



Turning Covid 19 Crisis into Opportunity

FLO 2020@180 days



Dear Friends,

Early this year when I took over the mantle as the 37th National President and also as the first to represent FLO's Northeast Chapter, I felt the weight of great expectations upon my shoulders.

From the 365 days I have in hand, I had to make each day count not only for myself but for my FLO & YFLO Chapter chairs, who named themselves Rockstars and whom I christened #One FLO.

With COVID 19 and the nationwide lockdown imposed in March 2020, the world around us transformed and changed the dynamics of work life.

For the first time in the history of FLO, we conducted a virtual Change of Guard and faced the New Normal. Instead of waiting for the old world to return, we decided to work differently to get to the goalposts we had envisaged for the year.

Having completed 180 days, I feel rather proud, pretty satisfied and a bit incredulous at how much together we have managed to accomplish, during these unprecedented times.

It was a challenge to ensure that FLO, the Women's Wing of FICCI, continues to remain the voice of women's advocacy, women's rights and for women's economic empowerment, more so during these challenging times.

I am delighted to share with you the progress report 'FLO2020@180 days, on the National Initiatives undertaken this so far.

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From the President's Desk

We started on a three pronged initiative, the FLO's 3 Cs of Competency, Capacity and Confidence building, with women at three levels to Skill, Upskill and Reskill.

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At the Grassroots level, we mooted our Village Adoption Programme (VAP), where FLO is training on life skills for rural women and the migrant workers.

At the Urban level, we initiated Adopt ITI Programme (AITIP) programme in all our 17 chapters. Mentorship and Apprenticeship / Internship is the value addition we seek to provide beyond the technical education to the students.

At Corporate level, we are working towards offering Training Workshops at IIMs and other premier institutes to offer exclusive courses for our members. Currently Bangalore course for Women Corporate Directors is underway.

The FLO Mentoring and Incubation Cell by our members is our National Initiative that aims to create a Self-reliant Entrepreneurial Ecosystem for Members.

It gives me immense pleasure to share with you that, for the first time, FLO, has actively participated in a 16 days Global campaign against Gender Based Violence. This campaign began from 25 November 2020 (Day for the Elimination of Violence Against Women) till the campaign's culmination on 10 December 2020 (International Human Rights day).

This year, FLO has taken on the Women of 7 Regions, the W7 initiative as an international collaborative network for women entrepreneurs globally.

This was possible only because of the enthusiasm and dedication of my incredible Rockstars (my Chapter Chairs), my Governing Body Members and entire Presidium who have all stood by me, through these turbulent and unprecedented times.



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A special thanks to Bela Rajan, GB member and Advisor on media and PR under whose guidance FLO managed to receive visibility not only in the traditional media but also on the social media.

All this was possible only because of the active support of the FLO secretariat, ably led by ED Rashmi Sarita. Special mention of Ankurita Pathak, FLO Jt. Director for soldiering through our Magnum Opus of 180 days.

I am reminded of an African proverb, "When you want to go fast, go alone. But when you want to go far, go together". At FLO2020, this has been my biggest lesson learnt. Best regards,

Jahnabi Phookan
President
FLO, the Women's Wing of FICCI

PRESIDENT'S VISION FOR 2020-21

Sustainable Practices and Sustainable Livelihood for Women's Economic Upliftment

As the oldest business chamber for women in South East Asia, FLO is committed to work towards women's economic empowerment since its inception in 1983.

Taking office in May 2020, Jahnabi Phookan is the 37th President of FLO and the first from FLO's Northeast Chapter. Jahnabi Phookan's mission is to work towards Sustainable Livelihood for women's economic empowerment.

It is her vision that only by ensuring sustainable livelihood, we can lead women to her empowerment. Further she strongly believes, only economic empowerment of women can lead to an equitable and self-reliant and Atmanirbhar society.

FLO seeks to create job creators not job seekers and work towards creating enterprise-linked and entrepreneurship-driven nano entrepreneurs to create the Atmanirbhar Bharat of our collective dream.

Under her leadership and vision, FLO seeks to be the facilitator to enable women, at all levels, to the relevant stakeholders, from training in specific verticals for enhancing their livelihood opportunities and increasing their self-awareness as equal partners in the nation's growth and working towards their economic empowerment.

The National Initiatives outlined below are geared towards our overarching goal of Sustainable Practices and Sustainable Livelihood for Women's Economic upliftment, to work towards the Atmanirbhar Bharat.



SUSTAINABLE PRACTICES: WASTE TO MURAL ART

FLO Bangalore introduced a Waste Mural Making Project on the Environment Day in June with 7 Member moderators and 55 members making 7 murals out of E-waste, plastic & construction waste during the Peak lockdown. The Murals are placed in key locations of Bangalore- 2 at Bangalore Airport, 2 at The Golf Club, 1 on MG Road & 1 at the Police Headquarters of Bangalore. One mural is on its way to the Delhi Airport. Each Mural has different sustainable waste & Theme used. This was also to create awareness towards beautifying your city and localities with all the waste we generate. Creativity Thrives during the Pandemic as we have to have out of the box solutions. This would be truly a Make in India Story on Sustainable Practices!



FLO MENTORSHIP CELL

National Head : Bindu Sastry

VISION



To create a Self-reliant Entrepreneurial Ecosystem for FLO Members and by FLO Members.

FLO Mentorship Cell (FMC) was launched by Jahnabi Phookan, FLO President, in July 2020. Since the launch, FMC has been successfully working towards creating and nurturing mentors and mentees among FLO members, thereby contributing significantly to the intellectual and professional development of mentees. The FMC is headed nationally by Bindu Sastry and has its national core team comprising of Ritika Bajaj, Priya Goutham and Shalini Manglani.

Launch of Chapter Level FMC's

FLO Mentoring Cells at chapter level were launched successfully across all 17 chapters of FLO in the month of July 2020. Each chapter's FMC is led by an FMC Head and works with a FMC Core Team. Since the launch, the FMC representatives have been nurtured through orientation programs by FMC National team during July-Aug 2020.

Enrolment and Registration of Mentors and Mentees

Applications were called for during Aug 2020 and over 450 entries (mentors and mentees) were received for FLO Mentorship Cell in its first year of inception itself.

First ever National Mentors Pool

FMC is proud to create the first ever national pool of mentors in Oct 2020. They are now mentoring mentees across all FLO chapters. There have been deliberations at chapter level with chapter FMCs

and have now registered 100+ mentors in the national pool. This is for the first time that we have a dedicated pool of FLO mentors. There is cross mentoring across chapters.

Focused 1-1 Mentoring Programs

Assigning mentees to mentors is done across chapters in the first phase and 1-1 focused mentoring programs have begun in Nov 2020.

Mentor Development Programs

With one of its objectives, also, being development of mentors, FMC signed an MOU with Virginia Tech, USA (VTIREF) for Mentor Development Program for training and certification of its existing and prospective mentors in Oct 2020. Registrations are in progress and the program is scheduled for Dec 2020. This program is in association with FLO Chennai chapter, led by Priya Goutham. FMC Head, FLO Chennai and Rinku Mecheri, Chapter Chair, FLO Chennai.

Startup Investing 101 - Workshop Series

With an intent to encourage first time investors amongst FLO members, FMC is conducting a 6-part webinar series - "Startup Investing 101" - in collaboration with SPEAKIN to bring leading investors help understand the nuances of Funding, Investments, Angel Investing, Networks, etc. Scheduled once every month since Sep 2020, three sessions have been successfully completed and further three are scheduled in the following months. Dr. Aarti Gupta, FLO Kanpur, Chapter Chair is leading this initiative.

Mentors Musings - Series

Mentors Musings is an ongoing internal series of FMC, where senior mentors within FLO share their experiences and learnings. The first session in this series witnessed FLO Bangalore mentors share their valuable knowledge. This was led by Shalini Manglani, FMC Head, FLO Bangalore and Jyotika Kalra, FLO Bangalore, Chapter Chair.

Knowledge Series and Workshops

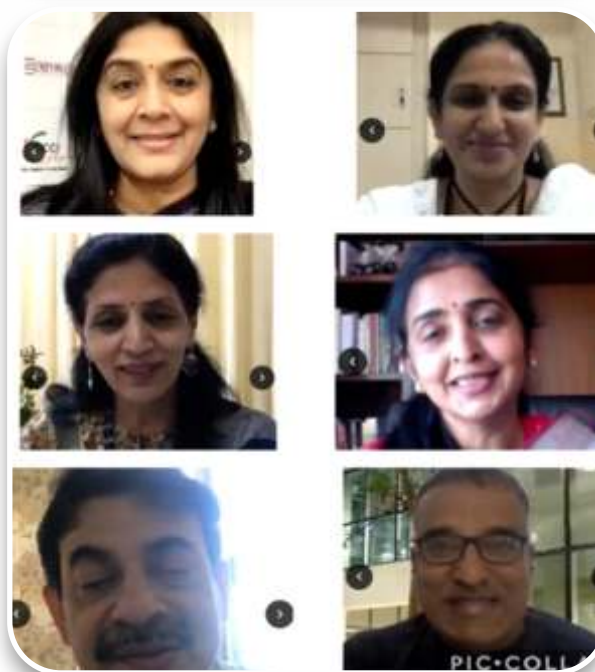
Since Aug 2020, every chapter FMC has conducted workshops in varied areas/domains of interest, by industry stalwarts related to startups and entrepreneurship and they have been well received. All these online programs are open nationally for FLO members.

An Update:

Major MoUs signed
Virginia Tech, USA (VTIREF) (Mentor Development Program)
SPEAKIN (Investing Series)
UNWomen (Gender Equality)
ISB (work in progress)
Number of lives impacted: 450 plus
Areas covered: Finance, Marketing, Legal, HR, PR, IP, IT, Patents.
Outreach: 17 Chapters pan India

FLO Hyderabad Mentorship Cell

- » **Mentor-Mentee Program:** 14 applications for Mentors & 18 applications for Mentees were received in August. 9 mentors and 7 mentees were shortlisted after thorough screening. We could map only one Mentee to a Mentor and the remaining list was sent to NMC for external mentors from the pan-India pool. Mapping was done by NMC and list sent to us in the second week of November.
- » **Mentorship Program:** We had a one-month Micro Accelerator-cum- Mentorship program in collaboration with CIE-IIIT Hyderabad for FLO entrepreneurs who had taken part in the



FLO Incubation Boot Camp program. It was conducted in the month of October and the virtual pitching session was held on 10th November. Of the 6 members who were mentored by external mentors, 3 submitted their pitches to an expert panel

- » **Biz Talks:** 4 talks were organised on the following topics of 'Incubation for Business Success' by Ramesh Loganathan, 'Startup Sapience' by Ajay Jesrani, 'Innovation Antyodaya' by Prof. Anil D. Gupta & 'Unconventional Methods to Grow Conventional Businesses' by Ramesh Loganathan.



FLO Coimbatore mentorship cell

Twelve members from varied fields of business have signed on as mentors. One member has signed as mentee. The Chapter is in the process of mentor-mentee mapping.



FLO Lucknow Mentorship Cell

FLO Lucknow Chapter setup a Mentorship Cell to create a Self-reliant Entrepreneurial culture in our Chapter. Mrs. Simran Sahni, CEO of Health Zone, Lucknow foremost health organisation and one of the entrepreneurs recognized by FLO last year, heads this cell.

Two mentors, Savnit Arora Gurnani & Simran Sahni, are undertaking mentorship of two members Yasmin Saeed & Anushri Agarwal.

Savnit Gurnani is an acclaimed stylist and a budding entrepreneur who has started her groundbreaking digital platform for Chikankari. She is helping Mrs. Yasmeen Saeed, owner of a homegrown clothing brand.

