

Vol 2 No 4 | NOVEMBER 2023

# WEP NEWS

QUARTERLY NEWSLETTER OF WOMEN ENTREPRENEURS NETWORK



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## MESSAGE FROM THE FOUNDER CHAIR

My WEN Friends,

WEN is an emotion, WEN is a family, WEN is everything for us.

WENDURANCE was a great success. I could see many new members actively taking part in sports events. It was a great opportunity for sports loving people. I congratulate Ms. Jeemol Koruth for the idea and also executing our first sports event.

I'm confident that our events will explore diverse concepts, and I can assure all members that when we take action, it's always unique.

Let's make WEN more successful and let more and more entrepreneurs come and make WEN the best organisation.

**SHEELA KOCHOUSEPH**



## PRESIDENT'S NOTE

Dear Members,

Greetings.

We have reached the final quarter of our term, and we are truly blessed and grateful to finish on a high note.

We were approached to mentor outgoing college students on the subject of "Challenges and Opportunities in Entrepreneurship" like Amity University in Kochi and Morning Star College, Angamaly. We were able to put together three interesting panels from our members and they truly inspired and interacted with the students.

We could also plan extensively to invite sponsorships and conduct one of a kind sports meet. THE WENDURANCE CHAMPIONSHIP that led to immense bonding and camaraderie between members, especially newcomers who used this opportunity to seamlessly integrate into the larger group.

Actor Sijoy Varghese was gracious enough to attend the closing ceremony and to present the ever rolling trophy to team Red Chillies. Team Royal Blue Warriors and Team AvengHers were the 1st and 2nd Runners up.

I am using this opportunity to thank each and everyone, both on and off the committee, and in all our Chapters, for their selfless efforts to support our team, and for making sure WEN continues tirelessly on its "Upwards and Onwards" journey to inspire entrepreneurship among women and motivate them to greater heights through this unique sisterhood.

**ASHA SURESH**



**SECRETARY'S ANNOUNCEMENT**

Dear WEN Members,

We have come to the last quarter of our tenure and it is time to step down and pass on the baton to more able leaders. I look back with gratitude and a sense of achievement for having come so far ahead during this year.

Immensely thankful to the almighty for guiding and supporting us during the very crucial periods. We worked like a team and there were so many who stepped in at the appropriate time to help us out without expecting any reward or recognition for their selfless service.

Thanking each and every one of you in the committee, the advisory and the other members who chipped into serve the organization when needed. It is a blessing to be a part of this wonderful community where all members are treated on equal footing and support each other through thick and thin.

May WEN grow from strength to strength and spread to other districts and states so that we become a strong force and have a say in the policy decision-making process in the state. Wishing the next team all success in their endeavors.

**Minu Mathew**



**FROM THE EDITORS DESK**

Dear WEN Members,

This WEN year has been filled with successful events such as the carnival and sports activities, all while prioritizing networking, training, and mentoring.

The editorial board has worked diligently to document these events in our Newsletter.

I want to express my gratitude to Ms. Maria Abraham, Ms. Diwia Thomas, and President Ms. Asha Suresh for their contributions in releasing four newsletters during this committee year.

**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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		<b>DIWIA THOMAS</b>	



## KOCHI

**MENTORING SESSION**

Women Entrepreneur Network (WEN) recently organized an insightful panel discussion in partnership with the Amity University, Kochi. The event aimed to provide mentorship and support to aspiring entrepreneurs.

The distinguished panelists, including Ms. Asha Suresh, Ms. Vinodini, Ms. Deepa Mathai and Ms. Ann Twinkle Jose engaged in a thought-provoking conversation moderated by Pushpy Muricken. The focal point of the discussion was 'Entrepreneurship : Challenges and Opportunities'.

Approximately 70 enthusiastic students attended the session, making it a successful and informative event.





**KOCHI**

**ENTREPRENEURSHIP SUMMIT**

WEN, in collaboration with the Morning Star Home Science College, Angamaly, hosted a compelling panel discussion on 6th October 2023. The objective of the event was to offer guidance and encouragement to budding entrepreneurs.

The panel comprised notable figures such as Ms Deepa Mathai, Ms Mini Menon, Dr Mumtaz Khalid Ismail, and Ms Anagha Shibu, engaging in a stimulating conversation skillfully moderated by Ms Pushpy Muricken. The central theme revolved around ‘Women Entrepreneurship: Challenges and Opportunities.’

A thriving turnout of around 80 enthusiastic students marked the success of the session, turning it into a valuable and insightful event.




## KOCHI

## MAXIMISING PROFITS THROUGH EFFECTIVE COSTING

On October 14th, CMA Pushpy Muricken, a practicing cost accountant from PB Muricken & Associates, hosted an insightful online event. The focus of the session was 'Maximising Profits through Effective Costing', addressing critical aspects of cost awareness, identification and reduction.

