

# wper NEWS

QUARTERLY NEWSLETTER OF WOMEN ENTREPRENEURS NETWORK



## *Pioneering Progress*

INSIDE

4

ANNUAL  
GENERAL  
MEETING

6

WEN X-MAS

8

WORKSHOP  
ON AI

9

THE ART AND  
SCIENCE OF  
MINDFULNESS

10

CHAPTER  
HIGHLIGHTS



## Note from Founder Chair

# Teaming up with Unity & Love

Sheela Kochouseph

Hi my WEN friends!

A very bright and Happy New Year to all of you.

Hope and pray this year will be the best for all of us.

For everyone who are in business there will be many good and bad times , which is quite natural. It's important how we face and handle these difficult situations.

A calm mind is the best tool to sort out any problems.

Many issues may pop up which is not in our control. Better not to take them to your heart. Be calm and one by one you will cope up with them.

It's also important that we update our knowledge on management skills and industry knowledge.

Every woman we collaborate with are of unimaginable source of power and determination. It's important that we learn from our friends too. You may not be knowing what she knows and vice versa. So please observe others and learn from them. How to be positive, how to help and motivate others and how to motivate your team.

Only if you keep your mind positive and open to change can you win their hearts.

Each individual is different and do not expect others to behave like you.

WEN is an organisation of positivity and friendship.

Pls bear in your mind a lot of sweat and pain has gone into moulding this organisation. So it's important that we value this organisation and treat it as your second home. Where you can get and give a lot of love and care.

Also treat all members with love and respect and value their suggestions.

You need a lot of patience and adaptability to survive in an organisation.

So it's important that we discourage any negativity in our organisation.

Let's be one team with unity ,and love for each other .

Signing off

**Sheela Kochouseph**



## President's Note

# Enabling the society

Laila Sudeesh

Dear Friends ,

As we embark on another exciting chapter of our journey, I want to take a moment to express my gratitude for your unwavering commitment to empowering us women in business and continuous support. Your passion, innovation, and resilience inspire us all. Our strength has always been our members and we owe the success and bonding of ours to each one of you !!

This year, our focus will be on fostering collaboration, creating growth opportunities, and amplifying our collective voice. We have been constantly invited by many pioneer Organisations as guests and we sure are proud to have marked our presence in the society as a Social Enabler ..

Through workshops, networking events, and mentorship programs, we aim to strengthen our community and help each member achieve her fullest potential. We also want more of us to know each other's businesses particularly so that we can recollect or refer to them in times of need ..

Another milestone achievement and dream of WEN is our directory where we can get to know all chapter members better.

Together, we are not just building businesses, but also shaping a future where women entrepreneurs lead with confidence and impact. Let's continue to support, uplift, and celebrate one another.

Here's to another year of success and empowerment!

Warm regards,

**Laila Sudeesh**

*President, WEN foundation*



## Secretary's Announcement

# Focus Shift

Dear WEN Members,

**A**s we close the year and step into a new one, it's a pleasure to share updates on the vibrant activities of our organisation

December brought us together in the spirit of joy and celebration with our Xmas event, where we cherished moments of togetherness, laughter, and camaraderie.

As we embrace January, our focus shifts towards learning and growth. We are excited to host an AI and Digital Marketing Workshop, aimed at equipping our members with cutting-edge tools and knowledge to thrive in the digital age. We got a overwhelming response from our members to participate in this workshop

Let us continue to inspire and support each other in achieving greater heights. Together, we grow stronger!

**Dr. Mumtaz Khalid Ismail**  
*Secretary*



## From the Editors Desk



Dr. Anu Suraj

As we release the first quarter of the newsletter for 2024- 25, I'm filled with gratitude and pride reflecting on the incredible journey we've shared as a community. The last quarter marked significant milestones, beginning with our Annual General Meeting (AGM), where we welcomed our new committee and bid farewell to our outgoing team.

Under the new leadership, we've continued to thrive, with engaging sessions on digital marketing and AI learning, empowering us to stay ahead in our entrepreneurial pursuits. Our mentorship programs have fostered meaningful connections, guiding us through challenges and celebrating our triumphs.

