*

**Deepa Mathai**  
Director, ARKIND

**21<sup>st</sup>**  
AUG 2023  
11am  
Venue  
College Auditorium

**Sherin Vineed**  
Proprietor, *One Day Princess (Chikankari Store)*

**Nisary Mahesh**  
Founder & CEO, *HerMoneyTalks*

**Moderator**

**Shalini Joslin**  
Founder & Principal Designer, *The Carpet Barn*

**PUSHPY MURICKEN** FCMA,LLB  
Cost Accountant, *PB Muricken & Associates*

**Student coordinators**  
Neha Ann Iype - 9847092929  
Varsha Ajay - 7594801278  
Merlyn Boban - 89437 94700

**Faculty Coordinators**  
Dr. Indu G Krishnan- 9446844832  
Ms. Elsa Jacob- 9895966036  
Ms. Aindra C Michael - 77364 06710  
Ms. Ashlin Maria Joseph- 8848954456

**KOCHI**

**WEN KOCHI JUNE WORKSHOP**

The June WEN meet was held at Hotel Renai and covered Digital Marketing with a focus on AI tools and plug in's. Mr Jofin Joseph, Founder and CEO of Totto Learning covered the subject with ease, citing examples to elucidate his points. It was followed by networking games where members made elevator pitches to groups that were shuffled resulting in business introduction between all attendees. The meeting ended with a spirited anthakshari conducted by Dr Mini Varma & Ms Anuradha.



**WEN**

**SCALE BEYOND BOUNDARIES - DIGITAL DRIVEN GROWTH**

Date : 16<sup>th</sup> Friday, June 2023  
Time : 02:45 pm - 06:00 pm  
Venue : The Renai Kochi



Learn from  
**Jofin Joseph**  
(Entrepreneur, Dreamer)

**BUSINESS SUCCESS WORKSHOP**

Rajiv Talreja is one of the best coaches in India. His step-by-step approach in the online session, made even complex topics very clear and actionable. In the Business Breakthrough Webinar, he explained the survival and growth of the business, functional strategy and goal setting.



**WEN KOCHI**

**BUSINESS SUCCESS WORKSHOP**

**Fee: Rs 300. Online Session**

DATE  
**WEDNESDAY 5 JULY**

TIME  
**9AM TO 1.30 PM**

VENUE  
**KMA HALL  
PANAMPILLY  
NAGAR**

+91 75599 92228



SPEAKER  
**RAJIV TALREJA**

## THRISSUR



WEN Thriassur 2nd Anniversary & Onam celebration with Chief Guest Geetamma & Sarath along with a happy click with members.



WEN Thriassur Committee 2023 at its best, welcomes everyone for the anniversary - PonnOnam Celebrations.



The entertaining dhamaka by the members! Beautifully choreographed Pulikalli, Chendmelam



CALICUT

## EVERY BUSINESS HAS A LESSON

June 13, 2023 – Our first episode of “Every Business has a Lesson” by Dr. Shanthi Ganga, Founder, CEO & Chief Physician at Dr. Shanthi Ganga’s Ayu: Mantra. The topic was Menstruation & Menopause. It was well-attended and a very interactive session.





**EVERY BUSINESS HAS A LESSON**  
Episode 02

**Topic : 5 SECRETS TO BUSINESS GROWTH**



**Sandhya Varma**  
ACC-ICF Life & Executive Coach  
CO-Founder & Director  
Skillquest360

**5th**  
JULY 2023  
WED

**3:00PM**  
ON  **zoom**

## 5 SECRETS TO BUSINESS GROWTH

On July 5, 2023, “Every Business has a Lesson” – Episode 2 featured an online webinar session conducted by Sandhya Varma, ACC – ICF Life & Executive Coach, and Co-Founder & Director of Skillquest360. This webinar was accessible to all chapters of WEN, providing valuable insights to a wide audience.

