

wen NEWS

QUARTERLY NEWSLETTER OF WOMEN ENTREPRENEURS NETWORK

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Note from Founder Chair

Collective Spirit

Sheela Kochouseph

Dear WEN Friends,

It gives me immense happiness to see how each of you is benefitting from this organisation—whether through business opportunities, motivation, or the joy of meaningful friendships. Let us always remain grateful for the collective good we have built and continue to share.

WEN was founded on a strong vision and a distinctive way of functioning, which is what sets us apart. Here, the strength of the organisation takes precedence over individual interests, and that unity is our greatest asset.

As you know, WEN is a voluntary organisation. Each of us, despite our busy schedules, contributes time and effort to support its day-to-day functioning. I deeply appreciate the spirit of selflessness and commitment shown by our members in keeping this organisation vibrant and purposeful.

To ensure we continue to grow in the right direction, I request that the WhatsApp group be used primarily for business-related discussions and to extend professional support to fellow members. Let us refrain from posting personal wishes or messages here, as we are a large group. Imagine the clutter if all 300 members shared personal posts. Such messages are best conveyed individually.

Also, let us be mindful that accusations, emotional outbursts, or abusive language—direct or indirect—are not in keeping with the ethos of WEN. Mutual respect and encouragement must remain at the heart of all our interactions.

WEN has grown tremendously and continues to expand. Together, with empathy, respect, and collective spirit, we can take it to even greater heights. I sincerely wish each of you continued success in both business and life.

With warm regards,

Sheela Kochouseph
Founder President

wen NEWS
EDITORIAL BOARD

Ligi Abraham
Anu Suraj

ADVISORY

Maria Abraham
Beena Manoj



President's Note

Milestone Achievements

Laila Sudeesh

Dear WEN Members,

It gives me immense pride and joy to share the wonderful success of the WEN Carnival in Thrissur, which witnessed an overwhelming footfall of nearly 6,000 visitors and resulted in a remarkable profit. This achievement was possible only because of the wholehearted support of all our chapters, who came together in large numbers and worked tirelessly as one family. My heartfelt gratitude to each and every one of you for making this milestone a reality.

Looking back, this journey with WEN has been an amazing experience and a great learning for me personally. The person I am today is because of the constant love, encouragement, and support of all my WEN sisters. It is truly a matter of pride to know that, wherever I go, I have sisters around me to lean on. For this, I remain deeply grateful.

I am equally happy that, together, we could create such a strong public image for WEN by hosting a remarkable event in the city of Thrissur. Beyond this, WEN has also made its mark through national and international collaborations, expanding our reach and reputation. My heartfelt thanks to each and every one who has stood by the cause of WEN and contributed to this growth.

WEN has always been built on the spirit of voluntary contribution. Members step forward selflessly to serve on committees, and over the years, the baton of leadership has kept passing on, each team adding immense value to what WEN is today. WEN has grown to what it is today with the emotion of 'we' and not 'I'. It is this collective spirit of standing together and working as one that makes us strong and unique.

As entrepreneurs, we must remember that we have no enemies—because our network is our net worth. Even when differences in opinion arise, let us learn to forgive, forget, and move forward, always keeping the bigger perspective in mind.

As we move ahead, I request all members to continue to stand firmly by WEN and its values. Let us keep this group a positive, encouraging space for growth. Constructive feedback is always welcome, but I kindly urge you to share any negative feedback personally, so we do not disturb the peace of mind of others. Remember—the world is always more beautiful when we choose to see the silver lining.

I am also delighted to announce the addition of a new chapter from our neighboring state—WEN Coimbatore, with over 100 members already onboard. This is yet another milestone that reflects our unstoppable growth.

Let us remain grateful to this organisation, cherish the network we share, and use it to bring out the best in our enterprises. Always believe that together, we can achieve anything when we work towards the greater good of WEN.

