

Editor's Note



For a young Post graduate from IIM Ahmedabad, there are many lucrative job offers available. Very few people have the courage and confidence, to not even temporarily accept a job, specially when there is no money in the background. His story is an inspiration for millions. A self-made entrepreneur, his mission is to help the poor through job creation. E Sarathbabu hit the headlines after he rejected several high profile job offers from various MNCs after he passed out of IIM, Ahmedabad two years ago.

He instead started a catering business of his own, inspired by his mother who once sold idlis on the pavements of Chennai, and worked as an ayah in an Anganvadi to educate him and his siblings. As a child, he also sold idlis in the slum where he lived. "We talk about India shining and India growing, but we should ensure that people do not die of hunger. We can be a developed country but we should not leave the poor people behind. I am worried for them because I know what hunger is and I still remember the days I was hungry," says Sarathbabu.

In August 2006, Sarathbabu's entrepreneurial dream came true with Foodking which runs Canteens for educational institutions. He had no personal ambition but wanted to buy a house and a car for his mother. He has bought a car but is yet to buy a house for his mother. The "foodking" still lives in the same hut in Madipakkam in Chennai.

Today, Foodking has six units and 200 employees, and the turnover of the company is Rs.32 lakh a month. But it has not been a bed of roses for Sarathbabu. Starting off with a loan of Rs. 20 lakhs in 2006, after struggling and making losses in the first year, he managed a turnaround in 2007. He says that "by this year end, we will have 500 people working for us. Only 10% of my workers are educated, the rest are uneducated. I want to make a change in their lives. If they have any problem, I will take care of it. We support the marriages and education of poor families. We are paying more to the employees as the company is doing well. Now that the foundation is strong, I plan to have ten units and a turnover of Rs 20 crore (Rs 200 million) by next year."

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Chief Editor

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FLO Directory of National Executive Board
and
Governing Body Members 2008-09

Office Bearer

Anuradha Goel - President
Neena Malhotra - Treasurer
Shipra Chatterjee - Executive Director

Kavitha D Chitturi - Senior Vice President
Nandita Jain - Joint Treasurer

Ranjana Agarwal - Vice President
Kiran Gera - Immediate Past President

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Archana Gupta
Shallu Jindal - YFLO
Vidhi Singhania
Madhulika Mehta

Sheetal Ansal
Usha Gupta
Deepika Jindal
Seita Vaidialingam
Shirin Paul

Jayashree Bhartia
Deepshikha Khaitan - YFLO
Manju Monga
Rajyalakshmi Rao
Madhu Nath

Meera Goyal
Seema Jajodia - YFLO
Malvika Rai
Shubhra Aggarwal

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Lalita Jain

Leena Kejriwal
Jahnabi Phookan

Salmoli Mukerji

Shashi PrabhaJalan

West

Deepali Goenka
Neeta Boochra

Vinita Bimbhet
Indira Bagri

Ujjwala Akshay Singhania

Shailja Khaitan

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Saritha Reddy
Latha Rajan
Venkatlakshmi Silesh

Vani Subhas
Prithika Chari

Manjula Reddy
Akhila Srinivasan

Heena Srivastava
Kavitha Varadaraj

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Dear Friends
FLO : A journey

Twenty five years may seem a long time in the life of an individual yet for an organisation it is but a short time. It has been a span of time when almost everything has changed in Indian Business. Not the least of which has been the role of women in business. We have of

course come a long way from the time when a woman could not even get a bank loan unless supported by her husband or her father's credentials, to a time when women are CEOs of large corporate houses and call the shots in board rooms.

FLO has indeed grown and as we usher in the Silver Jubilee Year I feel proud of our achievements. I am also grateful. This has been made possible through the vision of our founding members and the skills of all the Presidents and members that have been associated with it over the years.