## CALICUT



## KNOW YOUR WEN FRIEND

On July 24, 2023, we reintroduced our “Know Your WEN Friend” series, featuring presentations by new members. During this event, a dedicated two-hour session was allocated to the new member for presentations, Q&A sessions, interactions, and an opportunity for fellow members to get acquainted with the newcomer. This event is a regular occurrence every Monday, fostering connections and camaraderie among WEN members.

## WEN FITNESS PARTY

On July 26, 2023, Episode 3 of “Every Business Has a Lesson” featured the WEN Fitness Party, which took place at Fit on Beatz, one of our member locations. The event was filled with high energy, featuring dynamic sessions led by Fit on Beatz’s trainers and an engaging presentation by the founders, Fouzia Arakkal and Shonima Vinod.



**EVERY BUSINESS HAS A LESSON**  
Episode-4

Topic: How to manage your personal finance?



Date-3rd Aug 2023  
Time-4:00 to 5:30pm

By  
Uthara Ramakrishnan  
Personal Finance Professional  
Founder, Artha Group




## HOW TO MANAGE YOUR PERSONAL FINANCE

Aug 3, 2023 - Every Business Has a Lesson – Episode 4 – An enthralling session by Uthara Ramakrishnan on How to manage your personal Finance. This online webinar was well attended by all chapters of WEN.

## CALICUT

**ONAM CELEBRATIONS**

On August 21, 2023, a vibrant and joyous celebration of Onam took place at Stadium Bungalow, an event that left a lasting impression on all members of the Calicut WEN (Women's Entrepreneurship Network). The atmosphere was filled with excitement and camaraderie as members came together to revel in the spirit of this culturally significant festival.

The Onam celebrations were more than just a festival; they were a bonding experience. Members engaged in traditional Onam activities, such as creating intricate floral designs (Pookalam) that adorned the venue, adding a touch of artistry and cultural richness to the event. The aroma of delicious Onam Sadya (feast) wafted through the air, tantalizing taste buds and reminding everyone of the culinary delights associated with this festival.

The spirit of Onam was brought to life through various cultural performances. Members showcased their talents through dance, music, and other artistic expressions, adding a touch of creativity to the festivities. These performances not only entertained but also highlighted the diversity of talents within the Calicut WEN members.



## KOTTAYAM

## INTERNATIONAL YOGA DAY

WEN Kottayam Chapter conducted International Yoga Day Awareness Program in the month of June. It was an online session on June 21st from 6.30 -7.30 pm.

Speaker : Dr. Aparna V., Rhythm of Life

It was a great program in that Dr Aparna took class about the need of Yoga in our busy schedule and help the beginners to initiate the yoga exercises.



## ONE DAY TRIP TO CHERAI



WEN Kottayam Chapter organised a one day trip to Cherai. Cherai WEN Trip was on July 15th. Our destination was Sea Lagoon Health Resort, Cherai Beach.

More than 20 WEN members participated in WEN one day trip. We arranged a video coach bus for travel, trips started by morning 7 am, in between had a break for breakfast, then headed to Sea Lagoon Resort. We enjoyed pool, their outdoor facilities, lunch, tea and snacks. We explored Cherai Beach as we got a private beach area. After sunset we returned from there, on the way we had dinner at Hangout street food Hub. All enjoyed the trip and had great time along with networking.