With gratitude and warm regards,

Laila Sudeesh
Foundation President



Secretary's Announcement

Reflection

Dr. Mumtaz Khalid Ismail

Dear Members,

As we come to the close of yet another quarter, I take pride in reflecting on the wonderful journey we have shared. This quarter was marked by vibrant activities, especially our Onam celebrations, where members came together in true festive spirit, showcasing the unity and warmth that defines WEN. It was a beautiful reminder of how culture and community strengthen our bond.

Looking ahead, our next important milestone is the Annual General Meeting (AGM). The AGM is not only a time to review our progress but also an opportunity to come together, share perspectives, and collectively shape the way forward for WEN.

I encourage all members to actively participate, as your voice and vision are what drive our organization to greater heights.

Warm regards,
Dr. Mumtaz Khalid Ismail
Secretary, WEN Foundation



From the Editors Desk

Ligi Abraham

As we conclude the year with our fourth and final issue, we are filled with pride and gratitude for having consistently delivered our newsletter on time. This achievement would not have been possible without the support of each newsletter team member from all our chapters, and we are thankful for their dedication and positive spirit.

The highlight of the quarter was undoubtedly the WEN Carnival organized by our Thrissur chapter. The event was a resounding success, showcasing the spirit and camaraderie that defines WEN.

With the festival season in full vigour and spirit, all our chapters celebrated Onam with great joy. It was a quarter filled with events, learning, and growth.

As we approach our Annual General Meeting, once again, thank you everyone for your support. Here is to another year of empowering women and fostering a stronger, more united community!

Ligi Abraham
Editor's desk

UPCOMING EVENT

WEN
WOMEN ENTREPRENEURS NETWORK

Save The Date

AGM
Annual General Meeting

Date : 18 October, 2025
Time : 10.30 am to 3.00pm
Venue : KPM Tripenta Hotel,
Kozhikode

**Glimpses of
AGM 2024**

WEN Mentoring: Empowering Womenpreneurs

St. Xavier's College for Women (Autonomous), Aluva, in association with WEN proudly presented the "Women in Business Conclave," a flagship event organized by the Institution's Innovation Council (IIC) in association with the Research Department of Commerce. The conclave aimed to bring together women entrepreneurs, leaders, and innovators to share their experiences, insights, and expertise. The event was on May 8, 2025 and featured many distinguished diverse panel of accomplished women professionals, including:

- Pushpy Muricken, Cost Accountant, PB Muricken and Associates (Moderator)
- Asha Suresh, Director, Misty Mountain Resort
- Laila Sudeesh, Care4u Services
- Renu Navin, Studio Nitara
- Raji VJ, Indian Vogue
- Deepa Mathai, AISCAPE
- Dr. Mumtaz Khalid Ismail, Total Nutrition Plus

The Women in Business Conclave promised to be an enriching experience, offering valuable insights into the world of entrepreneurship and business leadership. Attendees learned from the experiences of successful women entrepreneurs and leaders, gained insights into the latest trends and innovations in various industries, networked with like-minded individuals and potential collaborators and explored opportunities for growth and development in their own entrepreneurial journeys



Teresian Innovation Summit

St. Teresa's College (Autonomous), Ernakulam, with WEN hosted a panel discussion on "Successful Women Entrepreneurs" as part of the Teresian Innovation Summit.

Panelists

The panel featured seven accomplished women entrepreneurs from diverse fields, sharing their experiences and insights on entrepreneurship. The panelists include:

1. Ms. Deepa Mathai- Director, AISCAPE | ARKIND
2. Ms. Rumana Jaseel - Executive Pastry Chef & Academy Head at Incredible Art Academy
3. Ms. Mary George - Communication Coach & Founder,



UPM Advertising

4. *Ms. Parvathy B Nair* - Founder of Navayarn, A Unit of IQB Retail Pvt Ltd
5. Ms. Asha Suresh- Director at Misty Mountain Resort, Munnar
6. Dr. Mumtaj Khalid Ismail- Total Nutrition Plus
7. Ms. Pushpy Muricken- Cost Accountant, P B Muricken and Associates

The event is supported by title sponsors OPPO and Federal Bank

This panel discussion aimed to highlight the journeys, challenges, and successes of women entrepreneurs, providing a platform for learning and networking. The Teresian Innovation Summit is an initiative by St. Teresa's College, celebrating its centenary year ("100 Years By His Grace").