Mrs. Sahni is mentoring Mrs. Anushree Agarwal, Promoter of a new brand - Ideas for You.

First session was held in the first week of October. Mentors- mentees are having virtual meeting once in every week.



FLO Kanpur Mentorship Cell

Flo Kanpur started its Mentoring Cell on the 18th of August. We had an inspiring talk by Gunjan Jain - author of "She Walks, She Leads" on Mentoring- the Key Pillar to Success. As an initiative of the Mentoring Cell, we have also organised a Skill Building Workshop which aimed to help women entrepreneurs in various aspects of business right from organising the paperwork, to designing their creative posts and e-commerce basics. This was conducted by EasyHai- a digital literacy startup and proved to be a tremendous support to women at the start of their ventures.

FMC-Kanpur initiated Big Sisters program to mentor young girls coming from a humble background. For the same 20 mentors have been identified from



Kanpur Chapter to mentor 20 girls on a one on one basis for a period of 3 to 6 months.

Also FMC-Kanpur launched the Saksham workshop series in association with Medha Foundation to inspire and enable budding entrepreneurs.

Under FMC -Kanpur, 15 mentees has been mapped successfully and would be starting their one on one mentorship program by the end of Nov. We also have four mentors registered to hand-hold women seeking guidance in their businesses.



**FLO Chennai Mentorship Cell
EMPOWER - Accelerate Women
Entrepreneurship” - 27th Aug 2020**

» **Number of lives impacted** – 445 members of FLO and associated members of TIE Chennai, students of women's colleges in Chennai totally to 1000+ women.

» **Summary** - The format of the event was to emphasize the need for Mentorship in Business followed by Panel discussion of 3 women entrepreneurs from unique fields who were moderated by Priya Goutham – Project Head Flo Mentorship Cell Chennai. Arathi Krishna's speech highlighted on Mentorship



which played a very important and a major role in her growth at Sundaram Fasters Ltd. Under her tutelage, Aarthi shared the process followed at Sundaram Fastener in the last two/three decades, this is also impacted in the growing number of women joining their organization. Ms.Nirmala Sankaran from Heymath mentioned about her mentors both being male, one is her brother and another being Mr. Raghuram Rajan. Ms.Hemu Ramaiah, Ex Cofounder of landmark had a special mention about her passion and ideas in the area of her business , she initially had her seed

money from family and friends and good homework on the business was her success as a first time entrepreneur. Ms.Lakshmi Potluri's emphasis was on Digitally ready business and to invest in people, Data Analytics, E-commerce and Digital marketing , which are the key for ecommerce business and her experience is more hands- on to be a successful entrepreneur. Ms. Vanitha Venugopal FMC core team member shared the FLO Mentorship cell Mandate and the process of availing the service of Mentorship.

Mentorship Cell Chennai:

- » Leading the Virginia Tech Mentors programme: Mentorship cell Chennai initiated the Mentor development program along with National Mentorship cell in Collaboration with Virginia Tech USA . The program will help Mentors to have a structure . Chennai Chapter Mentors have been mapped to other City mentors.
- » Mentors from Chennai Chapters: FLO Mentors – Raji Venkatraman, Hemu Ramaih, Divya Sukumar, Rachna Kumar, Priya Goutham, Jyothi Thomas, Aarthi Srinath, Vanitha Venugopal, Nancy Satish, External Mentors - Sriram Rajagopal, Susan Thomas, Anand RL
- » Impact on members: We had our first mentee, LABEL SYLVIA opening her "Motor and Brick Store", a place for personal connect, indeed a proud moment for FMC to Celebrate here at Chennai. She was guided by our FMCTeam of Raji Raju, Priya Goutham and Jyothi Thomas.

FLO Ahmedabad Mentoring Cell

FMC, mapping has been done at National level and 5 mentors have been selected from FLO Ahmedabad Chapter and 4 mentees have also been selected. Their session is going to start from December 1st 2020 for 3 months.

FLO Bhubaneswar Mentorship Cell

FLO Bhubaneswar's members have registered for being mentees as well as mentors.

FLO Mumbai Mentorship Cell

FLO Mumbai has 12 mentors and 6 mentees. 3 mentees have been mapped within the chapter and have started the mentoring journey. 2 have been mapped to mentors in other chapters and one has begun the journey. 4 mentors have been mapped to Jaipur chapter.

FLO Mumbai has partnered with Vertices Partners, IIT Mumbai and MillionMinds



for an series called Startup Caravan which cover diverse topics relevant to mentoring in the start-up space including:

1. Owning your negotiation table Deal making skill sets -
2. Setting up your business in India -
3. A checklist for all Entrepreneurs : A case in legal compliance
4. Why start up companies need structured HR
5. Raising Funds for start ups
6. What Investors Want
7. Can you create the next Unicorn



FLO Pune Mentorship Cell

FLO Pune launched its mentorship cell in the first week of August with a virtual webinar, an enriching and engaging conversation with - Mr. Sanjay Chaturvedi of Business Mantra with FLO Member Hena Kaushik as day chair. Our second webinar under this vertical was on Mentorship Series with Mr Parag Shah -Founder , Owner & Chief Mentor of Midas , on 6th October with Ms.

Bindu Shastry and Ms. Shalini Mangalani joining us from the FMC National Team. Our upcoming webinar is with Ms. Rajashree Jangle : An Entrepreneur from Pune , an inspirational talk on her success story in her business venture in the field of bakery & confectionary.

As of now FLO Pune has on board 10 mentors from different walks of life who are keen to share, impart their experience & expertise.

FLO Incubation Cell

National Head: Nehal Parikh



Build a sustainable ecosystem within FLO to identify potential start-ups and find FLO appropriate incubation centres across the country to empower our members

According to the National Business Incubation Association, an incubator's primary objective is to produce successful and financially viable firms that can survive on their own.

FLO Incubation Cell aims to handhold young businesses with high growth potential by providing them with necessary guidance. The Cell also aims to create awareness of the National Incubation Cell to support the start-ups/entrepreneurs and assign them to suitable incubation centres.

The incubation process allows entrepreneurs to preserve capital and gain external support to accelerate their businesses growth. This initiative endeavours to capture entrepreneur's uniqueness and offers support and customized services to maximize businesses potential.

UPDATE

22 MoUs signed,

Starts shown interest in Incubation,

20 Pitch Decks received,

Started Deep Dive sessions with Startups and Chapter coordinators

1 National Introduction to Incubation Event

1st knowledge and training series scheduled on 21st November, 6 power packed sessions

Chapters have conducted several webinars/ knowledge sharing sessions for startups

2 more Training series in the pipeline

Outreach: 17 Chapters pan India

No. of FLO member start-up ideas in Incubation – 9

No. of FLO member start-up ideas in micro accelerator – 7

22 MOU's signed by FLO with Incubators

Chapters	MoU signed
Chennai	AGBI HTIC IIT –email confirmation Crescent Innovation and Incubation Center, CIIC Startathon TIE, IIT-Madras
Coimbatore	PSG College of Arts & Science
Pune	Science and Technology Park
Hyderabad	IIT WE Hub NutriHUB, ICAR, Indian Institute of Millet Research
Kanpur	IIT-Kanpur (SBRETIC) - National Science and Technology Entrepreneurship Development-
Bangalore	Jain University
Amritsar	Sholani University
Ahmedabad	Anthraprenuer- The Business Incubator AIC GUSEC Foundation Gujarat University Start-up and Entrepreneurship Council

Chapters	MoU signed
Bhuvaneshwar	Centurion University of Management and Technology
Lucknow	Shri Ramswaroop Memorial University
Mumbai	Indian Institute of Management - Bangalore
Indore	Indian Institute of Technology
Hyderabad	Indian Institute of Technology
NorthEast - Shillong	Indian Institute of Management- Shillong

FLO Hyderabad Incubation Cell

- » **WE Hub:** The bespoke Incubation program for FLO members is in the final stages of planning and we are looking at a launch in December 2020.



- » **IIMR:** We signed an MoU with NutriHub, the incubator at Indian Institute of Millets Research, Hyderabad for technical, infrastructure and business support for members looking to promote millet-based ready-to-eat/ready-to-cook products.

- » **CIE@IIIT, Hyderabad:** : A 2 day Idea-Opportunity Validation Bootcamp & 2 Biz Talks were organised.



- » **IIT, Hyderabad:** We signed an MoU with the prestigious institution to bring to our members the advantage of sector-specific bootcamps, mentorship support and entrepreneurial talks in the area of technology.



FLO Amritsar Incubation and Mentorship Cell

FLO Amritsar FMC

Mentees - 21

Mentors - 3

Incubatees - 6

On August 10th FLO Amritsar signed a MOU with Shoolini University and on August 21st Meeta Mehra, Chairperson FLO Amritsar and the Committee members launched the FLO Amritsar FMC in the esteemed presence of Nehal Parekh , National Head FLO Incubation , Bindu Sastry , National Head FLO Mentoring Cell and Atul Khosla Pro Vice Chancellor Shoolini University.

FLO Entrepreneurial Empowering Series — SASHAKT aimed at supporting and uplifting the

women entrepreneurs and startups of the city. Kanika Goyal ,Founder and Creative Director ,Label Kanika Goyal, motivated the women of FLO Amritsar to dream big as she shared her journey of success. Youth icons Arman Sood and Ajai Thandi , co- founders of Sleepy Owl overwhelmed the members with their insight and expertise on raising a successful and rewarding startup.

FLO Coimbatore Incubation Cell

FLO Coimbatore had signed a MoU with PSG College of Arts and Sciences.

FLO Lucknow Incubation Cell

It was a proud moment for Lucknow Chapter to announce a strategic tie up of FLO Lucknow Chapter and Shri Ramswaroop Memorial University, on the 18th September, 2020, for the purpose of collaboration between our incubation cells.

Shri Ramswaroop Memorial College of Engineering and Management (SRMCEM) is one of the top rated colleges in Uttar Pradesh, and is affiliated to Dr. A.P.J. Abdul Kalam Technical University (AKTU).

With a vast infrastructure, faculty and choice of courses, it is currently a cluster of colleges offering 13 different streams of graduate and postgraduate programs in engineering and management. SRMGPC has around 5000 students with 500 faculty and staff members.

We are confident that this collaboration between our incubation cells will go a long way in enabling entrepreneurs in our organization and giving wings to the aspirations of our members.

National head for Incubation cell Nehal Parikh was also present during the signing.

Also present were the Pro chancellor and vice chancellor of SRMU.



FLO Kanpur Incubation Cell

FLO Kanpur in collaboration with Syndicate Bank Entrepreneurship and Training Center, IIT Kanpur has developed a Women Entrepreneurship Development Program. This program is targeted towards enabling the existing women entrepreneurs to understand and utilize digital frameworks in designing, marketing and deploying products and solutions through current digital tools and techniques. The Program - encompasses Envision, Exert and Experience - playing a pivotal role in digitizing and deploying product and solutions by leveraging the technological tools available in an omniscient digital ecosystem.

FLO Chennai Incubation Cell

- » Number of MOUs that are signed: 5
- » Core Team – Ms. Mala Sarat Chandra (Head), Shilpa Krishna and Jyothi Thomas
- » Partner Incubation Cells on board:
 - » Healthcare Technology Innovation Centre (HTIC) at the IITM's MedTech Incubator (MTI)
 - » Crescent Innovation and Incubation Centre (CIIC Incubator)
 - » AIC-Great Lakes Balachandran Incubator
 - » IITM's Rural Technology and Business Incubator
 - » Startup Council of India - Startathon

- » Number of lives impacted – 500+ members and women entrepreneurs in partner associations like TIE Chennai and Women's colleges in Chennai.
- » Summary - The Incubation conclave included a conversation on the state of MSMEs during lockdown, and how incubators can help them survive and emerge to succeed when the lockdown ends. The conversation was stimulating and covered a range of topics using examples of entrepreneur start-up journeys to illustrate the 5 key requirements identified as keys to success: Idea, Team, Business Model, Funding, and Timing. In addition, perseverance and passion were identified as key traits of start-up founders. Feedback following the event has been tremendously positive, with members finding the session extremely informative and thought provoking.