With the change in times we are now faced with new challenges even as newer opportunities come our way. Figuratively the people of the world are now closer than their neighbours making possible newer approaches to problem solving while creating newer problems. Energy and environmental issues trouble every industry. With the problems of climate change, which go beyond national boundaries, we need to find radically new solutions. We also need to have a new look at education at all levels for the womanpower that we need for our society. Not just basic education but also higher education and research.

We also must realise that there are no simple formulae for solutions. As an organisation we must keep our vision clear. We must provide an ethical, sustainable environment for achieving the fullest potential for every woman entrepreneur whether small or big. We must, as a group, nurture enterprise development skills among women across the country. While doing this we must also ensure that we fulfil our social responsibilities, for compassion and empathy is at the core of every woman. The memory of our past must inspire us such that we never stop growing. The vision of our future must go beyond the dreams of every woman in the country. This Silver Jubilee Year let us pledge to touch the lives of every woman in India empowering them, nurturing them to lead, lead better.

Anuradha Goel
President FLO

Inaugurating the Silver Jubilee Year



Since its inception in 1983, FICCI Ladies Organization has come a long way in the last 25 Years. July 7, 2008 was a red letter day in the history of FLO as the FLO family celebrated the inauguration of the Silver Jubilee Year at Federation House, New Delhi. The very

apt theme for the Silver Jubilee year is 'Nurturing Leadership among Women'.

An exemplary name for all Indian women, Ms Rajashree Birla, Director on the Board of the Aditya Birla Group, Mumbai was the Chief Guest for the occasion. Ms. Margaret Alva, General Secretary, All India Congress Committee, Mr. Harsh Pati Singhania, Senior Vice President FICCI and Mr Yash Copra, CEO of Yash Raj Films were other distinguished guests present on the occasion.



Ms Birla inaugurated the photographic exhibition that reflected the journey of 25 years by FLO. A short film was also screened at the occasion that highlighted the same and made the members associated with FLO for a long time nostalgic, as they walked down the memory lane and for the new members, it was an opportunity to be a witness to the long and successful journey of FLO, of which they are a part now.



RETAIL- THEN AND NOW

Federation House, New Delhi, July 8, 2008

As a continuation of Silver Jubilee celebration, a panel discussion on 'Retail- Then & Now' was organized on July 8, 2008. A distinguished board of panelists representing the best players in the retail industry drew a lot of attention from FLO members as well as the media.

Ms Hemu Ramaiah, CEO of Landmark, Mr William Bissel, Managing Director of Fabindia Overseas Pvt Ltd, Mr. S Shashikanth, President-manpower of Subhiksha, Ms Neeraj Ghei of Select Citywalk and Mr Bijou Kurien of Reliance Retail highlighted the continuous boom in the retail sector of India and its journey from then to now.

Ms Archana Gupta, Governing body member, was the moderator and convener of the programme, which was well attended with over 125 participants.



FLO/ADB ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (EDP) FOR CRAFTPERSONS

The primary objective of FLO is to promote entrepreneurship and professional excellence in women. It acts as a catalyst for the social and economic advancement of women and society at large and endeavors to make women aware of their strengths through its educational and vocational training programmes, talks, seminars, panel discussions and workshops on a vast range of subjects especially concerning women and business.

In this context and at the same time to co-incide with the Silver Jubilee celebrations of FLO, 5 Entrepreneurship Development Programmes for Crafts persons were organized in various parts of India. This line-up of holistic programmes was sponsored by Asian Development Bank.

The first of these was held on May 5-9, Dhankot, Gurgaon on Embroidery & Tailoring.



ART-THEN AND NOW
Delhi, April 26, 2008

The first FLO programme of the silver jubilee year, which was a panel discussion on 'Art-Then and Now', was held immediately after Ms Anuradha Goel took charge as the President of FLO during the 24th Annual Session held on April 25, 2008 and with a participation of over 150 people, it was definitely a huge success.

The panel discussion was moderated by Ms Sushma Behl. The coordinator of the programme was Ms Lakshmi Pandalai.