The WEN Inspire Series 11, "The Empowered Entrepreneur: Building Your Business from the Inside Out" with Susan Villoth and Anupama Ramachandran, provided valuable insights on personal empowerment, overcoming limiting beliefs, and a practical framework for entrepreneurial success. Participants gained actionable steps to enhance their business growth and entrepreneurial mindset.



Bootcamp Success Stories

Nadeera

From WEN Thrissur When she joined the bootcamp, she was at crossroads, wondering which way to go.

After the bootcamp,

- She created a concept
- She made a story that connects with people
- She launched a brand
- She went public with a stall too at Thrissur WEN Carnival.



Dr Clare Eapen

Ann's Ensemble picks

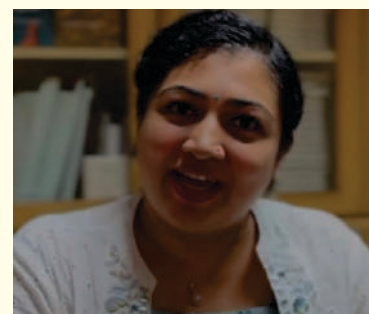
Retired veterinary doctor turned entrepreneur. She was doing saree sales online and through exhibitions. She has decided to convert a space in her house as a retail shop!



Dr Meera Prashant



After the boot camp that opened my eyes to many of the potential areas in my business and my own and my team's talent, I have sat back, looked deep within me and my business and realized quite a few areas where I need to work on and am moving a pebble at a time! Revamped my website, attended the PACE program, attended Mary Mam's session and also took a 1 to 1 session with her team and as per her advice have started working on my branding strategies! Making a humble beginning with a small education video / dental tips series on fb & instagram!



Anila Mathew

She is part of a family business which is into printing. She decided to take a bold step and launch a brand - Kinder Kalari which has products designed to make Malayalam language easy to learn. After the bootcamp she registered Kinder Kalari as a Business!

Gigi George

Along with her husband, she runs Joabyjo Travels, an experiential tour company. She was inspired to grow her business and increase the visibility of her brand.



Reeba Abraham

Kottayam Chapter Chair

Reeba was so inspired and motivated by the camp that she expanded her business pan India and international too!



The WEN CARNIVAL was hosted at Lulu Hyatt convention Centre, Thrissur on the 8th of August. Event Highlights: - Shopping Stalls - Food Counters - Kids Zone - Workshops - Silent DJ Curated by women and created for everyone, this event truly embodies the spirit of women in business. It serves as a vibrant platform for women entrepreneurs to showcase their diverse products, foster meaningful networking, and empower one another through shared experiences.

The carnival not only highlights the innovation and creativity of women-led enterprises but also strengthens the support system that fuels their growth and success. Together, this celebration amplifies the voices of women in business, encouraging collaboration, inspiration, and lasting partnerships within the community.



THRISSUR CHAPTER



THRISSUR CHAPTER



HER STORY-Inspire and Grow

Her Story – Inspire and Grow was a vibrant session celebrating women entrepreneurs, where participants shared candid accounts of their journeys—highlighting struggles, breakthroughs, and support received.

The event also featured a fast-paced networking round, giving each attendee 40 seconds to pitch their products and services. We also had our new member installation.

To wrap up, a lively painting workshop led by artists from the Wen community. Lathika Vijayaraghavan, Laji Sajid and Sandhya Chander brought everyone together, blending creativity with connection and leaving participants united through art.

This event would not have been possible without the generous support of our sponsor, Bio Swim.