The Chennai Incubation cell's MoU with IITM was the deciding factor in getting Dr. Ashok Jhunjhunwala to speak at the National launch event on September 16th. To make the program relevant, he invited two women entrepreneurs who were successfully incubated at IITM, Dr. Prabjhot Kaur and Ms. Saloni Malhotra. The insights they shared on their entrepreneurial journey as well their experiences with an incubator were invaluable.

During July and August, we hosted CEOs of each incubator for a one hour zoom call during which they presented an overview of their incubator, their selection process and portfolio of startups currently working in their incubators.

At Nehal Parikh's request, we introduced her and her team to the CEOs of incubators we have signed MOUs with, including Dr. Tamaswathi Ghosh, Mr. Muthu Singaram, Mr. Saurabh Chaubey and Mr. Parvez Alam. Nehal presented

the winners from the March entrepreneur contest to them to evaluate potential fit.

In parallel, the team has been working with the members to identify and cultivate potential companies that can be introduced to these Incubators. Six companies have been identified in the fields of Fashion, Custom wood furniture and Interiors, Medical Tourism and Food. In a survey conducted by the National Incubation Cell, the following members expressed interest in joining the incubation program. The list of members includes:

- » Abilasha Reddy, Furniture and Furnishings
- » Sheetal Jain, Luxury linens and curated Indian crafts
- » Mona Parekh, Medical Tourism and Travel
- » Archana Dusseja, Fashion Designer
- » Dr. Preethika Chary, Neurosurgeon
- » Parul Bhatt, Chef who wishes to launch her brand of Gujarati pickles and spices
- » Naina Shah, Naina's Kitchen – growing her catering business beyond the home kitchen

A dedicated WhatsApp group has been created for each incubatee. All communication between the core team and the incubatee is accomplished via this group including but not limited to research on market trends, competitors, articles on successful entrepreneurs in their respective fields and so on. In addition, a general Incubatee Group has been created in which general information and process related information is shared.

The guideline from the National Incubation Cell provides a fine starting point. Based on this, the incubatee creates a WORD document describing various aspects of her business. In weekly meetings she discusses the document and receives feedback from the core team. Once her story is complete, the process of converting it to a presentation begins. It is then presented to the national incubation team and Chapter Chair.

The team has spent over 100-man hours helping the incubatees research business trends in their respective field, provide links to articles of successful entrepreneurs, links to webinars that will help refine their business plans and pitch decks as well as free online tools to help create a brand identity in a digital world.

FLO Ludhiana Incubation and Mentoring Cell “SAMADHAN”

On 4th of August Ludhiana launched its Incubation and Mentoring cell “Samadhan” under the Aegis of Mrs Monika Choudhary our FMC&IC with an event Demystifying E-Commerce with Mr Nipan Bansal (E-commerce Market places onboarding Consultant , Manmohan Dhiman(E commerce advising specialist , Ms Vaishali (one of the youngest E-commerce Entrepreneurs and Ms Sasha (US Based E-Commerce Entrepreneur) .

On 5th of October, FLO Ludhiana started with their smart up quarter with 8 Episodes of creating business on line with Mrs Shreya Shah first Episode was about Introduction and paperwork and understanding E commerce and creating forms .Whereas second Episode was held on 20th of October on creating your own logos and graphics of Canva.

On 18th Of November Flo Ludhiana had a learning session with Mrs. Preeti Rathi Gupta on It's all about Money Honey . She is a Founder of LXME and MD PROMOTER OF Anand Rathi Group.



FLO Ahmedabad Incubation Cell

Under the leadership of Ritika Bajaj and her team Sarita Sinha, Phani Trivedi & Dr.Rachna Gemawat, FLO Ahmedabad Chapter has signed 3 MoU's.

1st Mou was signed on 14th August, 2020 With Antrapreneur - The Business Incubator (Unit of L J Knowledge Foundation) and our 2nd & 3rd MoU's were signed on 26th August, 2020 with AIC Gusec Foundation & Gujarat University Start-Up and Entrepreneurship Council (Gusec).

We have partnered with Gusec, Gujarat University's Incubator to introduce a maiden initiative called "Acceleratebharat", Pan India. It is a six-week accelerator program for Idea-Stage Tech Start-Ups.

We are very proud that three FLO Members have been Incubated already:

Sarita Sinha has been incubated for participating in the Regenearth Cohort which commenced its 1st session on 29th October, 2020 and will continue for 11 months.

Dipaali Bhatt launched her new business 'My Bezzie' – 1st of its kind in Gujarat and it was proudly incubated at GUSEC – it's a unique care concept for your elderly parents or relatives staying far away or even for a friend to whom you want to extend help!!

Bella Shah's Bellezoe Sweets has been incubated at GUSEC. She has already completed two mentoring sessions.

FLO Bhubaneswar Incubation Cell

FLO Bhubaneswar signed MOU with Center for Innovators and Entrepreneurs (CIE) of Centurion University of Technology & Management (CUTM), a NAAC A Grade & UGC Sec 12b notified private state university of Odisha.

The main objective of this MOU is to empower women entrepreneurs in the state of Odisha by

mentoring startups, incubating ideas, supporting in the initiation of enterprises, acknowledging women achievers and enhancing the competence of women entrepreneurs.

CUTM-CIE through its School of Management (SOM) and various Research and Application Center (RAC) is providing support for the below mentioned activities:

- a. Mentoring support in opportunity scanning
- b. Support with registrations of business entity
- c. Support with project funding, branding, Market linkages and business continuity
- d. Workspace and Technology Support
- e. Handholding with scale up plans

During the period of MoU implementation, FLO members will have access to shared workspace with electricity, internet, cafeteria, rest rooms, Conference room, meeting rooms with AV facilities for business meetings with due approval from CUTM CIE. Mentoring Support will be available from Domain Experts of CUTM who will guide the members on the business in various sectors like apparel, industrial engineering, agriculture, Farm Automation, additive manufacturing, AR/VR, renewable energy, food and beverage etc.

FLO members will receive advice and services from experts in marketing, product design and positioning, shared accounting and business intelligence guidance from experts with due approval from CUTM CIE. FLO members will also receive business networking and marketing linkages with both local and global markets for enhancing the growth and customer base.

FLO members will have the opportunity to participate in CUTM CIE workshops / training modules to enhance knowledge. The details of the training session with the learning outcomes are given in the table below.

Name of the Module	Learning Outcomes
Unlock the entrepreneur within	<p>The participants will be able to make an assessment of their entrepreneurial potential.</p> <p>The participants will understand the different entrepreneurial competencies.</p>
Identifying Business Opportunities	<p>The participants will be able to identify different business opportunities.</p> <p>The participants will be able to compare between the business opportunities and suggest a feasible opportunity.</p>
Make a Business Proposal	<p>The participants will be able to explain the different components of a Business Proposal.</p> <p>The participants will be able to make a proposal for their business</p>
Government Enablers for Women Entrepreneurs	<p>The participants will understand the existing schemes for promotion of Women entrepreneurship.</p> <p>The participants will learn to apply for the schemes</p>



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

MOU Signed between IIM Bangalore and FLO Mumbai for Women Startup Program (WSP 3.0)

The program is aimed to support ambitious and innovative women entrepreneurs by enabling them to transform their ideas into a business venture and enhancing their entrepreneurial and managerial skills, mentoring and advising through a panel of reputed mentors and incubation support.



FLO Chennai AITIP

The collaboration with an academic institution is to promote innovation and entrepreneurship amongst women through a series of webinars, research and training programs.



MOU with SP Jain Institute of Management & Research

The collaboration with an academic institution is to promote innovation and entrepreneurship amongst women through a series of webinars, research and training programs.

FLO Pune Incubation Cell

FLO Pune has been regularly conducting a series of webinars under the “Knowledge Incubation Series” in association with the Science & Technology Park Pune. Notable ones were with Ms. Deepanwita Chattopadhyay-Chairman & CEO, IKP Knowledge Park Hyderabad who shared with us her insights into successfully starting businesses and to map their growth journey, while the second webinar was with Mr. Pranay Gupta-Director & Co-Founder 91 Spring Board who has been instrumental and involved in the kickstart of 80+ start-ups and led 40+ investments in start-ups across many domains.

Pune Chapter members have also begun their deep dive sessions with the National Incubation team with focus on detailed business plan, strategy for scaling up and future plan and scalability of the business. At the end of this FLO year we hope to have atleast a few members who have been successful to move up and scale their business to a different level with the help of the FLO Incubation Cell.

FLO 3Cs Initiative Competency, Capacity and Confidence building through transformational Life Skills & Technical Education Adopt ITI Programme (AITIP)

National Head: Dharitri Patnaik

VISION



To empower women with tools and knowledge that will enable them to become economically independent.

In India, micro, small and medium-sized enterprises play an important role in the country's economic development. In today's world, micro businesses are seen more than ever as a vehicle for entrepreneurship, contributing not just to employment, social and political stability, but also to innovative and competitive power.

There is a need for trained and skilled work force from among the urban and rural poor communities that can be achieved through vocational training and various skill development training programs which will help the group to support their family and improve their employability.

Women entrepreneurship not only contributes towards economic independence of women but also raises their status within their family and society in terms of decision making and participation in social affairs. It will also raise the economic status of the family as well as enhance participation of women and youth towards contributing for a poverty free community. Due to lack of skills and proper knowledge and information men, women and youth entrepreneurs face huge challenges in both cases-while entering into any entrepreneurial activities and also with continuing their business.

The 3C initiative of FLO will empower women with tools and knowledge that will enable them to become economically independent. This will in turn enhance the perception of women's contribution to household income and family welfare resulting in sustainable livelihood and increasing women's participation in household decisions.

Objectives

- » To equip women with qualities and knowledge applicable to real life so that they are set to help themselves in difficult and improve their situation
- » To help women overcome negative behavioral patterns, become self-reliant, and enable them to be more productive in their environment
- » To boost female career development and promote increased women participation in the workforce
- » To increase both employability and productivity among female workers through workplace-based learning process
- » To instill requisite skills and knowledge on various aspects of business decision-making process, setting up, and sustaining an enterprise

Expected Outcome

- » The proposed training intervention will improve the general skill, social skill, cognitive skills, professional skill (career enhancement skill) and entrepreneurship skill among the urban poor women.
- » The institution base life skill training will have the benefits for the enterprises and the female workers.
- » The ability to work in teams, lead others, communicate, negotiate, solve problems, and innovate contributes greatly to increased personal productivity and improved career prospects among female workers.
- » The changes in the productivity level of the female workers will benefit the enterprises/institutions.

Strategy:

- » Employment & Enterprise Oriented Skill Development Training for women students in ITI through Adopt ITI Programme
- » Transformational Life Skill training for women and adolescent girls
- » Business & Career Enhancement Training for Women Entrepreneurs

How To Start A Business Workshops were organised in collaboration with Sleepwell Foundation. The online workshop provided a comprehensive knowledge of setting up a business and running it successfully. This program was offered free for the underprivileged section and the costs are being borne by the CSR wing of this foundation.

MoU with National Skill Development Corporation (NSDC) was signed under the auspices of FLO 3Cs initiative, for empowering women through Skill Training in order to enhance their employability and promote entrepreneurship.

