

w e n NEWS

QUARTERLY NEWSLETTER OF WOMEN ENTREPRENEURS NETWORK



FOSTERING CONNECTIONS EMPOWERING DREAMS

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Note from Founder Chair

Sheela Kochouseph

GROWING THROUGH HANDHOLDING

Hi my WEN friends,

Hope all of you are doing well and cheerful. As all of you know, WEN has become a synonymous name in the business world and undoubtedly, it's because of all of you, my friends. The way you act as if it's your own baby, is the main factor, which is instrumental in making such a sought-after organisation.

The freedom, the friendship and support you enjoy in WEN is unmatched in every sense, and the positive vibe each of you impart is so special and not seen in any other organisation. While appreciating you for the wonderful effort, please take care to handhold your friends in need.

Within 6 years WEN has grown in leaps and bounds and it's an organisation that can be grown nationally. Let's make effort to spread the organisation further. Let all the women enjoy the warmth!

Thank you and all the very best to each one of you.

Warm wishes

Sheela Kochouseph
Founder Chair



President's Note

Diwia Thomas

SCALING UP

It is with great hope & excitement that we have begun this WEN year. We have set a calendar focused on the vision of the WEN foundation - to scale up. This year we are committed to empower & educate our members with the tools and skills required to scale up effortlessly.

We are focusing our activities around the pillars of entrepreneurship namely networking, learning, mentoring. Our learning sessions are focused on enabling our members with the tools and skills to scale up, combined with networking time that allows members to catch up with each other's business prowess.

Our bonding sessions promise lots of creatively curated fun. Our chapters are rolling out ingenious activities that are synergising their member business and taking the WEN sisterhood and vibe to a greater level. In short, we are looking forward to a fruitful year, reaping benefits for each member, by the grace of God!

Diwia Thomas
President



Secretary's Announcement

As the secretary of WEN, I am thrilled to report that this quarter has been incredibly dynamic and eventful. I am immensely grateful for the unwavering support from our entire team, including the Advisory group.

We kicked off the year with vibrant New Year and Christmas celebrations, aligning with WENCOM's decision to prioritize learning and networking. One highlight was a stimulating conversation with senior member Mr. Balagopal on scaling up businesses and overcoming challenges, facilitated by our own Ms. Rakee Vijay Nair.

February saw an overwhelming response to the early morning beach yoga sessions led by our own member Ms Ligi Abraham, further emphasizing our commitment to holistic well-being.

As we reflect on these past few months, it's evident that WEN has been buzzing with activity, from joyful celebrations to insightful learning sessions. As we gear up for the Women's Day event on March 6th, 2024, our focus remains on ensuring its success.

I extend my sincere gratitude to the Advisory for their guidance and to all team members for their active engagement and valuable contributions. Your dedication is instrumental in the seamless execution of our initiatives.

With great anticipation, we look forward to the next quarter and the exciting WEN events planned across all chapters.

Dr. Mumtaz Khalid Ismail
Secretary



EDITORIAL BOARD

Maria Abraham

Beena Manoj

Ligi Abraham

Anu Suraj



From the Editors Desk

Dr. Anu Suraj

I hope this note finds you well and filled with the same sense of excitement and empowerment that I have been feeling lately. As we navigate the ever-evolving landscape of entrepreneurship, one thing remains abundantly clear: the power and potential of women-led businesses.

In the past quarter, we have witnessed lots of eventful activities and enlightening sessions to enjoy, enable and empower, in WEN. While through our buddy group activities, we have been celebrating the stories of members being featured, our meetups have always been insightful and infotainment. Our mission is not only to provide resources, mentorship, and networking opportunities, but also to cultivate a community where women feel empowered to dream big, come forward, take risks, and pursue their passions with unwavering determination.

We believe in the power of collective action and the importance of creating meaningful change on a broader scale. As we look ahead to the future, I'm filled with optimism and excitement for what lies ahead. Together, let's continue to lift each other up, support one another, and create a future where women entrepreneurs thrive.