The festive season brought us together, with joyful Christmas celebrations that warmed our hearts. Amidst the merriment, our bond as sisters in entrepreneurship has grown stronger.

As we step into the new year, I'm excited to see what the future holds for our community. Thank you for being an integral part of this journey. Here's to continued growth, learning, and sisterhood!

Warm regards,  
**Anu Suraj**

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2024 - 2025

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# WEN AGM Convergence !



The 7th Annual General Body Meeting of the WEN Foundation marked a significant milestone in our journey toward growth and prosperity. In the spirit of collaboration and a shared vision, this pivotal gathering was held on 6th November 2023 at the IMA House, Kaloor, Cochin, with an impressive 168 members in attendance.

The event witnessed the convergence of all five chapters of the foundation, showcasing their diverse and enterprising activities over the past year. The office bearers and members alike gathered to reflect on the accomplishments of the previous year and to chart an ambitious course for the future.

The meeting was further enlivened by vibrant cultural performances from all chapters, which entertained and enthralled the attendees, creating an atmosphere of joy and unity. These activities celebrated the spirit of collaboration, adding a festive and memorable dimension to the event.

During the meeting, Laila Sudeesh was unanimously appointed as the President of the Foundation, with Sulthana Fathima as Vice Chair and Dr. Mumtaz Khalid Ismail as Secretary. Additionally, the WEN Kochi Chapter committee was established, with Nimin Hilal as Chair and Linda Rakesh as Secretary.

The meeting not only served as a platform to foster camaraderie and solidarity among members but also showcased the creative and cultural vibrancy of the WEN community. Together, we are not just an organization; we are the architects of our destiny, bound by purpose and driven by a shared vision to achieve transformative impact.









# WEN X-MAS Cherishing Sustainability



We are delighted to recap the joyous and environmentally responsible Christmas celebration hosted by WEN. This year's festivities exemplified the perfect blend of merriment, generosity, and sustainability. Our esteemed Master of Ceremonies, Kalyani, guided us through a delightful program filled with heartwarming moments and festive cheer. Jeemol's inspiring Christmas message reminded us of the true spirit of giving and sharing.







The celebration featured a range of activities, including an eco-friendly Secret Santa gift exchange, captivating performances, and vibrant stalls showcasing diverse products. Maria Dominic, our guest of honor, shared her inspiring journey as a social media influencer, emphasizing the importance of authenticity and purpose. Diwia Thomas delighted the audience as Ms. Claus, engaging in a delightful conversation with Mary George. The festivities were made even more special with homemade wine courtesy of Anju

Tijo and delectable plum cakes provided by Jenny.

We extend our sincere gratitude to everyone who contributed to making this sustainable Christmas celebration a resounding success. Your support, participation, and commitment to environmental responsibility made this event truly special. Beyond the merriment, our celebration fostered a spirit of collaboration through a unique networking activity, and we're grateful for the meaningful connections and discussions that took place.



*The first ever WEN Christmas Bazaar Catalogue was released by our Guest Maria Dominic which showcased the incredible talents and offerings of our members. The upcoming editions will be strategically placed for more visibility and reach at cafes and restaurants.*



# Leveraging AI & Digi Marketing

Our recent workshop, "Leveraging AI and Digital Marketing," was a very helpful one helping us to sail to success! Held at the picturesque Yacht Club, our sisters gathered for a hands-on learning experience, empowering them to elevate their businesses in the digital landscape. With expert guidance of e-commerce expert Parvathy, founder - Weaver's Hub, participants delved into the world of Google Ads, Facebook Ad Manager, and Google Business Manager, unlocking the secrets of targeted advertising and online presence.

The interactive session allowed our entrepreneurs to grasp the nuances of AI-driven marketing tools, ask questions, and receive personalized feedback. As they navigated the digital marketing sphere, our sisters discovered new avenues for growth, customer engagement, and brand

visibility. With renewed confidence and skills, they're now poised to take their businesses to the next level. We're thrilled to have provided this opportunity for our community to thrive in the ever-evolving business landscape!



## UPCOMING EVENT

**weh**  
WOMEN ENTREPRENEURS NETWORK  
KOCHI



IT'S TIME FOR OUR  
OUTBOUND TRIP!