With a primary focus on sustainable livelihood generation for women, the collaboration between the two organizations will support empowerment of women to create sustainable economic possibilities at different levels - grassroots, medium and senior.

FLO and NSDC is working towards supporting short-term training of women in various sectors such as healthcare, tourism and hospitality among others; and will aid with domestic and overseas placements.

FLO Kanpur AITIP

FLO Kanpur has adopted a private ITI called Rakan, which is affiliated to National Vocational Training Delhi. Beginning of the year we had almost 400 students participate in the Sleepwell Foundation “How to become an Entrepreneur” program.

We have also developed an Interview Training Program which over 3 days will help these students from the ITI get trained in giving interviews. The chapter also plans to set up an Interview Wardrobe available for them which they could borrow while going for the interview.

FLO Chennai AITIP

ITI Partnerships: To enhance the awareness and profile of young women who will be stepping out into the outside world for their first ever jobs. These women are from very deprived background and are high school drop outs and first-generation learners. This will be a long term programme that will continue on a weekly basis for 4 months and cover life skills and JRT: Communication Skills in English, resume making, interview skills, mock interview sessions, financial literacy, personal grooming & body language, confidence building and digital literacy.

ANew: A two - hour interactive workshop with 80 young women who are first generation learners from very deprived background. Interactive workshop with 80 young women who are first generation learners from very deprived background.

NANO NAGLE: Weekly sessions for 15 women students from September 23rd.

ITIs across TN: Partnered with Sevalaya, one of the largest NGOs that works in skilling and training for women in ITIs.

FLO Ahmedabad AITIP

From ITI Waghodia and Mahila ITI Gorwa - 132 students registered for the training organized by Sleepwell Foundation and conducted by Maclead from 15th to 18th September 20.

Team Outbound Mentoring Cell headed by Sarita Sinha, had an E-Meeting with ITI Waghodia and Mahila ITI Gorwa and finalized the topics and the first round of training program will start from first week of December. We are expecting 200 students for the first round of sessions.



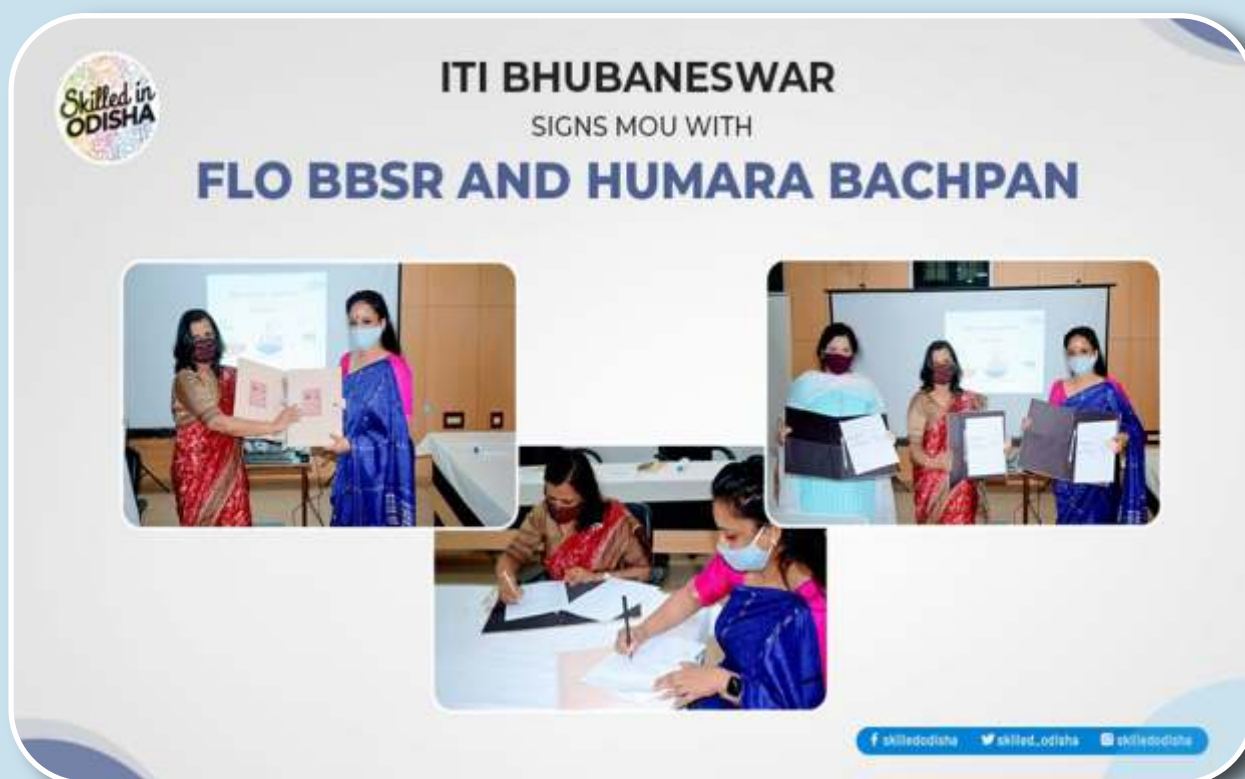
FLO Bhubaneswar AITIP

FLO Bhubaneswar signed a MOU with ITI Bhubaneswar to enhance capacities and competencies and mentor the girl students. 140 students of ITI Bhubaneswar attended the SWF's How to start your business workshop. Every month two sessions on soft skills are being imparted by FLO Bhubaneswar members under this initiative. 200 girl students are regularly participating in it.

The objective is to provide skills to underprivileged young girls enabling them to earn an independent living and provide a sustainable pathway out of poverty. The program will also empower girls by promoting right attitude towards work, principles of healthy and purposeful life and developing their interpersonal skills.

The program objectives are to

- a) To provide industrial focused project based quality education to underprivileged girls to overcome the barriers of poverty and become self-reliant
- b) To increase both employability and productivity among girls through industry based training modules which will groom them as competent professionals
- c) To boost female career development and promote increased women participation in the workforce
- d) To emphasize on need based vocational education which will also be on development of attitudes, knowledge, and skills for entrepreneurship and self-employment



FLO Village Adoption Programme (VAP)

National Head: Dharitri Patnaik

VISION



To facilitate growth and transformation in the life of women in the villages.

“India lives in her villages.”

Mahatma Gandhi mentioned the above statement more than half a century ago.

This statement holds true even today!



In the rural sector, FLO Village Adoption Programme (VAP) aims at facilitating a model village with equitable access to resources. The objective is to empower women in rural India, thereby eradicating unemployment and poverty.

This will be done by skill enhancement of women and ending gender discriminations, at the same time protecting and conserving environment & natural resources.

FLO Adopt a Village initiative works towards overall development of the village with a focus on improving health and education facilities, conservation of environment and natural resources and holistic empowerment of the villagers, especially women.

The key objective is to:

- » Develop it in line with Honourable Prime Minister's aspirational districts
- » Create a model village
- » Equitable access to resources
- » Improve status of Women and Children
- » Skill development & enhancement
- » Poverty eradication
- » Ensure Gender equality and other discriminations
- » Protect & Conserve- environment & natural resources

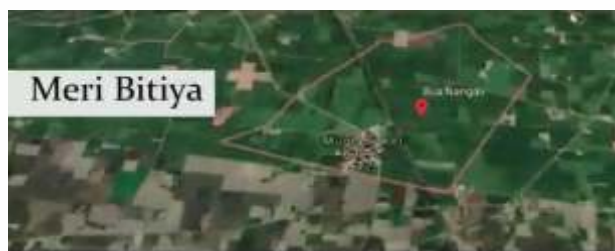
Reach: 2 lakh people in more than 100 villages through 17 pan India Chapters.

FLO Amritsar Adopt a Village Programme

Adoption of village to provide support and assistance to women of Bua Nangali village which is located in Ajnala Tehsil of Amritsar district in Punjab, India.

Interventions planned:

1. Medical - general health & eye camps & Early detection of cancer
2. Implement project activities of safe sanitation, personal hygiene and drinking water practices among children, women and adults
3. Proper solid & liquid waste management systems
4. Increase water conservation & purification methods in villages including rain water harvesting
5. Promoting green cover of the village by planting more saplings
6. Promotion of Livelihood opportunities for women by skill training
7. Formation of women self-help groups
8. Trying to form village level cooperatives
9. Increasing awareness on Right to Information among communities & families
10. Training to adolescent children, youth and women on using RTI Act of India



FLO Hyderabad Village Adoption Programme

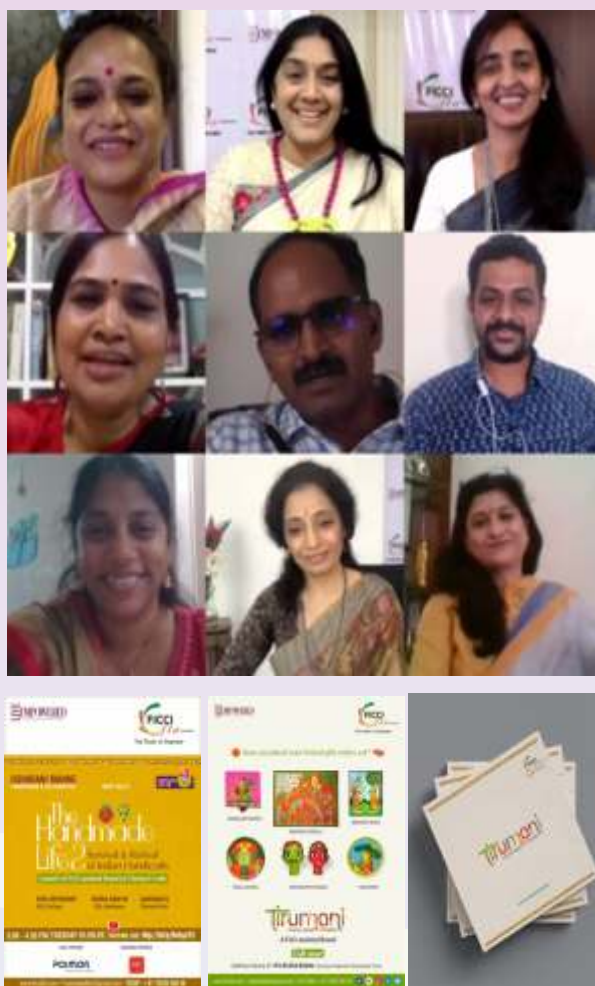
FLO Hyderabad has had discussions with the Department of Tourism, Govt. of Telangana to create an experiential tourism circuit with Cheriyaal as the focus. In principle agreement has been obtained to formulate the same. The day long trip will include a visit to Cheriyaal village wherein visitors would be able to participate in a hands-on Cheriyaal scroll / mask making workshop followed by a typical village lunch.

The region boasts of the historical Komaravelli Mallikarjuna Swamy temple which was carved out of a cave about 5 centuries ago and the Koti Lingeswara shrine that features 10 million Shiva Lingas. Close to the latter is a dam with a beautiful park and boating facilities for picnickers. Post-lunch at Cheriyaal, tourists will visit these two places and head back to Hyderabad by 6 PM. For those looking for a more relaxed pace, an overnight resort stay can also be arranged.

While working towards this, we realized that we could also lend our organizational skills to the local artisan community in Cheriyaal. We guided them in terms of creating a more lifestyle-oriented product range keeping long-term sustainability in view.

Since no amount of revival will make sense without establishing a marketing channel, the team at FLO Hyderabad created a brand –

'Tirumani', developed marketing material, identified more economical raw material suppliers, established a tieup with 'Weavesmart' - leading eCommerce platform, advertised on FLO Marketplace which generated private orders, and are in the final stages of negotiations for placing the brand on physical shelves in leading lifestyle stores of Hyderabad.