Dr. Anu Suraj
Editor

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INDU JAYARAM



DEEPA MATHAI



ANNUAL GENERAL BODY MEETING

Set against the backdrop of collective aspirations and achievements, this pivotal gathering served as a cornerstone in our journey towards growth and prosperity. In the spirit of collaboration and shared vision, the 6th annual general meeting of WEN foundation was conducted on 25th November 2023, at IMA house, Kaloor, Cochin.

The event saw the convergence of all five chapters of the foundation with presentation of their broad spectrum of enterprising activities throughout the year. Office bearers and members from all chapters of our organization, from veterans to fresh faces, their faces brimming with enthusiasm, gathered to reflect on the accomplishments of the past year and chart a course for the future.



The event witnessed unanimous appointment of all nominations received, without any election. Two vacant seats were filled by co-option, thereby filling all seats to the foundation committee. WEN KOCHI chapter committee was also formed along with the new WEN foundation committee. The annual general body meet provided a platform for fostering camaraderie and solidarity among our members. Together, we are not just a body; we are the architects of our destiny, bound by a purpose and driven by a shared vision and resolve to make a difference.





WEN XMAS CELEBRATIONS



In the festive spirit of the holiday season, WEN came out with a joyous celebration and gathering. The venue was adorned with cheerful decorations setting the stage and ambience for an atmosphere of warmth and camaraderie. WEN'ites gathered for a delightful evening of merriment, sharing laughter and good cheer over festive treats and delights.

The Christmas celebrations which happened on December 13th, 2023, commenced with a prayer and welcome address by foundation chair, Diwia Thomas. Ms Roopa George delivered a very warm Christmas message. New members who had joined in were introduced and WEN Oath was sworn. These were followed by a lot of creative and festive events including a Christmas carol, a festive dance and a Santa chat.

The event also witnessed a presentation and a Christmas friendly activity. The fun filled event culminated with a group picture, networking, stall interaction and high tea. It was a moment of togetherness, where we not only celebrated the joys of the season, but also strengthened the bonds that connect us as a dynamic community, poised for success in the year ahead.





WEN JANUARY MEET

The air buzzed with anticipation as WENites gathered for the eagerly awaited workshop by the veteran Shri. Balagopal Chandrasekar on the topic "What Ails My Business" followed by an activity-oriented session led by our own member, Ms. Rakhee Vijay on the topic "Pain to Process." As the event unfolded, it became clear that this gathering was more than just a meetup; it was a dynamic intersection of minds, a space where creativity flourished and where the seeds of collaboration were sown.

The discussion, and open chat, with Balagopal sir, moderated by Ms. Anisha Cherian, was the highlight of the event. The enthusiasm of the crowd was palpable in the animated conversations and vibrant energy that filled the room. Against a backdrop of diverse backgrounds and shared interests, entrepreneurs, bound by a common curiosity and a thirst for knowledge, exchanged ideas, experiences, and the promise of new connections.

The session by Rakhee Vijay offered a tool for problem solving in our businesses. In the realm of business,



navigating challenges and addressing pain points is often essential for growth and success. The session provided an invaluable opportunity for the members to delve deep into their operations, identify and work on the various pains that have been causing a hindrance in functioning effectively.

By providing a structured framework for introspection, interaction and dialogue, the session guided and empowered the members to not only recognize but also to strategize actionable solutions through group effort. The workshop offered a transformative journey to work towards resilience in face of adversity.





WEN BONDING – “Seaside Serenity”

As part of our Bonding activity, WEN Kochi chapter went on “Seaside Serenity”, engaging all our senses during a beach yoga along with breakfast. The members met on Valappu Beach, Kochi embracing the feeling of the sand between our feet as we recoiled into our poses under the guidance of member Ligi Abraham of Pranatva. As the lapping of waves soothed our spirits, a sumptuous breakfast was organised by Jeemol Koruth Verghese of Healthified Trails & Eva’s Healthy bakes along with her team.

It was a soulful experience saluting the sun, watching the dawn break, stretching to the yoga poses & immersing oneself in the beauty of nature, connecting deeply with ourselves. Helping us find balance in body and mind, and laughing with WEN sisters made it a memorable event imprinted on everyone’s memory.





