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HALF-YEARLY NEWSLETTER OF
WOMEN ENTREPRENEUR NETWORK

WEN

WOMEN ENTREPRENEUR NETWORK

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MESSAGE FROM THE FOUNDER CHAIR

SPREADING OUR WINGS TO SOAR.

At the close of one more WEN year, my heart swells with pride to witness five chapters shining in the sun. We have spread our wings to five districts of Kerala. Our membership is growing steadily too. I firmly believe that if a woman is given wings she will not just fly, she will soar. We are witnessing that in all our chapters. With the consistent training, mentoring & workshops that WEN has conducted, our members have

bloomed and true to the nature of women, we have not kept our knowledge to ourselves but let it spread through meaningful collaborations, to students in colleges & women in other organisations too, thereby increasing the footprint & impact of our organisation too.

May the spirit of entrepreneurship grow far & wide!

SHEELA KOCHOUSEPH
Founder Chair



FROM THE EDITORS DESK

This WEN year has been choc-a-block with events, networking meets and collaborations worthy of note, that it was hard to concise the wonder and amazement into a few pages. The vibe at every event was palpable & infectious, this editorial board has made an effort to transfer that to these pages. I am

placing on record my gratitude to our ever gracious Maria Abraham for her guidance, Beena Manoj for her unstinting support & this editorial team for their contributions.

DIWIA THOMAS
Vice President & Editor



SECRETARY'S ANNOIUNCEMENT

It is with immense pleasure we present to you the, 2nd volume of our newsletter. A very eventful year, with a huge learning curve. We had a highly motivated, enthusiastic and goal driven sub-committee. With heartfelt gratitude, thanking the beautiful bunch of sub-committee Wennites who made this year a memorable one. Words cannot

express how much Maria Ma'am, Diwia & Minu meant to me during my tenure as a secretary. Eternally grateful to you all. My deepest thanks to the Advisory board members for all the valued guidance they gave us. Thanks to our office staff Ayona for making things much easier to work with.

With lots of love,

BEENA MANOJ
Secretary



WEN NEWS
EDITORIAL BOARD

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PRESIDENT'S NOTE

THANK YOU ALL!

It gives me immense pleasure to write this note at the close of an eventful WEN year in which all of us have worked together to further strengthen WEN.

At the outset let me express my sincere gratitude to you all, for the unstinting support you have offered to my committee and me, over the past year. Our endeavour was to bring to you the best in terms of informative sessions, skill development programmes, mentoring initiatives, networking and bonding sessions combined with entertainment programmes.

Whatever we have achieved over the year, wouldn't have been possible without the solid foundation laid by Sheela Kochouseph and Pushy Muricken as founding President and Secretary and the subsequent committees of the past years. My sincere gratitude to all of them for their great vision, support and guidance.

Our biggest achievement this year was the **launch of two new Chapters** – Kottayam and Trivandrum. We had spectacular launch functions for both these new chapters which put WEN in the limelight and attracted impressive media publicity.

Another remarkable event was the **Women in Business Conclave** which we organised in association with TIE Kerala. We had a stellar line up of speakers and a record number of 400 participants from all our chapters. It was a wonderful networking opportunity for the attendees with great takeaways from the event.

WEN has become a major force in the women entrepreneur landscape over the past five years with **many organisations reaching out to associate with WEN Foundation** and our various chapters. One such request for collaboration was from Sacred Hearts College, Thevara, for their initiative Swasti, which was aimed at empowering the girl students. We saw members of WEN coming forward as speakers on a variety of subjects ranging from entrepreneurship to mental health & wellness for inspiring girl students to achieve greater heights. This is an initiative that WEN can replicate with other institutions as well in the future.

We were also approached by Hibi Eden MP to associate with the **Cup of Life** drive taken up by him in association with the District Administration and Muthoot Group. It saw one lakh menstrual cups being distributed, thus finding a place in the Guinness Book of World Records. We are happy that we could associate with such a socially relevant and impactful initiative for the cause of women.