FLO Pune Adopt a Village Programme

FLO Pune adopted Village Pimpri Sanduus , and started with imparting training to the village women to make them financially independent. The thought was to bring about awareness, make the women self reliant, economically stable & in the long term ensure sustainable development. FLO members used their own skill sets to train, support and help the village women. Further more importance of packaging and product marketing sessions also ensured that the women learnt varied products as well as honed their skills in overall product development & marketing. The unique business model of this project is wherein FLO members supply the raw material, teach them and buy the ready product with immediate payment against the consignment. In this process the women are earning immediately and direct payment on the completion of their product and do not have to wait for the sale of the products. FLO members take the products further and sell the same in their society and families along with liaisoning for corporate bulk orders.

A basket of products such as masks, candle making, incense sticks, led lights, meditation & yoga mats, table linen, diyas, shagun envelopes, potlis amongst others ensured a wide choice as well as involvement of more village women. Currently FLO Pune is empowering 40 women to hone their skills towards this new product line under the brand Samarth. Further more FLO Pune supported the village women with 5 sewing machines during the festive season to increase their productivity & livelihood.

Special gift hampers curated by FLO members with various products handcrafted by the village women were also a focus during this festive celebration.



FLO Bangalore Village Adoption Programme

FLO Bangalore has adopted the Village Nodekoppalu in the Mandya Taluk in Karnataka. We are building a community Centre to start all the skilling training. Upgraded the primary school playground, distributed 2000 cloth masks, 800 fruit trees planted in the entire village and incense stick making workshop already started in a shed in the village

Menstrual hygiene kits given to all women & young girls. Four Women selected by the chapter from the village to work with the Panchayat. Two girls started their full Engineering online entirely supported by our FLO member. Our endeavour is for a Holistic growth for the village. All school children were given colouring books & colours too.



FLO Coimbatore Village Adoption Programme

A cluster of three Tribal villages K U T T U P U L I K U D A M , JAMAHANDI and METTUKADAI near the foothills of Anaikatti having around hundred and twenty-five homes in total have been identified for our village adoption programme. To start off plans are in the pipeline to initially construct five toilets and to distribute two hundred and twenty-five reusable ecofriendly sanitary napkins to the women folk there.

FLO Lucknow Village Adoption Program

The Lucknow chapter has been working closely with Kshitij Education and Rural Development, an NGO operating in rural areas near Sultanpur, 90 kms from Lucknow. We plan to adopt the village Purelal Shah, where they are based. They are associated with 936 self-help groups and 10,000 women under their guidance. We assisted them in marketing in their Sanitary napkin unit.

FLO Lucknow has contributed towards doubling their sales in a very short span of time. We are also happy to report that we have been successful in placing these pads in the army canteen in Lucknow and are now in advanced talks about supplying these to several government schools. This will really give wings to the sanitary pads' division of Kshitij.



FLO Kanpur Village Adoption Programme

FLO Kanpur for the year 2020-21 has adopted two villages, Hingupur and Tatiyaganj. Hingupur was adopted in the previous term of Past Chair Archana Khaitan and we continue to do work in that village.

1. Hingupur:

Skilling Initiative:

Rakhi making; Diya and Candle Making: The team continues to skill and help market the products of the village women of Hingupur. Usually in the past we have helped them sell their products through exhibitions etc, however this year due to Covid, we created a digital catalogue which enhanced their sales and got them the much needed exposure. The village women are not confident enough to go out and sell their own diyas.

Mask Making: Flo Kanpur collaborated with IIT Kanpur's Unnati project to teach, promote and market anti viral cloth masks. This is an ongoing project and ensures a good income for these women

Covid Relief: Distributing Bags of Happiness to school children of the government school at the village.

Health Initiative: We plan to roll out a menstrual hygiene program called "Green your Periods" at the village, where through the medium of drama and skit, we will divulge knowledge about menstrual hygiene and how usage of sustainable menstrual hygiene products is the future.

2. Tatiyaganj:

This is a village we have adopted this year and plan to work on it.

Skilling Initiative: A stitching unit is in the making at the village to train and skill the women in school uniform and other textile related products.

Teacher Skilling Program: This village has a school which has more than 400+ students. In the

month of September we conducted Teacher Skilling program for the teachers of this school on how to use the online platform to engage better with the students.

Health Initiative: Similar to the Hingupur village, we plan to roll out a menstrual hygiene program called "Green your Periods" at the village, where through the medium of drama and skit, we will divulge knowledge about menstrual hygiene and how usage of sustainable menstrual hygiene products is the future.



FLO Chennai Adopt a Village Programme

Economic Empowerment of Women through Village Adoption Programme for life skills, health awareness, livelihood and employment

1. **Venkatapuram** –3 tuition centres running for school girls -40 girls
2. **Wild Ideas** – An ongoing programme with a cooperative of 85 tribal women in rural Tiruvannamalai, who are the sole breadwinners in their family, financially.
 - » Mask making : we have ordered 20,000 masks from the women in the past month as a livelihood project
 - » Dry provisions distribution : each woman was donated a family provision kit during the lockdown to help them tide over the difficult time.
 - » Handicrafts: We are sponsoring and helping market their handmade handicraft gifts
 - » Chemical free household products: We are sponsoring and helping market their festive hampers so each woman is financially more secure.
 - » Each woman was helped to earn her Diwali bonus by means of sales of their product hampers.
 - » Life skills : Regular in depths sessions on their needs, as identified by their founder -

health & personal hygiene, financial literacy, parenting skills, confidence building.

3. **Online LIFE SKILLS sessions for vulnerable young women affected by AIDS in rural Thiruvallur district. We are supporting a group of young and ambitious women who are courageous enough to overcome their health condition for life. We work** with "I Support A Girl Child" a group of young students (high school and college)at grass root level, who are affected by HIV. FLO has partnered with Chennai Volunteers to provide a series of Soft **SOFT SKILLS sessions led by experts in their fields. The number of girls are 50.**

- » Motivation - Sherin, founder of Velichem on May 10
- » Career guidance - resource from Cognizant Outreach on July 20 and 21
- » Digital literacy - Cognizant Outreach on Aug 22 and 23
- » Health & Hygiene - Dr. Sadia on July 23
- » Financial sustainability - Bank of America on Sept 17 at 4 p.m.
- » Communication Skills - Counsellor Meera Mehta on August 10
- » Problem Solving & Smart Goals: Cognizant Outreach
- » Grooming & body language: Image Consultant
- » Time Management:
- » Leadership. - Sherin, founder of Velichem on June 15



FLO Uttarakhand Adopt a Village Programme

FLO Uttarakhand, under the leadership of Chairperson Kiran Bhatt Todaria and with Dr. Neha Sharma, Vice Chairperson and Chief Coordinator Agriculture and Skilling Committee, with the vision "Back to Nature", took a National Agriculture Initiative of Sustainable Livelihood through farming.

Under the initiative, Dr. Neha Sharma took pilot project of smart village-

"Village Sela". The vision is to promote low cost organic farming with introduction of modern technology in agriculture, irrigation and develop our "Village Sela", as first model in Uttarakhand. Our mission is to skill women in farming for their sustainable livelihood.

FLO Uttarakhand with Horticulture Department has provided farmers with "Udyan Card", so that they can avail benefits from government schemes and subsidy. Plantation of herbs, fruits, ginger, raggi, awala, strawberry were done in the village in the months from May to October. A government secondary school has been adopted in village chowki, where Library is being set up by one of Flo Uttarakhand founder member's Smriti Batta's son under his project "Library for government schools".



FLO Ludhiana Adopt a Village Programme

FLO Ludhiana has created 21 micro forests across the Budanala which was a dump area in collaboration with Mr Rohit Mehra, IRS and his wife Geetanjali Mehra.

The Chapter, in collaboration with Kay Jay Forgings Pvt Ltd is making a pond for the beautification of the village called Khairabet.

A sewing centre was set up by FLO Ludhiana, where the members contributed to buy the sewing machines in a centre offered by Mrs. Monika Choudhary, where they were imparted with the training of making masks. These were brought by FLO members at Sunet Village, in collaboration with the counsellor of that area Mr Hari Singh Brar.

Sewing machines were also given to the ladies if NANGAL village to make masks and they were also trained virtually to make them under the aegis of Mrs Aman Sandhu.

The Chapter also supported marriages of orphan girls at Talwandi Dham Village.

Ration was distributed to many families of Dholi.



FLO Ahmedabad Adopt a Village Programme

FLO Ahmedabad Chapter adopted Ambav Village in June 2020, with the support of MP Miteshbhai Patel and NGO, Nivedita Foundation trustee Nipa Patel.

Village	Total Population	Female	Child (0-6)	Male
Ambav	7,726	3,709	1,014	4,017
Anklavdi	3,046	1,453	----	1,593
Bamroli	6,305	3108	876	3,197
Jol	5,952	2,859	737	3,093
Pankajpura	-----	-----	-----	-----
Rampura	4,692	2,268	592	2,424
Rasnol	9,390	4,463	1,163	4,927

FLO Ahmedabad Chapter & NGO, Nivedita Foundation have now jointly adopted 6 more villages - Anklavdi, Gabapura (Rasnol), Pankajpura, Bamroli, Rampura & Jol all villages in the proximity of 80 kms from Ahmedabad.

All the adopted villages will be given uniformity in the following format as required by most of the villages Sarpanches. Each village will have all the major activities required for an Atmanirbhar Gram Vikas as mentioned below.

- » Village Entrance Gate - the identity of the village with FLO branding
- » Village Recreation Area - playground for children, walking path & sitting benches for the elderly.
- » A Sample Farm - Dedicated to conduct workshops of Multi-Crop farming for farms as well as kitchen gardens with the support of Ms. Meena Patel, Retired Principle of Anand Agricultural University-AAU, falling in line with Self-Reliance & Green Environment.
- » Dedicated Community Hall - Or a School Hall for skilling of village women in Sewing, Basic Computer, Spoken English, Beauty Parlour Classes & Bakery, a path leading to an Atmanirbhar Village.
- » Health Clinic Camps - for personal hygiene & the village cleanliness falling in line with

Swachh Bharat Mission.

- » Plantation of Trees - Around the whole village for the green environment and beautification.
- » Distribution of Sanitary Napkins - To girls and women and imparting knowledge of personal hygiene.
- » Water - Facilities where needed.

All the works of Village Adoption Programme, VAP will be sponsored by various organisations and a few FLO Members and all the tasks for villages are targeted to be completed by 31st December 2020.



FLO Bhubaneswar Adopt a Village Programme

FLO Bhubaneswar has signed a MOU with Chilika Development Authority, Government of Odisha to adopt four villages in Satpada in Puri district in partnership with HBT. The objectives are as follows:

VAP has the following objectives:

- To work for integrated development of villages under FLO's national initiative of Village Adoption Programme (VAP)
- To provide certified Lifeskill training programme for adolescent girls & women
- To provide skill development for enhancement of income generation opportunities for women & youth especially in tourism & hospitality job roles; micro and nano enterprises (hygienic food stalls, home stays etc)
- To work on WASH (water, sanitation and hygiene) and create a cadre of Swachata Sachetaks to create the tourist spot of Chilika litter free and clean
- To create a child friendly village- renovate Anganwadis and develop play areas
- Other activities as per the baseline & need assessment of the villages

Till date, participatory village mapping of one village has been completed and detailed plan has been submitted to Chilika Development Authority and District Administration.