LE LEELA, KUMARAKOM



### HIGHLIGHTS

Welcome Drink & Snacks on Arrival | Buffet Lunch | Access to Swimming Pool | Team Building Activities | Complimentary Kayaking | Fun Games & Activities | Docked up House Boat | 4 Ac Rooms

BOOK NOW: 1700/- PER HEAD

FEB 15TH 2025

10AM - 6PM

WEH KOCHI

+91 75599 92228

## Empowering Visionaries







**Ligi Abraham**  
Founder Pranatva

# The art and science of Mindfulness

**M**indfulness is an inherent human ability. It has been practiced in different traditions in different names. It simply refers to paying attention to the present moment without any judgement; no past memories or future dreams.

Let us try to understand our physical brain and its functioning, to address its abstract representation, the mind and thereby mindfulness. Human brain has billions of neurons, neural connections, electric impulses, different lobes and areas performing many functions. Brain has a wonderful capacity or power to physically modify itself based on the activities or experiences it goes through. This is known as neuroplasticity. So with continuous positive activities we have a chance of regenerating the brain and similarly negative influences can degenerate the brain. For example in a blind person the touch area of the brain is comparatively very prominent as they use that sensory organ more. To give an example of negative influence, CT images of people who have gone through very traumatic condition shows brain degeneration.

We also have to briefly look at the brain stem, the limbic system and the prefrontal cortex of the brain to scientifically understand mindfulness. Brain stem is that part of the reptilian brain which is in charge of the regular activities as breathing, swallowing, heart rate etc. The limbic system stores everything in our life good or bad as memories. This is the area responsible for emotions. The brain stem and limbic system together are responsible for all our automatic reactions, the reflexive responses. The prefrontal cortex is the more evolved part of the brain where executive functions happen like cognition,

working memory, flexible thinking and inhibitory control. Reflective responses happen from here. So when we apply the prefrontal area we tend to pause and respond.

Mind can be simply defined as flow of thoughts or totality of all intellectual and psychological phenomena in an organism. Research shows 47% of the time our mind wanders and it is more



towards negative aspects. Hence called the monkey mind and here the limbic system is more in charge. Negative emotions are known to have a detrimental effect on our health. It drains our brain's energy. To cope up with negative emotions the limbic area aids to produce various chemicals, like Cortisol which over a period of time can lead to chemical imbalances in the body. These lead to various kinds of conditions which we generally term as psychosomatic disorders. That is from Psych to soma or mind to body. Eighty five percent of the diseases in humans are of this type which includes all the lifestyle disorders.

At any given point of time, if a person is able to use the prefrontal area more than the limbic area in responding to situations, the body remains more balanced and thereby more physical and mental health. Research has proven that mindfulness strengthens the pre frontal area, which aids a person with positive responses to situations. Research also shows

mindfulness shrinks the Amygdala in the limbic area, which is responsible for stress responses. What happens here is simple, when a person is mindful, the whole system is less chaotic and the brain energy can be used up for building and rejuvenating.

How to practice mindfulness? If a person does each and every physical and mental activity with attention, it is the ideal situation. In this era where all of us are expected to learn more and more multitasking, the lesser control we have over our mind. So our actions become more reflexive than reflective and we fail to use the neuroplasticity of the brain to our advantage. Simple mindfulness practices were developed across traditions to get a hold of this vacillating nature of human mind.

To begin with one can start focussing on their breath for few minutes. There is no strain or force, but simple attention to the breath. It is natural to have many thoughts in between. Do not resist them, observe them, try not to get entangled in the thoughts and bring focus back to the breath. Even if it is, as less as three minutes, do it daily. As days pass one would start enjoying the whole process, would be able to practice for more time and then would slowly start realising the rest it gives to the body and mind. One can practice this any time of the day, when stomach is not too full, in any posture, sitting or lying down but make sure spine is straight and supported.

Mindfulness practices slowly helps the person to naturally get more mindful in the day to day activities, to take better decisions, to be more creative, to stay motivated, to enhance memory and to feel lighter. A simple and effective tool, do use it to stay joyful in life!