Friendships between women, as any woman will tell you, are built of a thousand small kindnesses...swapped back and forth and over again .

MICHELLE OBAMA, BECOMING



WEN OUTBOUND

a trip to Plumeria resorts

In a delightful outbound trip organized by WEN for WEN members, we WEN'ites embarked on a journey that seamlessly blended value addition with pleasure. Nestled amidst picturesque landscape, the trip offered a refreshing break and escape from the hustle and bustle of everyday life, supporting creativity, fun and collaboration. The participants engaged in insightful discussions through an activity-based session led by WEN member, Sajitha Rasheed of Mind Mojo. Ms. Sajitha shared valuable experiences and insights on visualizing success, choosing our juices, acknowledging fear, and tiding through situations that evoke fear of success.

The session was followed by a boat ride with lots of fun, laughter, fostering a sense of camaraderie and support. The leisurely strolls, photo sessions, company of like-minded individuals, sharing of valuable experiences made each moment become a cherished memory. As the outbound trip came to a close, members returned home rejuvenated with sense of purpose, fortified bonds during this unforgettable fun trip.





Strengthening sisterhood: Building success through buddy system

Dr. Meera Prasanth

The Buddy system was introduced in WEN around 4 years back. The 300+ members in WEN were divided into several buddy group comprising of 20 plus members in each buddy group!

The objective of the Buddy system is to enhance camaraderie, friendships, collaboration among the buddies and hence to build relationships and enhance the feeling of WEN sisterhood!

Each Buddy group has a WhatsApp group of its own and conduct periodic Buddy meet ups based on different themes! During certain

events either cultural or sports more than 2 Buddy groups are mingled to form teams that would have a healthy competition amongst themselves! In the past years the WEN members have bonded well while having fun at a drama competition or a cricket match!

Essentially the Buddy group is a smallest functional unit of WEN and by the end of the year every member of a Buddy group is well acquainted with each other and have built relationships to last for a long time! It is easier for a new member to gel into the WEN crowd through the Buddy groups which are more closely knit as the new members feel a lot more at ease in a smaller group of women!

Every year the Buddy groups are shuffled and new groups formed to enhance camaraderie and facilitate newer bonds between WEN members. A Buddy group also puts forth opportunities to enhance each member's visibility in the WEN community and beyond, the buddies working as a team are able to achieve more than as individuals!

Every WEN member should leverage the Buddy system to its full advantage to reap maximum benefits from their WEN membership!

UPCOMING EVENTS

INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT CENTRE AND IQAC
in association with **WEN**
Presents
Panel Discussion on
21st CENTURY WOMEN ENTREPRENEUR

DEEPA MATHAI
Director
AISCAPE & ARKIND

DHANYA PRAVEEN
Managing Director
CodeDesign Technologies Pvt Ltd

PRINCY MATHEWS
Proprietor
Eden Food Space

LAKSHMI SREENATH
Consultant Dietician
Founding Partner - Herbal Sutras LLP

PUSHPY MURICKEN
Cost Accountant
PB Muricken & Associates
(Moderator)

Date : 7th March 2024
Time : 11 am
Venue : SCMS Seminar Hall

CO-SPONSORED BY **skinessence** **WEN** WOMEN ENTREPRENEUR NETWORK SPONSORED BY **MERALDA JEWELRY**

WOMEN'S DAY CELEBRATIONS
Trailblazing Women- Inspiring Stories of Achievement

HINSHARA HABEEB
CO-FOUNDER,
Manetain Store

STORYTELLING SESSION

PANEL DISCUSSION

SOFIA MATHEW
DIRECTOR,
WATERMARR EVENT SOLUTIONS, EVENTOR,
FESTOON PROPS & RENTALS
MODERATOR

REENI THARAKAN
WORLD CHAMPION,
The World Powerlifting Championship
SPEAKER

SHERLY REGIMON
CEO,
Milan Designs
SPEAKER

Venue Avenue Center, Panampilly Nagar
March 6th, 2024 2:30 pm - 5:30 pm
RSVP +91 75599 92228



STYLE NEVER GOES OUT OF FASHION!