THRISSUR CHAPTER

Onam and 4th Anniversary

WEN Thrissur commemorated its 4th anniversary in conjunction with vibrant Onam celebrations, marking four successful years of nurturing a platform dedicated to empowering women entrepreneurs. This platform has been instrumental in fostering meaningful networking opportunities and building a strong support system for women in business.

The event was further elevated by the gracious presence of Mrs. Sheela Kochouseph and Laila Sudheesh from the WEN Foundation, whose participation added both inspiration and prestige to the occasion. Their involvement underscored the collective spirit and resilience of the community, making the

celebration a truly memorable and impactful milestone.

The Onam festivities were a joyous occasion filled with cultural richness. The community came together to welcome Mahabali, create colorful pookalams, enjoy a traditional sadhya feast, participate in games, perform the Thiruvathira dance, and sing traditional songs.

Beyond the festivities, the event strengthened communal bonds and celebrated the universally shared belief that all humanity is one, connected through joy, tradition, and friendship



KOCHI CHAPTER

Onam Celebration

Onam is a time for unity, joy, and celebration! Our Kochi community came together to embrace the spirit of Onam, showcasing the rich cultural heritage of Kerala. The vibrant Thiruvathira dance performances mesmerized the audience, while the Sadya feast delighted our taste buds with its traditional flavors. It was a day filled with fun, laughter, and togetherness, reminding us of the importance of oneness and community bonding. We're grateful for the memories and look forward to many more celebrations!



KOCHI CHAPTER



Retro Night at Women's Got Talent



The Women's Got Talent event was a nostalgic trip down memory lane as our talented participants brought back the retro vibes! With performances that relived yesteryears' iconic songs and moments, the audience was transported to a bygone era. The energy was electric, and the performances were truly unforgettable. Kudos to all the talented women who participated and made the event a huge success



CALICUT CHAPTER



We @ the Carnival

The Calicut Team had attended the WEN Carnival organised by Thrissur Chapter on August 8th. There were stalls put up by Calicut WEN members and two of our members Ms. Uthara Ramakrishnan and Ms. L. Sarumathy were part of the Panel Discussion Arranged as Press meet for College Students. Team Agni and Team Tulips, conducted an offline learning session on August 11th, at Seashells, and the Topic was on "Tools and Strategies for Business Growth" (based on digital marketing). We had a young, dynamic



personality Ms. Ramsheena Mehamood as the guest speaker. They were instrumental in bringing, Monday and Friday WENDER Women business awareness series and WENSday Mindshare that kept our WEN members engaged all the time. An online event was again conducted by the team on Decoding the Digital Jungle by Anuradh Nair VP & Head, Creative Head of Social Beats, a well known Digital Marketing Team. Response and Attendance to the webinar was more than 50% and the members were much benefitted from the knowledge sharing session.



Calicut Chapter




Free Online Event
Decoding the Digital Jungle

ANURADHA NAIR
 VP & Head
 Creative Strategy, Social Beat

19 AUGUST 2025
3.30 PM to 5 PM

How to grow your business's digital reach using Social Media, YouTube, Google, WhatsApp, and other platforms.






Calicut Chapter




GOING DIGITAL : TOOLS AND STRATEGIES FOR BUSINESS GROWTH

What you will learn?

1. Creating Engaging Insta Reels
2. Designing with canva
3. Video editing

August 11
5.00 p.m onwards
Sea Shells Calicut

Reg fee - ₹ 650 /- only



Speaker: Ramsheena Mehamood
 Personal Brand Strategist



CALICUT CHAPTER

WEN learning

An Online Business learning meet planned by Team Zenthia and Team Radiance on July 19th, added to the events in July.

The team also did their WENZday Mindshare and WENder Women Series on Wednesdays and Mondays, respectively. There was a Grand EID celebration by the Executive Committee Monday and Friday WENder Women business awareness series and WENSday Mindshare was well executed. Buddy team Radiance & Zenthia were the teams incharge. On July 19th, we conducted an offline session on Design Thinking Advantages - in Business by Mr.