One of the highlights was the introduction of the innovative 'Profit Maximiser System', a unique tool designed to effortlessly track costs and optimize profits. The session attracted a substantial audience, with more than 45 participants joining from various chapters. Attendees gained valuable insights into strategic cost management, paving the way for enhanced profitability in their respective endeavors.

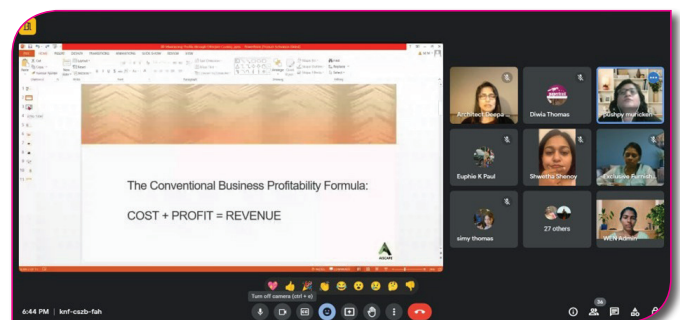
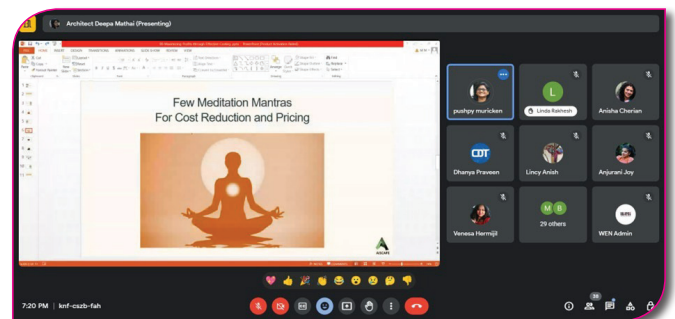
**MAXIMISING PROFITS THROUGH EFFECTIVE COSTING**

**CMA PUSHPY B MURICKEN FCMA LLB**  
COST ACCOUNTANT  
PB MURICKEN & ASSOCIATES

**14<sup>TH</sup> OCTOBER**  
6:30 PM - 8:00 PM  
ONLINE : GOOGLE MEET

**wen**  
WOMEN ENTREPRENEURS NETWORK

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WWW.WENINDIA.ORG



**Profit Maximizer System**

Customer / Sales → Activity → Resource → Target Cost → Profit

ASCAPE

Participants: pushpy muricken, Linda Rakesh, Asha Suresh, Mini Menon, Architect Deepa Mat..., Divia Thomas, SGI Netronics CCTV K..., 24 others



WEN  
**WENDURANCE**  
 CHAMPIONSHIP  
 Fitter. Stronger. Together

KOCHI

History was made on November 4th with the inaugural WENdurance, the annual sports championship of WEN. Our entire WEN family was united in friendly rivalry as members were divided into three spirited teams: the Royal Blue Warriors, Red Chillies, and AvengeHers. Athletics, cricket, tug of war, and board games fueled the competition.

President Ms. Asha Suresh and Founder Ms. Sheela Kochouseh inaugurated the event, lighting the torch of enthusiasm. The impressive turnout, including supportive family members, showcased the community’s commitment. WENdurance not only revealed our members’ prowess in business but also highlighted their physical strength. The event embodied true sportsmanship, emphasizing healthy competition, mutual support, and respect. Mr. Sijoy Varghese, the actor, graciously participated in the closing ceremony.





## THRISSUR

**WEN THRISSUR PONONAM 2023**

WEN Thrissur Pononam 2023, where women entrepreneurs - our members - came together for celebrating Onam as well as the 2nd anniversary of the Chapter. Members and guests made the event vibrant and meaningful that not only highlights their business accomplishments but also promotes unity, diversity and culture. Grand Onam Sadya, Pookalam, Cultural Performances, Fashion Show, Networking and Collaborations were the main highlights of the event and all members actively participated.



WEN Thrissur 2nd Anniversary and Onam celebration with Chief Guest Ms. Geetamma and Mr. Sarath, along with a happy click with members and guests.



WEN Thrissur Committee 2023 at its best, welcomes everyone for the anniversary - Pononam celebrations.



The entertaining dhamaka by the members. Beautifully choreographed Pulikali and Chendmelam



**THRISSUR**

**SKILL BUILDING**

October Event was about “Skill Building”. Technology is a powerful tool that can transform small women-owned businesses by increasing their efficiency, reach and competitiveness. Embracing new technology is not only important for growth but also for remaining relevant in an increasingly digital business environment. It empowers entrepreneurs to overcome challenges, seize opportunities, and adapt to changing circumstances.

Learning Canva and Instagram can be highly beneficial for small women business entrepreneurs for several reasons. Session was conducted by two of our members - Ms. Sulthana Fathima, Sanascake and Ms. Raji VJ, Indian Vogue.