Mini Menon- Mirabilis

Designing is not something I received formal training in. So I hardly ever follow rigid norms while creating something. There is, however, a lifelong love for good clothes that stands me in good stead. I also know (all too well) how ill-fitting clothes or dresses that are not to our taste can affect our confidence and the way we interact with the world.

I truly believe that while trends may come and go, style is timeless. And to me, there's no one more stylish than a woman who is comfortable in her skin, a woman who dresses a certain way because that's how she likes it. And I have been fortunate in that I regularly come across amazing women who know exactly what they want.

Here's sharing some tips that I picked up from the women whose style I admire:

- Stop being judgemental. There's no such thing as a wrong body type or skin tone. Accept and love your body the way it is. The rest is just a matter of understanding what works for you and what doesn't.
- So be willing to experiment. Don't let your pre-set notions of yourself (age/weight/skin tone) limit you from

trying out new things. When something interests you, try it on. You may be pleasantly surprised.

- Develop your own personal style. If long, loose, floral clothes, hoop earrings and messy bun make you feel good, go for it. If you prefer shapely clothes in pastel tones, wedge cut hair and tiny studs, then so be it. It's your body, your life.

- But be aware of the occasion. Are you going to fine dine in a climate controlled environment, or are you going to the beach with friends? While a close fitting, lined silk dress may be just right for the former, the same would be completely out of place for the latter. Instead, try slipping into your loose, old, linen shirt dress.

- Fit it, forget it! The way a dress fits is very important. No matter how Instagram-worthy a dress is, if it demands your attention the entire time you're wearing it, it's not worth the trouble.

And finally, a good dress is as much or more about how it feels as it is about how it looks. As Yves St Laurent says, "What is important in a dress is the woman who is wearing it."

10 fascinating things about ENT that will make go **WOW!**

- 1) Cleaning your ears with an ear bud is not at all required. The ear self cleanses. Only few people who have excessive wax buildup need cleaning by professionals.
- 2) Your taste is mostly the smell of the food.
- 3) Sudden onset of hearing loss is an emergency needs immediate attention.
- 4) The brain and auditory cortex can selectively choose which frequency it wants you to hear.
- 5) Balance is maintained by the smallest inner ear organs along with brain, spine and eyes. The vestibular or balance organ is called the GPS of the body.

- 6) A child learns to balance and walk after the newborn reflexes have subsided. Rocking a baby probably encourages balance development.

- 7) Foetus can potentially hear external sounds in utero.
- 8) Smells can trigger memories.
- 9) The nose and lungs act together to manage respiration. What affects the nose affects the lungs.
- 10) Nose function alternates between right and left.

Now that you have read till here, you can WOW!



Dr. Shweta Shenoy

KOTTAYAM CHAPTER

DIWALI CELEBRATION

Kottayam Chapter conducted WEN Chapter Meeting & Diwali Celebrations on 23rd November 2023.

A 16-member team practised for more than 2 weeks and performed a Fabulous Dandiya Dance. We did open forum discussions. MEMBER BUSINESS presentation activity was initiated according to business categories like food, clothes, entertainments and so on. All these activities increased our bonding and togetherness. It was a grand function.



CLOTH DRIVE

As December is a thanksgiving month, we conducted a Cloth Drive on 22 December 2023. We planned to give something valuable to society and did a good cloth drive for all categories of people and given to Children Village, Pambady. Kids were so happy when they received clothes before they went home for Christmas vacation. This was organised through buddy groups.



KOTTAYAM CHAPTER

NEW YEAR CELEBRATION



We conducted WEN Kottayam Chapter Christmas and New year celebrations on 12th January 2024 at Hangout Party Hall in Hangout Playworld, Ettumanoor.

Each buddy group planned an event; Skit, Music, Dance, Fashion Show, Games, of their choice, and it turned out to be a very colourful event as planned. It was a grand celebration with fun and frolic that empowered us through strong bonding.