FLO Mumbai Village Adoption Programme - UTHKARSH

FLO Mumbai in collaboration with Gabriel Foundation has adopted a village – Mokhada, in the Palghar district of Maharashtra. Vision is to attain Education, Nutrition, Healthcare and Community development through social entrepreneurship. The long term Project highlights are building of a

1. Education with experiential learning & E learning centre
2. Science center with a computer lab
3. Auditorium and library
4. Sports equipment and facilities
5. Primary health center
6. Clean drinking water
7. Mini Solar power grid
8. Agricultural incubators
9. Legal and other advocacy programs related to rural life
10. Social Development Research center

Community Kitchen Initiative:

With the generous support of FLO Mumbai members and Gabriel Project have started a women's cooking collective. Nutritious meals are

provided to malnourished infants in the program and administered via health workers. FLO is presently involved with providing basic food requirements and vitamin supplements

The Objective of setting up community kitchen is to

1. Provide livelihood and income generation opportunities to local women.
2. Spur local farming activity that will develop and generate farming incomes for local communities.
3. End the malnutrition problem in Mokhada, by offering locally produced nutrition.
4. Creating a Nutrition plan and certifying it with the ICDS team
5. Utilising the infrastructure and resources to create a (Ready to Use Foods) RUF brand, marketing and sales business that will give further incomes to the women.
6. Linking local Farming activity and Farm produce to supply the FLO kitchen so that farmers and local economies grow and flourish. This has already commenced with the setting up of 6 community kitchen gardens.
7. Procure an electric rikshaw like Mahindra TREO that has a 130 kilometre operating range with 50 kmph speed and operating cost of Rs. 1 per km



Education Initiative

The institution will be more than a school but an experiential center with education provided to 1000 children on a daily basis, in 8 village schools where it is the second consecutive year where life learning in academics go hand in hand with immersive learning in agriculture related sciences and marketing. Here students will get direct exposure to the latest technologies like

hydroponics, advanced drip irrigation technologies to solar powered food processing systems and other related technologies. Students will also have opportunities to follow non-agricultural disciplines like the arts, humanities, law, sports, digital media and marketing. Villages also need marketing, legal services, finance as well as media professionals and so many other services to allow for real organic growth of local economies.



The computer initiative in Mokhada to promote computer literacy of children in rural communities in Palghar. A computer lab in one of the rural/village Jilha Parishad Schools will be a networked computer lab with 12 networked terminals connected to a teachers terminal. FLO Mumbai has reached out to CSR heads of organisations like Dell, J P Morgan to support in the donation of laptops to support this initiative.



The official launch of the UTHKARSH project will be on 21st December 2020.

FLO Collaboration with Women on Wings (WoW)



To increase livelihood opportunities and growth of women artisans engaged with the selected organizations.

FLO & Women on Wings have collaborated to identify and support social enterprises working primarily with rural women in sectors such as agriculture and food processing, agri and eco-tourism, textiles and handicrafts, waste management and related upstream activities and NTFP.

Women on Wings provides professional business consultancy services and mentoring to Indian social enterprises – operating in rural India.

The goal of this support is to increase livelihood opportunities and growth of women artisans engaged with the selected organizations, through providing business knowledge and mentoring.

The objective is to unlock the growth potential of social enterprises that creates employment for women in rural India.

FLO Lucknow with WoW, Kshitij Education & Rural Development

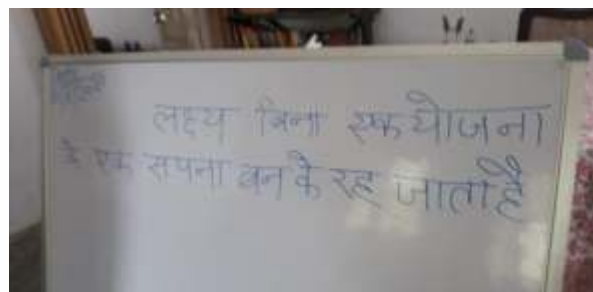
A tripartite MOU was signed between Flo Lucknow Wow and Kshitij Education and Rural Development on 21st July 2020

Session 1

The first 'Strategy and Business Planning meeting was held on 4th August 2020.

In this meeting both the teams were introduced to each other. Wow was given a complete background of the activities that Kshitij and Rural Beat was involved in.

A complete discussion on How, Why and what was happening at Kshitij was described and understood.



Session 2

The second meeting was held on 10th August 2020 and attended by Managing Director at women on wings Ronald Van Het Hof, Supriya Kapoor, Senior Business Consultant at WOW, Pratibha Singh director of Kshitij Education and rural development and 3 of her core members and Simu Ghai, vice chairperson of FLO Lucknow

In this, Scot analysis was discussed i.e. Strengths, Challenges, Opportunities and Threats.



Session 3

In this meeting held on 20th August 2020, Production planning and Procurement planning was discussed. Initially the first discussion was carried out with three members of team Kshitij and Wow but later a complete recap and detailed discussion was done with the whole team.

Session 4

Another meeting was held on 27th August

In this meeting the Production and Procurement planning was discussed in more detail. Since Pratibha ji of Kshitij was in Lucknow for the meeting thus the entire details were re discussed on 5th September with her team.

All the details of the discussions held so far have been compiled into a PPT.

Session 5

This meeting was held on 10th September, 2020. The focus was shifted from Production to marketing and discussions began with Kevin, Marketing expert from Wow.

Session 6

September 21, 2020.

It was an enriching session where we discussed our major competitors in the market and did a comparable study on products and pricing. Diwali hampers and their pricing were discussed. Rural Beat and its products were discussed and maximum production of items per month was noted to plan marketing accordingly.

FLO & TAAI collaboration with Ministry of Tourism, Government of India



Facilitating tourism as a Sustainable Livelihood model for women's economic empowerment'

FLO & Travel Agents Association of India (TAAI) signed an MoU with Ministry of Tourism, Government of India on 'Tourism as a Sustainable Livelihood model for women's economic empowerment' in presence of Shri Prahlad Singh Patel, Hon'ble Minister of State for Tourism and Culture.

The aim of signing this MoU is to skill and upskill women during these times and collectively towards the upliftment and create livelihood opportunity for women.

FLO, led by President Jahnabi Phookan & TAAI led by President Jyoti Mayal, is working together to be a facilitator in this process to connect eligible females with relevant stakeholders from training and specific verticals, for enhancing their livelihood opportunities and increasing self-awareness to support equal partnership in the nation's growth.

The strategy is to look at the systematic planning, skill enhancement and policy integration in the tourism sector to work towards our mission of creating sustainable livelihood for women's economic upliftment, empowering women to become self-sufficient and job creators from mere job seekers.

FLO & TAAI aims to work with the Ministry of Tourism in the promotion of domestic tourism by creating the awareness and civic responsibility of every citizen about traveling to at least 15 destinations within our country before 2022. The idea is to rediscover their own country, appreciate

their own heritage and galvanize their own economy by being Vocal for Local.

The objective is to train women in sustainable tourism, craft & tourism guide, by not just supporting PM Modi's vision 'Dekho Apna Desh' but will support women so that they can contribute to the nation's economic growth.

Reach: 8000 FLO members pan India and beyond

FLO Dekho Apna Desh

FLO pledges National campaign on Dekho Apna Desh commencing from its Chapter retreats. It has already begun with FLO Pune and FLO Ahmedabad, followed by other Chapters, who have planned similar retreats.

FLO Ahmedabad

FLO Ahmedabad Chapter hosted its first live event on Food & Agricultural Tourism on "World Food Day" - 16th October 2020 @ Madhubhan Resort & Spa.

FLO Ahmedabad Organised a live webinar on world food day which hosted many icons of the Agricultural and Tourism world. The objective was to highlight food and agriculture and have trails highlighting the food experience and home stays where Food, Travel, Pleasure and Agriculture could be merged together.

FLO Ahmedabad Chapter launching soon FOOD AND AGRICULTURE TOURISM Conference Publication and Knowledge Report.

FLO – Creative Dignity Initiative

VISION



Restoring Lives and Livelihoods of distressed artisans

Covid 19 left millions of artisans stranded with no access to raw material, markets and basic sustenance. This prompted diverse organisations and professionals from the creative sectors to come together as a movement to provide relief and opportunities for respectful aid.

FLO & Creative Dignity are addressing this by empowering artisans from West Bengal, Rajasthan, Uttar Pradesh, Madhya Pradesh, Delhi, Puducherry, Kerala, Bihar to reach customers digitally, giving them access to new markets and livelihood opportunities.

FLO - Creative Dignity Artisan Fair was inaugurated by Smt. Vasundhara Raje Scindia, National Vice President, BJP & Former Chief Minister of Rajasthan.

Enabling craft enthusiasts to purchase from artisans directly, this initiative brings together hundreds of artisans, many of whom had no previous access to ecommerce to find a place with premier artisan ecommerce sites – GoCoop, Freedom Tree, Jaypore, Okhai, Itokri, Zwende and Tata CLiQ.

The initiative by FLO & Creative provides the local artisans a platform to collaborate with designers in order to learn essential skills, quality control, develop their crafts and directly sell in the market.

This is in sync with National President Jahnabi Phookan's vision this year, to work towards sustainable livelihoods for women's economic empowerment. The handloom sector as the country's second-largest employer of women, after agriculture, has been severely impacted during the current Covid crisis. The digital platform offered by Creative Dignity has helped

FLO contribute effectively to work towards restoring lives and livelihoods for our distressed artisans across the country.

Reach:

- » 17 pan India FLO Chapters and beyond
- » More than 250 partners and volunteers across the Craft ecosystem

FLO Chennai

FLO Chennai has connected our NGO partner and VAP partner, Wild Ideas, with the Creative Dignity Team. They have provided the catalogue of information and we are awaiting feedback from Creative Dignity.

FLO Ahmedabad

FLO Ahmedabad Chapter has taken the National Initiative to revive the dying weaves of India and planning to sign an MoU soon and also coming out with a catalogue so that the artisans can come in direct touch with the customers to sell their products directly.



FLO Bhubaneswar

FLO Bhubaneswar prepared catalogues of weavers and other distressed artisans of sawai grass weaving and silver filigree jewellery. These catalogues were submitted to Creative Dignity for onboarding to e-commerce sites.

FLO Collaboration with Government eMarketplace (GeM)

VISION



Onboarding women businesses on the Government portal to the support the Initiative “womaniya”

Our endeavour is to create economic possibilities for women at different levels and equip them to be independent and take charge of their lives and participate in the sustainable development of the nation.

Government e-Marketplace (GeM) is an online public procurement portal which was primarily brought in with a focus to aid MSMEs for the procurement and selling of products.

This portal aims to help declining the supply chain challenges for MSMEs and taking India a step ahead towards self-reliance.

FLO this year signed up with the Government e-Marketplace (GeM). This is an online public procurement portal brought in to aid MSMEs for the procurement and selling of products.

More importantly the Govt of India has mandated that 3 percent of all its purchases in services & goods has to be procured from women vendors.

These onboarding opportunities to women entrepreneurs has helped our 8000 plus membership to not only learn and engage in multiple knowledge networks through webinars and learning forums but emerge as a collective voice and force to overcome one of the worst disasters in our lifetime.

A Workshop for On-Boarding Women Entrepreneurs “Womaniya on the GeM platform” was organised for pan India FLO members recently.

“Womaniya on the GeM Platform” an initiative to enable women entrepreneurs and women self-help groups [WSHG] to sell handicrafts and handloom, accessories, jute and coir products, home décor and office furnishings, directly to various Government ministries, departments and institutions.

» Reach: 8000 women entrepreneurs across 17 pan India FLO Chapters



FLO Legal Advisory Cell

*Priya Hingorani, Chair, FLO Legal Committee
Anju Kapur, Co- chair Legal Committee.*

VISION



To make FLO members aware of their rights and help resolve issues with the assistance of legal experts from within the FLO fraternity.