Vineesh US, Behavioral Scientist. Malabar Gold invited 20 of our members to their factory visit, and on the 25th of July, 20 WEN members gathered at the Malabar Gold showroom, and we were taken to their Factory at Ramnatukara. Our member had a great learning session on how Gold Jewelry is handcrafted or machine-made, the different processes and methods. The best learning was the system in which they monitor their staff, divided into teams, and targets are given and how they achieved them. As a part of the Artistry Celebration at Malabar Gold, they honored 10 Women Entrepreneurs from Calicut, out of which 4 of them were from wen calicut.



CALICUT CHAPTER

An Onam to Remember

WEN Onam of Calicut Chapter was celebrated on September 1st 2025, at Cascadia – River Front Resort. More than 50% of our members participated in the colourful event filled with Joy and Fun. The gathering was merrier with the presence of Maveli Thambooran for the first time at Wen Calicut's Onam Celebrations. Delicious Ona Sadhya catered by our own Wen Member, Ms.Lakshmi, was top-notch.

Team Inara and Tarang had arranged for a webinar on the topic of Expanding to the Online Market space. The

Expert Speaker was Mr. Rakesh Nair, who is a Digital Consultant & Clarity Coach. Members benefited greatly from the session.

WEN Calicut's Ex. Com celebrated Navrathri Golu together by attending Bommai Golu at Calicut, WEN Secretary Sarumathy's house.



KOTTAYAM CHAPTER



On 8th August, 20 members travelled by bus, train, and car to attend the WEN Carnival held at the Lulu Hyatt Convention Center. The event was organized by the Thrissur Chapter and saw participation from all chapters. The carnival was open for all to attend.

Kottayam chapter organized and conducted the student press meet. After the inauguration and photos, preparations were made for the panel discussion, which was a roaring success. Our Chapter advisory member,

Ms. Chinu Mathew, was part of the panel discussion conducted



WEN Carnival Vibes!

during the student press meet. Students participated with enthusiasm and continued discussions with the panelists even after the program.

The venue featured colourful stalls, a vibrant food court, and a lively atmosphere. Members visited the stalls, purchased products, and connected with chapter members. They also assisted in various stalls, enjoyed the food, and witnessed the fashion show and the silent DJ before bidding farewell to the venue.



KOTTAYAM CHAPTER

One Day Trip with Overnight Stay

Our much-awaited trip finally happened on the 20th and 21st of September, with 25 members travelling to Thayillkadaloram by Kovalam Gymkhana, Kovalam.

The weekend gave us the perfect space to unwind, share stories, laugh together, and strengthen our bond as a team. The beautiful setting, good food, and carefree conversations made it a memorable experience for everyone.

Along the way, we faced small challenges, but we tackled them together, and that's what made the journey even more meaningful. The trip reminded us that WEN is not just about meetings and programs but about standing together in every situation. Members returned refreshed, happy, and already looking forward to the next trip.



KOTTAYAM CHAPTER

Onasmrithi



WEN Kottayam Chapter came together for WENONAM PONNONAM.. ONASMRITHI at Stay Samara Resort, Viloondi, on 12th September.

Almost 60 members joined in to celebrate the festival in true WEN spirit. The day began with the lamp lighting, moved into the graceful thiruvathira, and continued with songs, cultural programs, games, and laughter. We ended it with a traditional Onam Sadya that left everyone smiling and satisfied.

Stay Samara was the perfect setting for our Onam celebrations, adding beauty and warmth to the occasion. All our committee members took up different responsibilities and ensured that every moment was thoughtfully

planned, creating one of the most fun-filled and memorable events for everyone.

The celebration was not just about Onam but about the

togetherness we share as a chapter. Memories were captured in pictures, but more importantly, they were etched in our hearts. The day reminded us once again why our WEN sisterhood feels like family.