Apart from these associations and collaborations, we are happy to note that many such collaborations are happening between our members, exploring new ways of growth for their businesses.

Focusing on our mission to delivering more value to our member entrepreneurs both small and large, we've engaged in talks with Kerala Institute of Entrepreneurship Development and Kerala Start-up Mission to introduce an accelerator programme, to mentor our members and help them scale up and grow professionally. We're handing over the reins to the incoming committee to take this forward.

A WEN exhibition for the benefit of members across Kerala is also in the preliminary stage of planning. I'm sure the next committee will execute this and also consider other innovative initiatives like WEN privilege cards which is only at an ideation stage now.

Dear Wennites, I was really fortunate to have a **committed and super-efficient team of committee members**. Whatever this committee could deliver is the result of the relentless hard work they have put in for the growth of WEN and for the benefit of all our members. I thank all the committee members, Advisory Board and Chapter Chairs from the bottom of my heart. I'm truly grateful to all of you.

WEN today is poised for tremendous growth with five chapters across Kerala. I wish the incoming committee all the best for a highly successful WEN journey ahead.

Thank you and God bless

MARIA ABRAHAM
President



Launch of revamped www.wenindia.org

The WEN website was launched amid much fanfare, its pages showcasing the essence of the organisation and its structure. The website committee, ably assisted by Minu Mathew, Treasurer, Beena Manoj, Secretary, and Diwia Thomas, Vice President under the expert eye of President Maria Abraham. The technical side of the website was done by Mr Binu Joseph of BJ Corps.

WOMEN IN BUSINESS CONCLAVE (WIB) 2022

The annual Women In Business conclave, in association with TIE KERALA was held with great fanfare at the Hotel Crowne Plaza. A stellar line up of speakers was the highlight. Women achievers from all walks of life showcased their success stories & challenges to a packed audience of 400 women, from all our chapters. Apart from the meaty takeaways that the speakers delivered, the networking among the members had an electrifying and unforgettable vibe. **Dr Sashi Tharoor**, MP addressed the conclave. Panel discussions, fireside chats and speakers like



Mariam Mammen Mathew of Manorama, **Shabia Walia**, **Shruthi Shibulal**, **Renju Renjimar**, **Uma Preman**, **Supriya Menon** and **Anuradha Menon** of Lolakutty fame and many more, took the audience on a roller coaster ride of subjects that ranged from business to social entrepreneurship to tech and comedy. The audience was left enthralled.



WOMEN IN BUSINESS CONCLAVE (WIB) 2022



WEN KOTTAYAM CHAPTER LAUNCH

WEN Kottayam Chapter was officially launched on 10th Aug 2022. The presidential address was delivered by Ms. Sheela Kochouseph, Founder president of WEN Foundation.

The Kottayam Chapter was inaugurated by Ms. Mariam Mamen Mathew, CEO of Manorama online. The chapter had launched with seventy members, in a time span of three months.



WEN TRIVANDRUM CHAPTER LAUNCH

The Trivandrum chapter of WEN came into existence on 12th November 2022. We had a grand launch with 60 plus members in attendance. Her Highness. Aswathy Thirunal, Princess, Travancore Royal Family, was the chief guest. She addressed the gathering of

women entrepreneurs, all dressed in shades of pink. Other keynote speakers were - Shilpa Menon of UST Global and Mala Parvathy, cine artist. Members from other chapters too attended in a show of support and to celebrate the fifth chapter of WEN.



KOCHI CHAPTER-TRAINING AND MENTORING

INFLUENCER MARKETING

Among the many forms of marketing in today's day and age, influencer marketing has emerged as a powerful tool. To get the complete low down on how it works and how business can leverage it to their benefit, a panel discussion was

conducted. The panellists were Kavya Baburaj of Social PR, a PR agency, fashion influencer, Ammu Verghese & food blogger Teenu Terence of Lets Talk Food. The panel was moderated by Sofia Mathew of Watermark events.