The session aims at empowering our members to create professional, cost-effective marketing materials, build a strong online presence, engage with customers, and expand their reach. These skills are valuable assets for businesses looking to thrive in today’s competitive digital market place.

**wen**<sup>®</sup> WOMEN ENTREPRENEUR NETWORK

**WEN THRISSUR CHAPTER - OCT EDIT '23**

**SKILL BUILDING**  
BRANDING THROUGH SOCIAL MEDIA & CANVA APP

**RAJI VJ**  
@INDIAN VOGUE

**SULTHANA F**  
@SANASCAKE

**DATE**  
27 OCTOBER 2023

**TIME**  
4.00PM TO 6.00PM

**REGISTER NOW** ₹.150.00 | **VENUE:** EPHPHATHA, PUNKUNNAM

## CALICUT

**WEN IN GOA – A THRILLING THREE DAY TRIP**

Embarking on a thrilling three day trip including train journey from 30th September to 2nd October with 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.





**CALICUT**

**EVERY BUSINESS HAS A LESSON - BEING TECH SAVVY**

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 Ms. Aisha Sameeha, CEO and Chief Trainer of Koderfin Technologies. The educational session delvered into practical applications on ChatGPT and Excel for business purposes. Ms. 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.



**WHY DESIGN?**

Episode 6 of Every Business Has A Lesson - Why Design? was an online session by Architect Ms. 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.

Ms. 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.



## KOTTAYAM

## FIRST ANNIVERSARY AND ONAM CELEBRATIONS

Kottayam Chapter conducted its first Anniversary and Onam celebrations on 16th September 2023. 15 new members took WEN Oath on that program. It was a grand program with chief guest Ms. V.Vigneshwari IPS, Kottayam Collector and eminent guests Ms. Rekha Menon and Ms. Neena Menon, Media personalities. We played Thiruvathira made pookalam conducted Malayali Manka competition with Onam sadhya. 15 stalls were arranged to exhibit products of WEN members and sponsors. All were delighted by the empowering sessions and had great fun and interactions.





**KOTTAYAM**

**MENTAL TUG OF WAR**

Kottayam Chapter conducted a webinar on “Mental Tug of War” on 19th October 2023.

Speaker : Ms. Mary Antony, Psychologist

It was a great session, members participated with great enthusiasm, discussed topics on What is mind and mind power? What is the uniqueness of every person? How can you understand yourselves and others?



**WOMEN ENTREPRENEURSHIP**

Seminar on Women Entrepreneurship was conducted on 30th October 2023. Hosted by Women Empowerment Cell of Saintgits College of Engineering, in association with Saintgits Innovation and Entrepreneurship Development Centre (IEDC) [under Kerala Startup Mission, Government of Kerala], Saintgits Center for Innovation and Entrepreneurship (SCIE), Saintgits Institution’s Innovation Council (IIC) [under Ministry of Education (MoE), Govt. of India], in collaboration with Women Entrepreneurs Network, WEN Kottayam

Seminar Topic : “Journey from an Engineer to an Enterpreneur”; Speaker: Ms. Chinu Mathew, Managing Director of Hangout Playworld Park and Hangout Street Food Hub.

Seminar Topic : “Start up Pros and cons”; Speaker: Ms. Reeba Varughese, Managing Director of Aarohana Corprate Solutions Private Limited.

Panel Discussion on the topic : How to overcome challenges as a women entrepreneur; Panelist : 1) Ms. Chinu Mathew 2) Ms. Reeba Varughese 3) Ms. Mariamma Pius; 4) Dr Sheeja Abel 5) Dr Aparna V.



**TRIVANDRUM****BUSINESS SUCCESS WORKSHOP**

The October workshop - Business Success Workshop by Rajiv Talreja was the perfect follow on from the previous one where attendees could further their skills in running a successful business. A very highly effective workshop packed with loads of tips and information.



The goal setting workshop by Ms. Aadisree Anand in September covered all the aspects of setting business as well as personal goals in a structured manner where it can be monitored and tracked.

**ONAM CELEBRATIONS**

Trivandrum Chapter held its first Onam celebration in October. A well attended event with a surprise visit from King Mahabali, to bonding over games, songs, networking and finally, the sumptuous Onam Sadya will be fondly remembered.





**TRIVANDRUM**

**...WHERE DREAMS ARE NURTURED**

When we established this chapter, we aimed to create a platform where women could come together, share their dreams, and support each other’s aspirations. Little did we know just how much we would achieve together. As we celebrate the completion of one year, we also want to acknowledge that our network is not just about the success of a few, It’s about the collective efforts and determination of every member who has lent a helping hand, shared insights, or offered a word of encouragement. Each member is instrumental in the growth and strength of our ever-growing chapter.

As we move forward into another year, Let us recognize the vital role each of you plays in the continued success of our chapter.

WEN has been a hub of inspiration, collaboration, and mutual support. It’s a place where dreams are nurtured.



<https://www.wenindia.org>



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