The programs were Carols and spreading light ceremony by Dream catchers, Puzzle game by Iron butterfly, Skit by Hustling honey's, Networking game

by Wonderwoman, Fashion show by Mermaids connects, Word game by Anghana, Musical show by Lady Tigers and New year dance by Soul Sisters.



wen
WOMEN ENTREPRENEUR NETWORK
KOTTAYAM CHAPTER
PRESENTS
WEBINAR ON

Digital Business Transformation

Speaker : Mr Jobin P Job
Date : 15. 2.2024
Time: 7:00 pm – 8:00pm
Subject : How to sell your products on Amazon

Webinar on Digital Transformation

WEN KOTTAYAM CHAPTER conducted a Webinar on 15th February 2024. It was a most relevant topic of this era

DIGITAL TRANSFORMATION IN BUSINESS
SPEAKER: Mr. JOBIN P JOB

It was a great session where members participated with great enthusiasm, discussed topics on
HOW TO SELL YOUR PRODUCTS IN AMAZON?
HOW TO DO DIGITAL TRANSFORMATION IN BUSINESS?
HOW TO UPGRADE YOUR BUSINESS TO NEXT LEVEL ?

THRISSUR CHAPTER

JINGLE & MINGLE



"Jingling all the way with these festive faces! Merry Christmas from our joyful squad to yours! Left – Dr. Jean Joy, Raji VJ, Seema Anil, Sulthana Fathima, Manju Thomas, Nishary M, Rajee Sharma



Buddy Group Winner – "Wonder Women" Captain Umadevi & Vice captain Remya, accepting the trophy from Manju Thomas, Advisory & Seema Anil, Chapter Chair. The buddy group was led by the committee members Dr. Jean & Merly Thomas.



Making memories and sharing laughs – 'tis the season for this fantastic bunch!



"Breaking ground, setting trends – our squad just got more diverse and dynamic with these incredible women! New addition to WEN Thissur.

THRISSUR CHAPTER



"Tinsel, smiles, and sisterhood – 'tis the season for joy with these lovelies! – celebrating Christmas in style with these amazing ladies!

Grateful hearts, wrapped in appreciation! Thank you to Sreelakshmi from Everly for gift sponsor, and for making our festivities sparkle



"Cheers to our fantastic sponsor from Dr.Divya Rajeev for Pep juices ! Your generosity has turned moments into memories, and we're grateful beyond words



"Unwrapping joy, one gift at a time – thanks Shailaja T from Thadikaran nursery for the gift sponsor.



Wrapped in thanks! A special shoutout to our gift sponsor Raji VJ- Indian Vogue for bringing warmth and happiness to our community.

CALICUT CHAPTER

WEN IN

GOA

Embarking on a thrilling train journey for three days with nearly 23 members, our group adorned in bubble pink T-shirts created memories that linger in awe. Reels and photos captured our laughter-filled escapade along the mesmerizing Goan beaches. Adding a touch of history, we explored North Goa's forts and vibrant markets.

The journey unfolded a perfect blend of camaraderie, cultural immersion, and joyous moments—indulging in local cuisine, dancing at pubs, and experiencing the rich heritage. From scenic landscapes to the lively spirit, this adventure etched unforgettable memories, solidifying the bonds within our team.



OCTOBER



Episode 5 of our series, 'Every Business Has a Lesson,' took place on October 26th.

The focus was on being 'Tech Savvy,' and the session was expertly led by Aisha Sameeha, CEO & Chief Trainer of Koderfin Technologies.

The educational session delved into practical applications of Chat GPT and Excel for business purposes. Aisha's insights provided valuable lessons on leveraging technology for enhanced efficiency and productivity. The event marked another milestone in our ongoing series, offering our members a unique opportunity to stay abreast of technological advancements and apply them to their respective businesses.

CALICUT CHAPTER

NOVEMBER

Episode - 6 of EVERY BUSINESS HAS A LESSON – Why Design? was an online session by Architect Sandhya Mohandas

There was good participation by our members mostly and some from the other chapters too. The session was open to all the WEN chapters

While Design is a word familiar to all, it's significance in our daily lives and our business is seldom understood. Why Design? is aimed at demystifying design and understanding its role in every aspect of our lives.