CANVA AND VIDEO EDITING WORKSHOP

A Wen workshop on Canva and Video editing using Inshot App was held on Zoom platform on the 8th of July. It was co-hosted by Wen members, Linda Rakesh, CEO of RCM wellness and Anne Joseph, partner of Design Detailers.

Canva and Inshot are two of the smart apps used widely in multi media marketing. The workshop was well attended by 50 members who signed up for it. It was very helpful to many members who do the digital marketing of their businesses on their own without depending on outsourcing to advertising agencies. Members who attended made their own videos and creatives independently as a sample exercise.



WINNING SOCIAL MEDIA STRATEGY

In November, a session on 'Your winning social media strategy' was held. It began with a workshop where Ar Deepa Mathai conducted a hands on workshop for members to create a strategy of their own. It was followed by a panel discussion with Ar. Deepa Mathai, Director, ARKIND, Mary George, Director, UPM Advertising and Karthik Chandrashekar, Digital Media Expert. The panel was moderated by Dr Bobby Sarah, MD, Kancare Assisted Living Solutions. Together they laid bare the essence of a sound social media strategy. A fruitful workshop indeed!



KOCHI CHAPTER

WEN'S got Talent

The annual talent night was a stupendous hit. Members put on their best acts. Monoacts, skits, parody acts, choreographed dances & a full fledged fashion show provided sumptuous entertainment. Games conducted by

ace trainer Rakhee Vijay Nair kept the crowns on their toes. Since the dress code was Boho chic, members came dressed to hilt. A DJ kept the dance floor alight till midnight.

WEN'S GOT TALENT

Talent night with solo, group and on the spot performances

Dress Code: BOHO
Cocktail dinner with DJ beats

Time: 5:30 PM onwards | Venue: IMA House

Call to register for group event: Beena Manoj - 9847721259, Dr Meera - 9805077779
Call to register for solo event: Beena Melbin - 9847094129, Ligi Abraham - 9447017297



KOCHI CHAPTER ONAM CELEBRATIONS



This years onam was celebrated aboard a kettuvallam, on the scenic backwaters of Alleppey. Onam would be incomplete without a Thiruvathira & Laila Sudheesh choreographed steps to which all on board set their steps, swaying to the beats of an Onapaattu.

A traditional sadya was served on banana leaves with the delightful addition of a piece of chicken fry (and nobody cried foul to that). After the sumptuous meal, the members gathered to scenic parts of the boat to take pictures flanked by the verdant scenery and idyllic clouds floating past the blue skies.



ASSOCIATIONS & COLLABORATIONS-KOCHI CHAPTER

A FOUR DAY CONCLAVE ON Empowering Women For Tomorrow

A 4 day Conclave was conducted on Empowering Woman at SH College, Thevara. The event was a collaboration between Sacred Hearts College and WEN from November 15 - 18, 2022. This successful conclave was conducted with the outcome to Stay Strong, Stand Up and Have a Voice!! Four motivating sessions were included. Speaker Ms. **Jeemol Korah**, founder of Eva's Healthy Bakes & Ms. **Nimisha**, Managing Director, Acemoney spoke about their entrepreneurial journey. Ms. **Diwia Thomas**, founder Papertrail talked about the basics of starting a business. Ms. **Sajitha Rasheed** founder and chief Mentor, Mind Mojo talked about Self Confidence and Ms. **Ligi Abraham**, Yoga Therapist and Trainer, Founder - Pranatva spoke on Mental health and wellness. The attendees posted feedback that the conclave was an eye opener and greatly beneficial on many levels.



CUP OF LIFE



In an endeavour to break the stigma associated with menstruation, encourage women to practise good menstrual hygiene and to promote a sustainable method of saving the environment, WEN collaborated with Hibi Eden MP, the District Administration, IMA Cochin & Futureace Hospital in their CUP OF LIFE campaign. The campaign aimed at distributing 1 lakh menstrual cups to women across the district. An awareness class was conducted on menstrual hygiene and the usage of menstrual cup. A large majority of our members registered for the event and attended the workshop too. The initiative was a huge success and found a place in the Guinness Book of World Records

DIWALI CELEBRATIONS

This diwali, WEN collaborated with the Rotary Club of Cochin Milan and joined hands in making their fundraiser dandiya night, RASLEELA a grand success. Members dressed in traditional outfits and danced the night way with dandiya and garba steps.