FLO Legal Advisory Cell was launched by Hon'ble (Ms) Justice Indu Malhotra, Judge Supreme Court in September 2020.

The Cell proposes to identify policy gaps in laws affecting women in India and conceptualize & design advocacy tools in this direction. The Cell seeks to promote the resolution of issues through alternate dispute resolution mechanism such arbitration negotiations and mediation. The Cell will conduct Legal Awareness Workshops for FLO members to address the plethora of legal issues facing women in the country.

Reach: 8000 members across 17 pan India Chapters

FLO Chennai Legal Advisory Cell

Launch of VACYA – July 15, 2020

Number Impacted - To reach 1500+ people through workshops

VACYA is part of FICCI FLO Chennai's constant effort to support women find their equal standing in society and help make them economically empowered. The instances of domestic violence have increased, given the work from home scenario and we are committed to help women, with the support of leading corporates in the state. This initiative seeks support from corporate organisations in Tamil Nadu who can adopt this cause within their organisations, not only to help their own employees but for affected women in our extended communities.



LEGAL AWARENESS VIDEOS ARE BEING MADE FOR DISSEMINATION AMONG WOMEN - Legal Awareness videos featuring prominent and senior lawyers of Chennai are being made on the following topics. Since we are unable to host in person workshops for the women, we are disseminating these to 10,000 + women through women's colleges, corporates and urban and rural NGOs.

FLO Women of 7 Continents (W7) Initiative

The gender divide exists in the international trade. Barriers include legal and regulatory barriers, access to capital, cultural barriers and the provision of training to build the necessary knowledge and skills.

FLO through its W 7 initiative proposes to create a worldwide forum for the exchange of information, experience, visibility, and connectivity among women business owners, setting the stage for new opportunities and joint ventures among women entrepreneurs and business leaders.

Besides the wider goal to create a worldwide forum for the exchange of information, experience, visibility, and connectivity among women business owners the W7 will work with the specific objective to Increase the demand for goods and services supplied by women entrepreneurs

- ü Create platforms for increasing international trade
- ü Support, initiate or improve efforts to integrate women vendors into global value chains.
- ü Build the capacity of trade support institutions to provide better services to women clients.
- ü Increase the awareness of policy makers of the potential of women entrepreneurs and raising awareness of related barriers that hamper their participation in international trade.

Consultations & Round Tables with: Myanmar, Netherlands & Vietnam



Teach Them Young: Gender Sensitization and Cyber Awareness

National Head: Aarti Gupta

VISION



To create an appropriate platform for sharing training modules for Gender Sensitization and Cyber Awareness in schools

Research suggests that from an early age children's understanding of gender is influenced by their experiences within their family, culture and lifestyle, as well as by the broader community, child care environments and the media. Boys and girls often experience responses and expectations from those around them due to their gender, and gender role stereotypes often influence the way boys and girls begin to experience life. Often the games that are expected to be played by girls and boys are predetermined either by family or by the society. With changing times, it is important to tackle issues such as gender sensitivity at a young age and a large part of the responsibility rests on the schools and parents. In this era of rapid technological advancement, children need to immerse themselves in technology at a young age in order to start learning the skills they will use throughout their lives.

But they also need to be warned about the risks that accompany with those cool smartphone and computer applications, though this hardly happens. Therefore, we need to them young about cybersecurity.

FLO has taken up this initiative to create an appropriate platform for sharing training modules for Gender Sensitization and Cyber Awareness in schools.

Free trainings will be provided to teachers on how to organise Workshops for students on 'GENDER SENSITIZATION AND CYBER SECURITY'.

The above workshop will be conducted for teachers across 17 cities with the support of 17 FLO chapters across India.

The objective of this workshop is:

- Two hours workshop covering all topics related to Gender Sensitization and Cyber Safety
- Right approach to deliver this topic
- Resources for educators to conduct the workshop
- Certificate of participation
- Further assistance (if needed) after the workshop (on WhatsApp)

FICCI FLO
The Power to Empower

16 DAYS OF LEARNING

Engagement Partner
LEO OF LEARNING

Jahnabi Bhoskar, President
FLO, The Women's Wing of FICCI
& Governing Body Members

Cordially invite you to the workshop

"TEACH THEM YOUNG"
Power of sensitization on Personal Safety

Train the Trainer on Online personal Safety
A workshop for teachers on online personal safety of children

National Initiative Head: Dr Aarti Gupta
Trainer: Socha Gupta, Personal Safety Trainer,
Founder: Loo of Learning

Sunday: 28th November, 2020
Sunday: 29th November, 2020
From 10:00-12:00pm

BENEFITS FROM THE PROGRAMME

- Two hours workshop covering all topics related to Online Personal Safety
- Right approach to deliver this topic
- Resources for educators to conduct the workshop
- Certificate of participation
- Further assistance (if needed) after the workshop (on WhatsApp)

FLO Women's Health Initiatives

The secret of health for both mind and body is not to mourn for the past, not to worry about the future, or not to anticipate troubles, but to live the present moment wisely and earnestly." Gautam Buddha

Health & fitness is not just about going to the gym or working out to burn your fats – it is rather a way of life. We all know the importance of healthy living but often tend to ignore it. For women, who play multiple roles in their lives, one of the biggest challenges is learning how to care for themselves while caring for others.

Women are more prone to developing diseases such as high blood pressure, cancer, heart disease, osteoporosis, diabetes, obesity and arthritis, many of which can be slowed or prevented with healthy lifestyle habits, awareness, proper screenings and timely detections.

FLO Amritsar Health Initiative

SAMBHAV----Yes it's possible!!! an initiative by FICCI FLO Amritsar was launched to spread awareness and knowledge amongst people with the hope of leading them to early detection and prevention of cancer by taking steps in the right direction and making necessary lifestyle changes.

Main objectives of the campaign is to cover three types of manageable and treatable cancers.

1. **Breast Cancer** is the most common type of cancer amongst the Indian women. The cancer can be self-diagnosed by performing a breast self-exam. The reason for a low breast cancer survival rate of women in India accounts from its lack of awareness and lack of early screening and diagnosis rates. If detected and caught early, chances of recovery are high and treatment is likely to be less aggressive.

2. **Cervical Cancer** is the second most common cancer amongst women in India and is the only preventable one and can be detected in the pre cancerous phase and be cured.

Our goal is to vaccinate maximum number of young girls between the age of 9-14 with the help of Rotary International Dist. 3070 and save as many lives as possible.

3. **Oral Cancer** ranks in the top three of all cancers in India and is of significant public health importance. In majority of cases it is diagnosed at later stages which results in low treatment outcomes and considerable cost burden. Prevention through action against risk factors, especially tobacco (smoking & smokeless i.e. chewing/snuffing) and screening for early detection will be the key to reducing the burden.

The crusade will fight against fear, ignorance and social stigma by spreading awareness together as one and make a difference.



FLO Coimbatore Health Initiative

Number of lives impacted – 25

An awareness session on Breast Cancer was conducted at the premises of our NGO partner Chandrans Yuva Foundation by volunteers of Girl up Organisation, Coimbatore.



FLO Lucknow Health Initiative

FLO Lucknow Chapter initiated a unique series that explores the various lifestyle diseases plaguing the modern urban woman. We believe that we as women should first and foremost invest in our health as only a healthy and happy woman could contribute to nation building.

The first session was with Padma Bhushan Awardee Dr. Amrish Mithal, an endocrinologist of national repute who will talk about TRAINING THE TWIN DRAGONS OF THYROID AND DIABETES, on 1st September, 2020.

FLO Lucknow, in its endeavour to create awareness about menstrual health launched a unique initiative in collaboration with Menstrupedia, headed by Ms. Aditi Gupta, a TED speaker who has been featured on the Forbes 30

under 30 list, BBC 100 women and UN Goalkeepers.

Menstrupedia is India's foremost platform for creating and spreading awareness about menstrual health in India.

FLO Lucknow's Health Committee helped organise the Train the Trainers program on June 27th. 56 participants including teachers from various schools (urban and rural), and volunteers from NGOs such as Kshitij, Red Brigade, Samvad and Robin Hood Army working at the ground level were trained to understand menstrual health.

It was an extremely enlightening session for all our participants with novel ideas and information that was new to them and equipped them to make it easier for the young girls dealing with an issue that is much prevalent but not much talked about.

FLO Lucknow is also in advanced conversation about providing sanitary pads to govt schools with relevant authorities. This would help not only the children at these schools but also the women associated with FLO Lucknow through Kshitij Foundation.

FLO Kanpur Health & Sanitation Initiative

FLO Kanpur has taken up sanitation as one of its main initiatives for the year and is in the process of building 100 toilets in collaboration with Safalgram under the Prime Minister's Swach Bharat Abhiyan. The project is expected to launch in Dec



FLO Chennai Health Initiative

A. Health - Member engagement

It's Okay Not to be Okay - Dr. N. Rangarajan, Dr. Sangeetha Madhu and Ms. Gautami Tadimalla – June 29th

Number Impacted - 450

The program addressed acknowledging your innermost fears and recognising them to be able to find yourself. Problems are unique to each but many unifying factors for women in society by way of emotional, financial, mental etc. Being Strong and having Strength is an intangible quality that every woman has. Need and Want are

two different things, what we have is what society tells us that we need. Need is the essential, but it takes a lot to go after what we want. Look at your fears and worries and don't be afraid to ask for help. You are not alone. Dr. Sangeetha Madhu spoke at length on positivity being the need of the hour. When we reach our expectation of happiness, it is not about reaching the destination but the journey towards it. She gave a message that Mind is a terrible master but a wonderful servant. Dr. N. Rangarajan, stressed that Being not Okay is not a sign of weakness. Mrs Gauthami Tadimalla highlighted that Anxiety is an equally debilitating syndrome, Be honest with your fears and honest with what gives you strength, Talk to close friends and family and importance of internal scanning

Pictures:



August 12th - Heritage and Health in Covid Times - Dr. M. Raghavendra Rao in conversation with Dr. Fharzana Siraj

Number Impacted - 398

Summary - Dr Raghavendra Rao was in conversation with Ms Fharzana Siraj on the topic of naturopathy, yoga and the dominance of Indian soil in immunity and wellness. They started the conversation discussing the formation and objectives of the Central Council for Research in Yoga & Naturopathy and the awareness and growth of different schools of yoga over the years. He then spoke on the current pandemic, nature of

the virus, how to manage the symptoms, recovery, managing stress and the role that yoga can play in improving immunity and respiratory systems. He gave an insight into how yoga is a therapeutic tool in treating various health issues than just a preventive tool. He spoke on the details of India's national campaign 'Madhumeha Mukta Bharat' - diabetes free India. They concluded with a discussion on Integrative medicine – integrating one or more health sciences, the plan of Indian government implementing integrative medicine and whether we can integrate yoga and naturopathy with modern science.