COIMBATORE CHAPTER

WEN Exclusive Session: Money Moves

The Women Entrepreneur Network (WEN) recently hosted a highly engaging and insightful session titled "Money Moves: Take charge of your finances with confidence!" at the Coimbatore Club on 18th August 2025. The session was led by Mrs. Kalpana, Deputy Vice President – II & Regional Head, Federal Bank, Coimbatore Region, who brought her expertise and practical wisdom to the gathering.

The event focused on three key areas vital for today's entrepreneurs and professionals:

Financial Products Simplified – Participants gained clarity on tools and solutions that support business growth.

Banking Awareness – Mrs. Kalpana shared essential updates and industry insights that every entrepreneur must know to stay ahead.

Wealth Management – Attendees learned expert strategies to safeguard and grow their wealth effectively.

The session was not only informative but also interactive, with Mrs. Kalpana addressing queries from participants and sharing real-world examples that made complex financial concepts simple and relatable.

The audience found the session extremely valuable, appreciating the practical takeaways and actionable

strategies. Many expressed how empowering it felt to understand money matters in a straightforward manner. The atmosphere was filled with energy, curiosity, and enthusiasm as women entrepreneurs connected, learned, and left with renewed confidence in managing their finances.

Overall, Money Moves was a remarkable success—an evening of knowledge, empowerment, and camaraderie that left every participant richer in wisdom and ready to make stronger financial decisions.





Money Moves:
Take charge of your finances with confidence! **WEN Exclusive Session.**

By Mrs Kalpana, Deputy Vice President
– II & Regional Head, Coimbatore
Region (Federal Bank)

Join us for an exclusive WEN session covering:

- Financial Products Simplified** – Tools & solutions for business growth
- Banking Awareness** – Essential updates for entrepreneurs & professionals
- Wealth Management** – Expert strategies to grow & safeguard your wealth

18TH -08 - 2025
4:00 PM – 6:00 PM
Coimbatore Club

Registration fee - RS 500.
Contact : Jaya Lakshmi - 7594832228



Mrs Kalpana

COIMBATORE CHAPTER

TOGETHER IN TRADITION, TOGETHER IN JOY



The Women Entrepreneur Network (WEN) Coimbatore Chapter came together in a vibrant celebration of tradition, joy, and sisterhood at the Onam Celebrations 2025, held on Friday, 12th September, at the Kerala Club.

The event beautifully captured the spirit of Onam — a festival that celebrates unity, abundance, and gratitude. Members arrived dressed in elegant traditional attire, bringing a radiant festive charm to the venue. The day was filled with laughter, music, colors, and the unmistakable warmth of togetherness that defines the WEN community.

The celebration began with traditional dance performances that set the tone for the day, followed by a



delightful fashion show where members gracefully showcased Kerala's timeless attire in shades of ivory and gold. Adding to the joy was a spread of the authentic Onam Sadhya, a grand feast that everyone relished with smiles and camaraderie.

The event also featured fun games, music, and interactive moments, making it a perfect blend of culture, connection, and celebration. The atmosphere was one of joy and nostalgia — a reminder of how traditions can beautifully unite hearts and strengthen community bonds.

The Onam Celebrations 2025 was not just an event but a heartwarming experience that left every participant glowing with

happiness. It truly embodied the essence of WEN — women supporting, celebrating, and growing together in spirit and joy.



TRIVANDRUM CHAPTER



Making Presence Felt

Members from **WEN Trivandrum** enthusiastically participated in the **WEN Carnival** held at Thrissur on **August 8th**, making their presence felt across various events and activities.

Anupama Ramachandran conducted an inspiring workshop on Blackout Poetry, sparking creativity among participants.

Resmi Maxim represented the chapter at the Aspirants Meet – Business Achievers Panel Discussion, sharing valuable insights from her entrepreneurial journey. Members Sherone, Sussana J, Dhanya Jose, and Nisha Sugathan added colour and charm to the carnival with their beautifully curated stalls.

Shareena, Rohini, and Devu Sukumar extended their support as gift sponsors, contributing to the event's success.