Sandhya is an architect running her design consultancy firm Sandhya Associates based out of Calicut. She was the chairperson of the Indian Institute of Architects, Calicut Centre and the Indian Institute of Interior Designers, Kerala Chapter.



WEN STARNITE

Calicut Chapter WEN StarNite was a memorable event well attended by over 80 members, with stellar performances by our members. Our Title sponsor was IDFC First Bank. Lead Sponsor – Good Earth and we had Co Sponsors which included some of our members who donated generously. We had in our midst a celebrity – Actress Vidhubala who graced the occasion.



TRIVANDRUM CHAPTER

Christmas and New Year Celebration

JANUARY-2024

The WEN Trivandrum chapter celebrated the holiday season with a blend of festive cheer and professional camaraderie. In a warm and inviting atmosphere, members gathered to reflect on their achievements throughout the year and set ambitious goals for the upcoming one. The event was honoured by Special guests like Dr. K Vasuki IAS, and Dr .Lakshmi Nair who shared inspiring stories of success and resilience. With twinkling lights adorning the venue, they exchanged thoughtful gifts. The air was filled with laughter and encouragement, fostering a sense of community and empowerment. The occasion became even more joyful when WEN'ites from Kochi chapter joined in.



TRIVANDRUM CHAPTER

FEBRUARY-2024

Investment Awareness Seminar

The seminar on investment awareness, conducted in Feb, was an enlightening and empowering event. As participants gathered in a conducive environment, they delved into discussions on various investment avenues tailored to their unique needs and aspirations. Certified Financial Planner Dhanya VR shared valuable insights, demystifying complex investment concepts and providing practical guidance on building wealth and securing financial independence. Through the sessions, attendees gained a deeper understanding on the subject.

INVESTMENT AWARENESS SEMINAR

Dhanya V R
Certified Financial Planner

INSIGHTS & DISCUSSION

- Inflation and its impacts on investments
- Analysis of different kinds of investments
- To find appropriate investments for their financial goals
- Personal finance management of Women Entrepreneurs
- Importance of financial planning in families / personal life

WEN
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Seminar on Mindfulness for Enterprenurs

The seminar on mindfulness for entrepreneurs was a transformative experience, fostering a holistic approach to business success and personal well-being. Amidst the hustle and bustle of entrepreneurial life, members gathered to explore the profound benefits of mindfulness practices. Guided by experienced mindfulness practitioners, they learned techniques to cultivate present-moment awareness, manage stress, and enhance focus and creativity. Through meditation sessions, breathing exercises, and reflective discussions, attendees gained insights into the power of mindfulness to improve decision-making, foster resilience, and nurture positive relationships in both professional and personal spheres



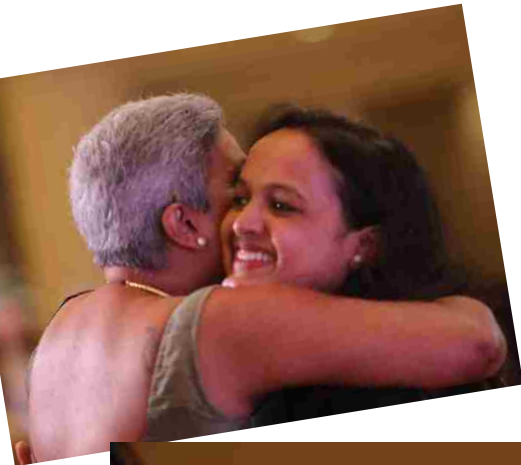
Mindfulness for Entrepreneurs

- Reducing stress and anxiety
- Improved concentration and productivity
- Improved relationships and business communication
- Enhanced creativity and innovation

Join us on **23 February** from 4PM to 6PM at **THE WHITE PAPER CREATIVE** 6, west cliff gardens lane, YMR

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WEN FUN MOMENTS





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WEN office: 4th floor, G-287, Panampilly Nagar, Cochin 682 036.
www.wenindia.org