The art world was represented by experts in various disciplines of art such as Ms Rubina Karode, who spoke on trends in contemporary art. Prolific artists like Mr Jatin Das, Ms Aparna Caur and Ms Manisha Gera spoke on their personal perspective on art. Mr Amit Vadhera, Ms Mamta Singhanian and Ms Priya Khanna were the other eminent panelists



Panchwati: from illusion to self-realization
Delhi, May 12, 2008

As part of the silver jubilee year, FLO initiated a programme to showcase works/ideas of the talented members – to share with the members the immense wealth of talent within the FLO family. The first in this series was a reflection on women's issues raised in Dr. (Mrs.) Kusum Ansal's book 'Panchvati'. This was made into a film directed by the Late Shri Basu Bhattacharjee in 1987.

Short extracts from the film Panchvati were shown during the programme.

A very interesting panel discussion with the writer of the book, Kusum Ansal, actor Deepti Naval and Producer Shobha Doctor followed the screening.

The discussion was moderated by Dr Lavlin Thadani, CEO, Muskan.



FLO Coimbatore

FLO/ADB EDP ON SOFT TOYS,
Kottayam, Kerala: May 9-13, 2008

FLO in collaboration with the Asian Development Bank organized an Entrepreneurship Development Programme (EDP) for Craftspersons with special emphasis on soft toys at Kottayam, Kerala. The main aim of this EDP was to revive, preserve and support declining indigenous knowledge, resources and skills of craftspersons, and to update technologies to generate sustainable livelihood and ensure continuity of cultural traditions.



30 women from the village participated in the programme and they were trained in the art of making soft toys. Besides the knowledge of pattern making and manufacturing, they were also told about Central Government and the State Government Schemes for the said crafts for the benefit of craftspersons, especially for women.

FLO Chennai

Spirit of Entrepreneurship
The Park, Chennai, June 27th 2008



"The Spirit of Entrepreneurship", the first of a series presenting Women Entrepreneurs and their success stories, showcased Ms. Latha Mohan from the Kanya Chain of Beauty Salons. She has 6 branches in Chennai and 2 in Bangalore. She also runs "Bounce" along with her children and is the first to commence a unisex spa called "Oryza" in Chennai. She has set up her own Academy catering to Training, Workshops and Seminars on Skin and Hair Care. The Bounce Academy, the Bounce Style Lounge and The Nail and Bridal Studios are in the pipeline. She has indeed carved a niche for herself in the beauty business fraternity.

Chapter Notes

FLO Coimbatore

Change of Guard Ceremony

Coimbatore, June 14th, 2008

The change of guard ceremony was held at Mrs. Venkatalakshmi Sailesh's residence. There was almost 95% attendance at the Meeting. Chairperson, Mrs. Venkatalakshmi Sailesh handed over charge to the incoming Chairperson, Mrs. Kavitha Varadaraj

FLO Jaipur

Health and Lifestyle

Mansingh Towers, Jaipur, June 8th, 2008.

An Interactive session was organized on 8th May 2008 at Hotel Mansingh Towers with Ms. Ishi Khosla (Clinical Nutritionist & Director, Whole Foods, New Delhi) on "Common Health Concerns in Today's Lifestyle & Healthy Eating."



FLO Jaipur

Visit from Delhi

Jaimahal Palace, Jaipur, May 21st, 2008.

Ms. Mukta Jain (Ex President FLO, Founder Jaipur Chapter) met the members of the new board of Jaipur chapter along with their spouses on her visit to Jaipur on 21st May 2008. The get together was organized at Hotel Jaimahal Palace, Jaipur. The incoming chairperson is Ms. Shailaja Khaitan.



FLO Kolkata

EDP PROGRAME AND TREE PLANTING

Chowhati, Kolkata, may 26th to 30th, 2008

An EDP programme sponsored by Asian Development Bank on jute bags and embroidery was held in Chowhati. This was attended by FLO President Ms Anuradha Goel, Executive Director Ms Shipra Chatterjee, Chief Guest Shri Kampomoy Ghosh Councilor, Rajpur Sonarpur Municipality, Lions Dignitaries, and FLO Kolkata Members



The welcome address was delivered by Ms Rajkumari Saharia (Chairperson Kolkata Chapter). The first tree from the FLO project of planting 25,000 trees was planted at Chowhati.