**Ligi Abraham**  
Founder Pranatva



KOTTAYAM CHAPTER

# WEN GALA

A much awaited gathering after our Onam celebration, was the WEN GALA. Although it was not as pompous and extravagantly decorated as Onam Vavathoor House, We still maintained the glitz and glamour of bright colours, everytime we meet our WEN sisters.

Although, it was exciting to attend our program and look forward to seeing everyone, this day had a lot of importance, as it was also a day for training and empowerment.

Mrs Rakhee Vijay Nair, Chief Mentor at Vajra Learning Solutions had a full session planned on how to Scale Up our Start Ups.

Her energy and Spirit was just so infectious that right from the moment she came into the room, everyone lit up.

She started the session with some interactive exercises, which took us right back to school, lifted us and grounded us together all in one.

With detailed steps on managing and assessing ones business to allowing us to take charge, and also giving steps for handing over and promoting our growth.. She guided us perfectly.

It was an absolutely enlightening and empowering session which really helped each one of us to evaluate and assess ourselves.

The evening came to an end with food, dance and sales from the stalls put up by our own members.





KOTTAYAM CHAPTER

# Journeying through Varkala

Our WEN Kottayam Chapter trip to Varkala was simply magical, filled with laughter, love, and unforgettable memories! We set off from Baker Junction around 8:30 a.m., starting our journey with a heartfelt prayer. Mariamma Aunty kicked things off with a quiz, and soon after, our bus echoed with songs as we dived into a lively game of antakshari. The New Gen went all in but couldn't keep up with the aunties' spirit – laughter filled the air as each song brought back memories!

By noon, we reached Varkala, ready to savor a feast that delighted every taste bud – porottas, tantalizing fish masala, and the heavenly meen pollichathu. After checking in and freshening up, we walked toward Varkala Cliff, with excitement brimming over as we approached the breathtaking view. Along the way, Meenu and Marcella had a little bump, and poor Marcella had a fall, but her smile was as bright as ever. The cliff led us down to the sandy beach, where the waves were calling, and we answered with pure joy! Climbing back up was no small task, but the strength and spirit of our WEN family shone through as we cheered each other to the top.

The shopping stalls along the cliff became our next playground. Dreamcatchers, flowy dresses, trendy hats – there was something for everyone, and some of us even tried out tattoos! As evening arrived, we wandered into a



cozy restaurant, graced with live music, seafood platters, cocktails, mocktails, and, of course, a dance floor we just couldn't resist. The cameras were out, capturing every smile, every laugh.

Back at the hotel, the night was young, and so were our spirits! We stayed up chatting, sharing stories, and laughing until 3, or even 4 a.m. For the early risers, sunrise led us straight to the pool. Meenu played the role of mother duck, leading the cutest line of baby ducks splashing around. Our "Hey Banane" dance became the highlight, creating a joyful ripple through the pool!

Breakfast was delightful, and a few of us even ventured out for boating, exploring an island with some breath taking shots. Back at the hotel for one last meal, we couldn't resist returning to the same place to relive the flavours of that mouth-watering fish masala we'd all been dreaming about.

Our journey back was filled with restful naps, but as the sun set, our energy revived. Music played, and once again, we danced, hearts wide open and carefree. We returned home safe and sound, our hearts fuller, our spirits higher, and our WEN bond stronger than ever. What a trip it was – pure, unforgettable joy!



CALICUT CHAPTER

# In house Empowerment

Vision Board Building Workshop was organized by Team EKA & STARLETS of WEN Calicut. The event was hosted at Marina Residency Calicut. More than 60 members participated and the workshop was handled by our own trainers; Chairperson -Ms. Sandhya Varma, Ms. Aswathi Dinil and Ms. Bindu Vijayan. It was an engaging and fun-filled workshop. Each one of the participants went home with a vision board and a template to track the goals and work on them.





CALICUT CHAPTER

# Glow & Grow



Glow & Grow was a vibrant and dynamic event hosted by Team Sahayogini of WEN Calicut. True to its name, the event radiated color, energy, and enthusiasm.

The event featured the following highlights:

## 1. Interactive Session on Empowering Destitute Women

Ms. Ajitha, a renowned social activist and founder of Anveshi, led an insightful session on supporting destitute women and how WEN can assist in building their entrepreneurial skills.