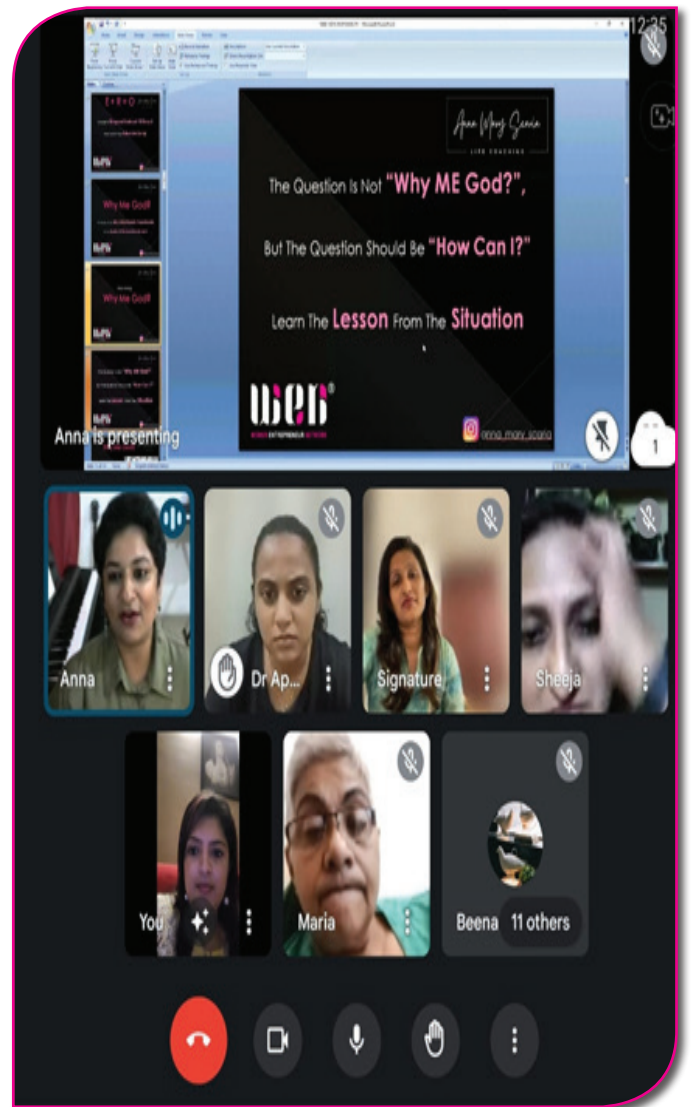


**KOTTAYAM**

**TAKE 100% RESPONSIBILITY FOR YOUR LIFE**

WEN Kottayam Chapter conducted a webinar on the topic “Take 100% Responsibility for Your Life” on 14th August 2023 at 7:00 pm. Speaker : Ms. Anna Mary Scaria, Self-Love Coach.

Ms. Anna Mary Scaria coached the members on how to be responsible and made the members ready to shift from the blaming, complaining VICTIM mode to the responsible VICTOR mode. It was a wonderful session with lot of insight.



## TRIVANDRUM

## WORKSHOP ON ESSENTIALS OF BUSINESS COMMUNICATION

This workshop on 11th June 2023 was aimed at improving communications at the workplace with a focus on written communications like emails, reports, presentations and more. The workshop was facilitated by WEN Member Ms. Susan Villoth, Learning & Development Facilitator.



## WORKSHOP INSHOT APP - VIDEO EDITING

This very interactive and hands on workshop on 27th July 2023 covered all aspects of video editing using the Inshot app. Everyone got hands on training during the workshop. The Workshop was facilitated by WEN Member Ms. Linda Rakesh, CEO - RCM Wellness.



## WORKSHOP ON IMPACT OF DIGITAL MARKETING ON BRANDS

This workshop on 10th August 2023 was a peak into digital marketing covering all the different aspects that we as entrepreneurs need to be aware of when planning an effective digital marketing strategy. The workshop was facilitated by Dr. Jayakumar K, Director Digital Marketing - B-Zolutions Pvt. Ltd.



**TRIVANDRUM****BUDDY GROUP MEETUP**

The buddy group meetup took place on different occasions, serving as a casual gathering where members gathered to socialize, enjoy each other's company, and engage in business networking. Although the primary intention was social interaction, the event naturally evolved into a platform for business-minded individuals to connect, share insights about their enterprises, and exchange entrepreneurial ideas.



Buddy group meetup of three buddy groups Soar High, Queen Bees and Lucky Charms

<https://www.wenindia.org>



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