THRISSUR CHAPTER-FIRST ANNIVERSARY & ONAM

The first anniversary of the chapter coincided with Onam, and grand celebration was held, with WEN Foundation members & other chapters also attending. Chendamelam welcomed the members in true Thrissur style, buddy

groups performed the Thiruvathira & Onapaatu with gaiety. Ms. Leona Lishoy, actor, was the chief guest at the event, which lasted till evening, leaving long lasting memories.



THRISSUR CHAPTER EVENTS

The last half of the Trissur WEN year was eventful as much as it was fruitful & fun. On June 12th a meet was held at Joys Palace where members shared their uplifting experience of being a Wennite. There was a pulsating fashion too collaborating with wennites from the fashion industry in the chapter. In July, a session with the theme 'Finance & Me' was taken by Nisary Mahesh & Priya Chandran. which lasted till evening, leaving long lasting memories. In September the chapter was invited by the Rural Police to participate in

their 'Women Safety Expo' where members Nisary Mahesh & Dr Dhanya Pattathil joined a panel discussion on the same subject. thereby bringing awareness on the subject among the public. In the month of October, the Business360 program was launched with mentor Revathy Krishna taking a session on 'How to make an effective elevator pitch'. It was greatly beneficial to the members.





Business 360° Program (An Online Event)

Learn new Skillset & Listen to 1 minute Business Presentation by 25 pre registered WEN Thrissur Members (on first come first serve basis)

28th October
5.00 pm to 6.00 pm

Register Now

TOPIC:
HOW TO DO AN EFFECTIVE ELEVATOR PITCH

Speaker
Revathy Krishna
Executive Director & Founder, Swayati | Mentor | Award Reader & Blogger



An Event, Open to All Women Entrepreneurs who want



CALICUT CHAPTER - ONAM CELEBRATIONS

WEN Calicut Chapter celebrated *Onam* in a traditional fashion at Puzhayoram Resort in the backwaters. Members dressed in Onam attire played traditional games

like vadamvali and sat down to a sumptuous sadya beside a colourful pookalam.



CALICUT CHAPTER - DIWALI CELEBRATIONS

Diwali was celebrated with great pomp & show with vibrantly choreographed dances, a fashion show and members attired in flowing ghagras

did a dandiya to desi beats by a DJ. Members also put up stalls showcasing their wares.



KOTTAYAM CHAPTER- WEN ONAM, PONNONAM

A grand Onam celebration was held on 15th September, where all the members gathered in Onam attire to dance the thiruvathira and lay out a beautiful pookalam. 14 new members took oath on the auspicious occasion

A Malayali Manga competition was held for the best dressed lady and amid all the camaraderie, the chapter sat down to a sumptuous Onasadya.



KOTTAYAM CHAPTER - DIWALI CELEBRATIONS

On Nov 4th, a seminar on 'How to structure your business systematically' was conducted by member **Reeba Verghese**, MD of Aarohana Business Solutions followed by the chapter Diwali celebrations. Members attired in traditional Gujarati outfits performed the Dandiya to the lively beats of the

drums and sang a group song with great gusto. Games were also conducted. Members were heard commenting that they spent three weeks practising their act to perfection and the practice sessions were the great bonding factor among them.