Several other members also joined the celebration, lending their energy and enthusiasm to make the day truly memorable for everyone!



TRIVANDRUM CHAPTER



WEN Trivandrum Onam Celebration 2025

On 14th September, the WEN Trivandrum family came together at PPD Emerald Hills, Trivandrum, to celebrate the spirit of Onam in true traditional style. The event was a vibrant blend of colors, music, and laughter — with members showcasing their talents through Thiruvathira, group dances, group songs, and delightful fashion shows featuring mothers and kids.

From playful Onam games that brought out everyone's festive energy to the grand Onasadya that satisfied every craving, it was a day filled with joy, togetherness, and unforgettable moments.

Here's to celebrating traditions, friendships, and the beautiful bond that unites the WEN Trivandrum community!



TRIVANDRUM CHAPTER



Buddy Meet-Up: Building Bonds and Businesses

The recent Buddy Meet-Up, jointly organized by Soul Sisters and Soar High, was a wonderful celebration of collaboration and community. Hosted at Anoma by Sherone, the event brought together members to connect, understand each other's businesses, and explore ways to support and grow together.

Member products from YDesigns, Anoma, and Forever Living Products were promoted during the event, highlighting the creativity and enterprise within our network. The day was filled with engaging conversations, shared learning, and inspiring stories of collaboration — truly a reflection of what happens when women come together to lift each other higher.

Adding to the excitement, an expo was also organized at Condor Carnations as part of the buddy collaborations, giving members an opportunity to showcase their entrepreneurial ventures to a wider audience.





Navigating Cybersecurity

Dr. Pattathil Dhanya Menon

India's First woman Cyber Crime Investigator

Director - Avanzo Cyber Security Solutions Pvt Ltd

Navigating Cybersecurity and Data Protection Challenges in Indian SMEs Small and Medium-sized Enterprises (SMEs) in India face significant challenges in navigating the complex landscape of cybersecurity and data protection regulations. With the increasing number of cyber threats and stringent regulations like the Digital Personal Data Protection Act (DPDPA) 2023, SMEs must prioritize compliance and robust cybersecurity practices to protect their businesses and build customer trust.

Challenges Faced by SMEs

1. Lack of Awareness: Many SMEs are not fully aware of regulations like the IT Act 2000, DPDPA 2023, and sector-specific guidelines from various regulatory authorities/bodies.
2. Inadequate Security Practices: SMEs often fail to implement "reasonable security practices" to protect sensitive information as required by Section 43A of the IT Act.
3. Insufficient Incident Response Planning: Not having a proper incident response plan in place to manage and report cybersecurity incidents to authorities like CERT-In within the required timeframe.
4. Data Protection and Privacy: SMEs might overlook the need for robust data protection measures, especially considering the DPDPA 2023 requirements for protecting digital personal data.

To integrate data protection best practices into daily business operations, SMEs can take the following steps:

1. Risk-Based Approach: Focus on protecting high-risk data and processes.
2. Simple and Scalable Solutions: Implement solutions that are simple to manage and scale with the business.
3. Utilize Resources: Refer to guidelines from MeitY for data protection and utilize resources from CERT-In for cybersecurity best practices and incident response.

Understanding Legal Responsibilities and Rights in the aftermath of a cyberattack, SMEs should:

1. Refer to Guidelines: Refer to guidelines from MeitY for data protection and CERT-In for incident response.
2. Report Incidents: Report cybersecurity incidents to authorities like CERT-In within the required timeframe.
3. Seek Support: Seek support from cybersecurity experts and legal professionals to understand their legal responsibilities and rights.

Growing Awareness and Compliance

There's a growing need for SMEs in India to be aware of data privacy laws like the DPDPA. To stay compliant and prepared, SMEs should:

1. Stay Informed: Stay informed about the DPDPA's requirements for handling digital personal data.
2. Implement Robust Measures: Implement robust data protection measures to protect digital personal data.
3. Build Customer Trust: Build customer trust by demonstrating a commitment to data protection and compliance.



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