## 2. Chefprenuer Contest

A quick and creative no-heat, healthy cooking contest was organized by nutritionist Ms. Shivani. The contest was judged by Chef Sumod from Malabar Palace, Calicut, adding a professional touch to the fun-filled activity.

## 3. WEN Recipe Book Launch

In a first for WEN Calicut, a healthy recipe book was published and released during the event. This special book featured unique and healthy signature recipes contributed by WEN members, marking a proud milestone for the team.

## 4. Brand Quiz

Team Sahayogini introduced themselves through an engaging brand quiz hosted by Architect Abhirami. The activity not only tested members' knowledge but also fostered camaraderie.





## CALICUT CHAPTER

### 5. Brand Musical Chairs

A delightful twist to the classic musical chairs, this fun-filled activity involved participants pairing up and sitting on chairs labeled with random WEN members' brand names. It was both entertaining and a great way to familiarize members with one another's ventures.

### 6. New Year Wish Balloons

Buddy captains came together to release balloons tied with the New Year wishes of all members. This symbolic gesture represented prayers and good wishes for the fulfillment of every member's dreams and aspirations.

### 7. Wine & Cake Ceremony

The Chairperson raised a toast, wishing all members success and happiness in the coming year. The celebration concluded with a cake-cutting ceremony, where everyone shared joy and camaraderie.

Glow & Grow truly encapsulated the spirit of WEN, leaving every participant inspired and energized for the year ahead.





## THRISSUR CHAPTER



## Elevate and Grow: Empowering Business Women



The Women Entrepreneurs Network (WEN) hosted a transformative event on August 24, 2024, featuring insightful talks by Mr. Mohankumar T on essential business tools and Mr. Faraz Babu on the art of styling for success. The evening included a marketplace showcasing local businesses, networking games, and meaningful connections among attendees.

The event fostered a strong sense of community, with women exchanging contact information, sharing stories, and discussing collaborations. Participants left with newfound knowledge, inspiration, and a supportive network. WEN's Elevate and Grow event proved that when women come together, incredible things happen. We look forward to more events that inspire, educate, and empower."





## THRISSUR CHAPTER



## NETWORKING WONDERLAND.

The Networking Wonderland event was a resounding success, exceeding our expectations in terms of participation and engagement. Attendees enjoyed a festive atmosphere filled with networking opportunities and holiday spirit.

The event began with a warm welcome from Kitty, followed by an inspiring presidential address from Sana. Members participated in decorating a Christmas tree with hand made ornaments representing their businesses, showcasing creativity and community spirit. Attendees engaged in a Secret Santa gift exchange, where gifts were thoughtfully related to their respective businesses, fostering connections and collaboration. Andrea led a lively dance workshop, encouraging participants to join in and enjoy the moment. The event featured joyous carols and a festive cake cutting ceremony, celebrating the season together. New members were formally installed, further strengthening our community.

Overall, Networking Wonderland successfully brought together our community in a festive and collaborative environment. The event not only highlighted individual businesses but also reinforced the bonds within our network.





THRISSUR CHAPTER

# Pitch Perfect



On January 10, 2025, TMA and WEN collaborated to host "Pitch Perfect," an inspiring event that empowered participants to refine their pitching skills. The session featured esteemed speaker Vidya Sanjay, who shared her expertise on crafting and delivering compelling pitches. Her dynamic presentation captivated the audience, fostering a sense of community and encouraging collaboration among attendees.



The event was meticulously organized, providing a seamless and enjoyable experience. Participants engaged in discussions, shared ideas, and enjoyed delicious food throughout the session. "Pitch Perfect" was a celebration of collaboration, community, and personal growth. We acknowledge TMA, WEN, and all participants for making this event a success. Here's to building connections and fostering growth together!





## TRIVANDRUM CHAPTER



# Double Dhamaka



We at WEN Trivandrum celebrated our anniversary amidst Diwali's joyous festivities, blending tradition, fun, and togetherness. The event shone bright with good ambience, laughter, food, and community spirit! Thank you to all who made this celebration unforgettable





TRIVANDRUM CHAPTER







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