FLO Kolkata

FELLOWSHIP MEET

The Conclave, Kolkata May 27TH, 2008.

FLO, Kolkata Chapter held its 1st Fellowship meet hosted by the newly inducted Chairperson Ms Rajkumari Saharia. It was attended by Ms Anuradha Goel, All India President, and Ms. Kiran Gera, Immediate past president.



Chapter Notes

FLO Kolkata

Women and Law

Kolkata, May 24th, 2008

A seminar on 'Women and law' was held by YFLO, Kolkata about legal rules concerning marriage.

The panelists included Advocate Ms Maitrayee Trivedi Dasgupta, a young and sharp lawyer, nominated to represent India as an 'Opinion Leader' in the US convention on Judicial Processes; Advocate Ms Radhika Singh, a gold medallist from the University of Pune and the receiver of the Radhabai Govind award; and Advocate Mr Dheeraj Trivedi, a hard-core law practitioner, who has been dealing closely with women sensitive issues for over a decade.

FLO Kolkata

Seminar on the American Presidential Elections.

American Centre, Kolkata, June 30th, 2008

Mr Moulik B Barkana, the Vice Consul of The Consulate General of the United States of America and Mr. Saugata Roy, MLA, addressed FLO Kolkata on the differences between the Indian & American Presidential Elections. Mr. Barkana in his very lucid style explained how the electoral process in america works, where the president is the main head, taking all vital political decisions for the country, however on the other hand Mr. Roy in his witty parlance, emphasised that the President of India is only a nominal head. The interactive session was followed by tea.

FLO Mumbai

Reservation and its Impact on Society

FLO Mumbai commemorates the beginning of each year with a Change of Guard Ceremony. This year it showcased a panel discussion on Reservation and its Impact on Society.

The panel discussion was moderated by Mr. Govinraj Ethiraj, UTVi Editor-in-Chief. Other panelists included Ms. Brinda Somaya (eminent architect), Mr. Javed Ahmed (Police Commissioner), Professor Parasuraman (Director TISS & CII committee on Reservation), Ms. Anuradha Prasad (MD Bags Films) & Ms. Swati Mayekar (CA).

Well attended by FLO members, outsiders, members of press and television it also gave an opportunity to Dipali Goenka, Chairperson Bombay Chapter, to share with everyone her vision for Bombay FLO 2008-2009.



FLO North East

EFFECTIVE MARKETING STRATEGY

April 8th 2008

This workshop was conducted by Mr.Suneet Mitra from Delhi and supported by Hanns Seidel Foundation, Delhi. It had huge participation including members and outsiders.

FLO North East

WOMEN ENTREPRENEURSHIP DEVELOPMENT AWARENESS PROGRAM

Guwahati Refinery, 21st May 2008

This seminar was organized at Guwahati Refinery wherein FLO north-east also associated itself with it. Mrs Nirupama Barua, a successful entrepreneur was the chief guest with other eminent speakers from MSME, NSIC, SBI.



Chapter Notes

FLO North East

ACKNOWLEDGING WOMEN ACHIEVERS

8th May 2008

Our general meeting this day was full of inspiring stories and facts. Starting with the thought 'Never Give Up – Miracles Happen Everyday', the evening ended with felicitation of Mrs. Aruna Khaitan, our chief guest for the day, who had started her career preparing snacks with 1 kg maida in one small room and is now a household name in Assam with her dry snacks available at all supermarkets and a very successful catering business to her credit



FLO North East

Unique Weaving project of north-east

With the help of Mrs Anjana Somani, Secretary for craft council, Delhi, a six month weaving project in and around the textile belt of the North east will be supervised under the guidance of NIFT Textile Graduate Designer Mr Bappaditya from Kolkata.