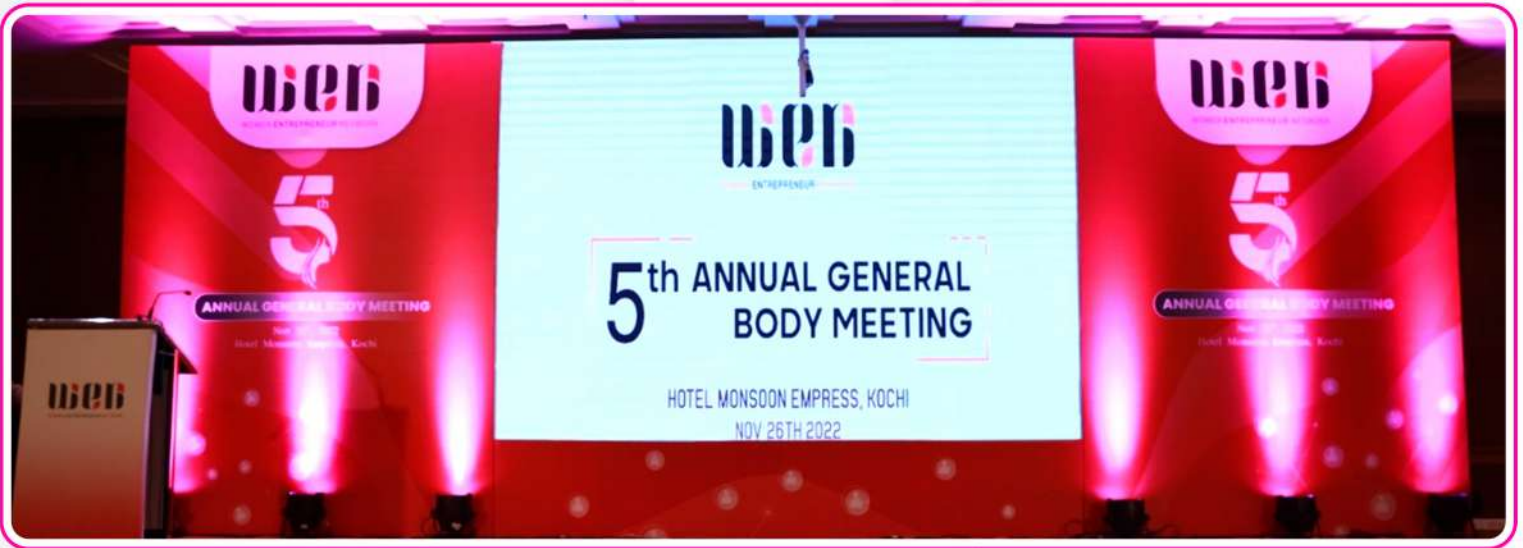


ANNUAL GENERAL BODY MEETING

WEN 5TH ANNUAL GENERAL BODY Meeting

The 5th Annual General Meeting of WEN was held on November 26th, at Hotel Monsoon Empress. It witnessed the confluence of all 5 chapters who presented the array of their colourful activities through year.

This AGM also saw the first ever election in the organisation. Election commissioners **Raaga Ramaswamy & Anuradha Subramaniam** conducted the elections via e-voting in a seamless manner.



Welcome - Sheela Kochouseph, Founder President



Presidential address: Maria Abraham, President, WEN Foundation



Annual Report: Beena Manoj, Secretary, WEN Foundation



Report: Manju Thomas, Thirissur Chapter Chair



Report: Uthara Ramakrishnan, Kozhikode chapter Chair



Report: Chinnu Mathew, Kottayam Chapter Vice Chair



Report: Anu Ramachandran, Trivandrum Chapter Chair



Accounts presentation: Minu Mathew, Treasurer, WEN Foundation



Special address: Pushpy Muricken, Advisory Member



Felicitation: Vinodini Sukumar, Past President, WEN Foundation



Vote of thanks: Divia Thomas, Vice President, WEN Foundation



Leading networking activities: Rakhee Vijay

ANNUAL GENERAL BODY MEETING

WEN 5TH ANNUAL GENERAL BODY Meeting





OUTGOING COMMITTEE



HANDING OVER TO THE NEW COMMITTEE



COMMITTEE & ADVISORY BOARD MEMBERS 2022-2023