At the end of the program the designs will be showcased at a special program organized for weavers of north-east.



FLO North East

FREE EYE CHECKUP CAMP

Saatgaon, 24th May 2008

This camp was organized at 'Padmesh Beverages', Saatgaon, a unit for soft drinks and mineral water. Almost 250 labourers with their families got themselves checked. A factory visit for all the members of FLO was also organised followed by lunch.



FLO North East

ENTREPRENEURSHIP DEVELOPMENT PROGRAM FOR CRAFTPERSONS

Guwahati, 17th June – 21st June, 2008



An EDP on jute craft and weaving of Assam was organized with the support of Asian Development Bank at the Indian Institute of Entrepreneurship (IIE), Guwahati. The program lasted for 5 days. 30 women participated from Greater Guwahati at IIE and the faculty comprised of RGVN, IIE, EDFi, IIBM, DIC, MSME. The program was inaugurated by K. Ahmed, Director IIE. Mrs Anjana Somani, Secretary for craft council, Delhi and Mr Bappaditya Biswas, designer from Kolkata were present to give a few words of encouragement to the participants. At the end of the 5 days program Dr Amiyo Sarma, dir. RGVN gave away the certificates to the participants.

FLO north east also has to its credit the adoption of a village namely Kutting Pahar which has displaced people from IIT. Members of FLO north east will be working for the upliftment of women and children there.

Chapter Notes

FLO Hyderabad

CHANGE OF GUARD CEREMONY:

Taj Krishna, Hyderabad, June 7th, 2008

The 6th Annual Session and Change of Guard Ceremony was held on June 7th, 2008 at the Taj Krishna to mark the installation of the newly appointed committee. Senior Advocate Mrs. Nalini Chidambaram was the Guest of Honour and Mr. P. Ramakanth Reddy was the Chief Guest on the occasion.

After the installation ceremony a brief interactive session with Mrs. Nalini Chidambaram was organized. This gave an excellent opportunity to our members to interact with Mrs. Nalini and to get a better insight into the laws of this country. Mr. Vijay Marur was the moderator for the session.



FLO Hyderabad

FACE TO FACE WITH SHOBHAA DE, Hyderabad, June 16th 2008



FICCI FLO, Hyderabad Chapter in association with Hotel Taj Krishna & Penguin Books organized an evening with Shobhaa De to launch her book Superstar India : From Incredible to Unstoppable. The special guest of the evening, Mohammad Azharuddin received the first copy of the book from Shobhaa. The evening was well graced by the FLO and YFLO members.

The Book is a detour from her usual fare of spicy novels that make use of all the society gossip to which De is privy

FLO Hyderabad

ENTREPRENEURSHIP DEVELOPMENT PROGRAMME on KALAMKARI HAND PAINTING

FLO, in Association with Asian Development Bank conducted an Entrepreneurship Development Programme on Kalamkari Hand Painting. FLO partnered with Kalamcreations Artisan Society, Tiruchanoor, Tirupati and the ADB to bring about the workshop – "A colorful odyssey called Kalamkari."

SAARC chamber of Women entrepreneurs' council (SCWEC) has recently awarded a training project to KAS where in underprivileged women were successfully trained and absorbed in to the practicing artisan community. The objective of the program is the socio economical revival of the kalamkari artisan community in Andhra Pradesh.

The valedictory function for the participating artisans was conducted on Friday, 27th JUNE 2008, 11 AM at Kalamcreations Artisan Society, Tiruchanoor, Tirupati. Prof. C Ratnam, Vice Chancellor- S.V. University, Tirupati was the chief guest.

FLO/HSF PROGRAMMES HELD : MAY TO JULY

DATE	TOPIC	PLACE
May 16-17	Techniques of Candle Making	New Delhi
May 21 & 22	Opportunity in Radio: A Career Option	New Delhi
July 17 & 18	Effective Marketing and Sales Strategy	Ranchi