Pictures:

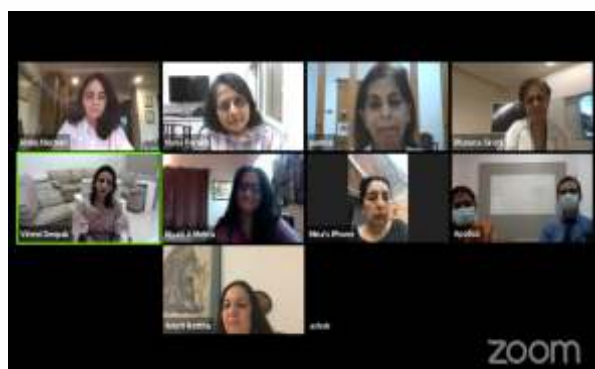


Be Cancer Aware – Think Pink - 27th October

Number Impacted – 600+

Summary - Ms. Vimmi Deepak shared her journey on how she discovered, battled and conquered breast cancer. She also explained some side effects she underwent from the chemo sessions and thanked the hospital she underwent her radiation therapy from for making the process comfortable. Ms. Vimmi has been healthy and cancer free for almost ten years and enjoys her swimming, running and workouts. Dr. Bhawna started talking on the importance of being proactive and early diagnosis. She spoke on the increase in incidence and prevalence of cancer in

the last few decades and the increase in burden in the next two decades. She explained some reasons for increase in cancer in the urban population such and highlighted some cases of OPD patients who came for screening at a later stage since screening was stopped in many hospitals due to COVID. She spoke on the how can diagnose early, some warning signs for cancer, steps for prevention, types of screening methods and risk factors.

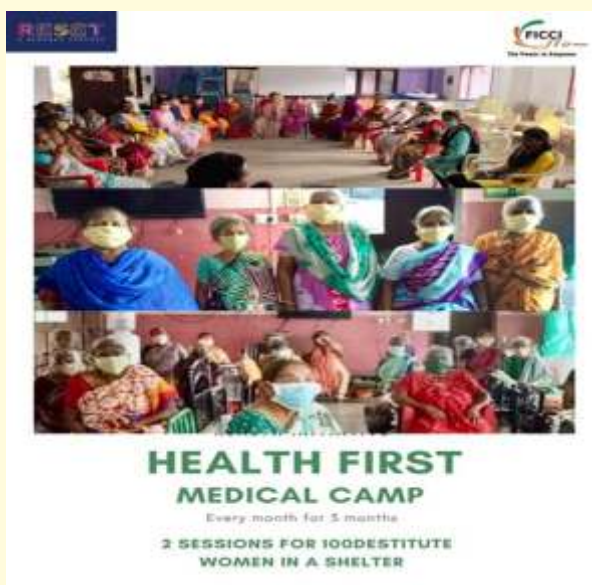


A. Health - Social Outreach

- » Online health awareness session by Dr. Anita Suryanarayanan for women's shelter Reheboth & girls home, Rainbow Home - May 16 & June 13. Number Impacted - Impacting - 200 women and girls



- » Online Yoga for women's shelter - Every Saturday morning since June 2020 at Reheboth. June 6, June 13, June 20 & June 27; July 4, July 11, July 18 & July 25; Aug 1, Aug 8, Aug 15, Aug 22, Aug 29. Number Impacted - 120 women and improving their wellness and immunity.
- » Online health session for tribal women on Health & Personal Hygiene - at Wild ideas on August 21 & Aug 29. Number Impacted - 85 women
- » Medical screening camp for 120 elderly destitute women at Reheboth on July 3rd. Number Impacted – 120 elderly destitute women.



FLO Uttarakhand Health Initiative

Joint Initiative of FLO Uttarkhand & AAN Charitable Trust “Distribution of Dignity Kits – Prioritizing Menstrual Hygiene” as a COVID-19 Emergency Response

The COVID-19 pandemic has led to massive shutdowns; migration and loss of livelihood have affected the families across India. Girls and women are finding it extremely difficult to continue with good hygiene practices due to the lack of essential hygiene kits. The access to sanitary pads has taken a huge hit due to the Covid 19 curbs. Underprivileged Women and girls of daily wagers who were dependent on Government schemes to access sanitary pads are severely affected.

Flo Uttarakhand along with AAN Charitable Trust has collaborated with the Block Education Office,

Kashipur to ease this situation by constituting a Dignity Kit - A Menstrual Hygiene Kits has been distributed free of cost at the time of distribution of Midday Meal dry ration in government schools under the supervision of BEO and District Administration. A brief Menstrual Hygiene sensitization workshop will also be conducted for the beneficiaries by AAN Team.

Through this joint project initiative FLO Uttarakhand and Aan charitable Objective is: Ensuring dignity through COVID-19 awareness, prevention and menstrual hygiene related good practices. It is our pleasure and privilege to work in Kashipur, US Nagar District with Aan Charitable Trust for effective dissemination of this initiative through liaising with various government administrative departments. AAN will be providing proactive guidance and look after all publicity related to the launch and execution of this program.



FLO Ludhiana Health Initiative

Health Drive with Central Jail Authorities

FICCI FLO Ludhiana with the help of their members donated a truckload of N95 masks and sanitizers for the inmates and jail authorities.

Secular Safety Drive

FICCI FLO Ludhiana along with the help of our members were able to conduct a secular safety drive. Where we distributed masks and sanitizers in Temples, Gurudwaras, Church and Mosques.

Women Hygiene Camp

During the initial corona phase there was a lot of difficulties faced by migrant workers especially women. FLO Ludhiana with the help of police

officers conducted a women hygiene camp at the Railway Station where Sanitary napkins were distributed to women migrant worker.

Women Hygiene Camp

This camp was held in Jhamat Pind near Ludhiana. Members of FLO Ludhiana along with our chairperson Mrs Mannat Kothari went to Jhamat Pind and educated the ladies about the importance of personal hygiene and distributed Sanitary Napkins.

Another Women Hygiene Camp was held in Sunet Pind near Ludhiana. Education regarding personal hygiene was given to the women living in the Pind and Sanitary Napkins were distributed.

FLO Ahmedabad Health Initiative

FLO Ahmedabad Chapter has planned Cervical & Breast Cancer check-up & Awareness camp on 6th December & 13th December, 2020 with Himalayan Cancer Hospital, Vadodara for all the women of the adopted villages.

FLO Ahmedabad Chapter has planned Eye Check-up Camp with Sankara Eye Hospital for all the women of the 7 adopted villages.

FLO Ahmedabad Chapter with NGO, Nivedita Foundation, and will organize Personal Hygiene camps In All 7 adopted villages.

FLO Ahmedabad Chapter has already organized three webinars under the series of Health, Diet & Skin Care.



FLO Bhubaneswar Health Initiative

FLO Bhubaneswar in partnership with Carcinova Cancer Hospital organised a webinar on breast cancer awareness. This will be followed up in community awareness programmes in the adopted villages and slums of Bhubaneswar.



FLO Mumbai Health Initiative

FLO Mumbai has signed an MOU with Rnisarg to promote menstrual hygiene amongst the tribal women in the Aarey Milk colony located in Mumbai. Regular training and awareness sessions are held by doctors and gynecologists in menstrual health and the use of the menstrual cups, which is environmentally also favorable as it reduces the use of sanitary napkins. FLO Mumbai has so far supplied menstrual cups to the tribal women and is working on getting funding from corporates to take this initiative ahead.



FLO MUMBAI, Tribal Research & Training Institute (TRTI) and RNISARG Foundation NGO have signed a MOU .



TRTI has an experience in mobilizing and training women and girls youths from local communities and have network across the state of Padas, Ashram schools and Hostels as well as student health data base. FLO has signed up with the Tribal department to facilitate the various initiatives.

As part of its Hostel and Ashram school management system, the Project office conducts various activities for the benefit of the rural and urban underserved community in the state of Maharashtra. These activities include training and awareness sessions as well as Social programs including educational classes, social awareness programs, and health camps.

During the lockdown, FLO Mumbai distributed medical hygiene kits to more than 2000 underprivileged families in collaboration with Rotibank. The kits included sanitary napkins, hand wash, sanitisers, biscuits, face masks, food items , packaged water, which were distributed in the remote areas of Mumbai and amongst families staying in the slum localities.



FLO Skilling Initiatives

FLO Hyderabad Skilling Initiatives

» **Grassroots:** We organised a free 4-days' training session for 60 women farmers of Saidalpur Village in collaboration with Khadi Grameena Mahavidyalaya. The course covered Awareness of Organic crops, Uses of Natural Insect Repellents, Preparation of Insect Repellents using 10 types of locally available plants, Preparation of Kashayams i.e. liquid manures, repellents, soil strengthening, and Preparation of Pit, types of materials and methods for Vermicomposting.



» **Urban Workforce:** Free 4-days' online course on 'How to Start your Own Business' in association with Sleepwell Foundation for 225 students.

» **Urban Workforce:** Mobilised 25 girls and 30 boys for Govt. of India's DDU-GKY free vocational training-cum-placement guarantee program facilitated by McLean Skill Academy.

START YOUR BUSINESS WORKSHOP FREE ONLINE COURSE

The rules of the economy have changed post Covid-19, with a steady flow of job offers mainly sectors creating a severe crisis for the youth. In such times, more than ever, there is need for successful entrepreneurship with knowledge of various aspects of doing Business.

START YOUR BUSINESS' Workshop is an initiative of **Sleepwell Foundation**, the CSR arm of **Shreea Power Ltd.** The Online Workshop will provide a comprehensive knowledge of setting up a business and running it successfully to minimise the chances of failure.

About the Online Workshop

Eligibility: Min. Qualification of 10th pass and 18 years and above of age.

Cost: Sleepwell Foundation is bringing this Workshop **FREE OF COST** to participants.

Schedule: 12 Hours i.e. 4 days from 10:30 AM to 1:30 PM with short breaks.

Seats: 225. Minimum of 100 participants. The Workshop will be conducted in Meet format.

Language: Workshop will be conducted in Hindi/Simple English.

Certification: The course completion Certificate will be given to only those participants who attend all the sessions.

Topics Covered

Introduction to Business, SWOT Analysis, Entrepreneurship, Steps to Choose Right Business, Market Research, Business Plan, Formation of a Business Entity, Regulations & Legal Requirements, How to get Funds for Business, Information Technology, Digital Marketing etc.

Training Partner

Conducted by trainers of **McLean Skill Academy** along with domain experts, this Online Workshop will be interactive, engaging and interesting. Real life experience will be allowed by using e-learning materials.

Coordinators

For registrations / information:
PRASHANTHI SHENKHAR
Mobile: +91 98662 20083

E: shyashilshenkh@gmail.com

Dates of Workshop

7-10 October, 2020



FLO Coimbatore Skilling Initiatives

Basket weaving

Number of lives impacted – 10

Ten Visually Impaired and physically challenged women were empowered with wire basket weaving so that they can use this skill to generate a small income for themselves. This was a two week course at Chandrans Yuva Foundstion.



Baking classes

Number of lives impacted – 30

30 rural women have started a two-week certified course in bread making and basic baking at Chandrans Yuva Foundation with Chef Bhagyaraj MD, Rainbow Cafe. It would help them to eke a living working either at a bakery later or to start a small business themselves.



FLO Lucknow Skilling Initiatives

FLO Lucknow is dedicated to Skilling not only its members but women in all walks of society as it helps create sustainable jobs and make women truly empowered in the long run. We at FLO Lucknow, have been active in creating opportunities for women across various cross sections and verticals of the economy. These programs are listed as under:

FLO Lucknow in collaboration with Kshitij Foundation organised a workshop with rural women to help them manufacture, decorate and sell diyas right before Diwali. This initiative was aimed at creating extra incomes for these grassroot families and enable them to have a happy and prosperous festive season. We organised diya making classes with specialists and decorating classes with FLO members virtually. We were also successful in marketing these diyas in the various fairs and exhibitions in town.

FLO Kanpur Skilling Initiatives

Rural level:

- » Candle & Diya Making: Trained women in candle making and diya making and help them market
- » Stitching: Conducting classes for getting women trained in stitching uniforms
- » Mask Making: Training women in collaboration with IIT Kanpur in making masks



Corporate Level:

Skill Building Workshop: FLO Kanpur organized a 5 week Skill Building workshop which trained member entrepreneurs all the components required to take their business online.



FLO Chennai Skilling Initiatives

Outreach has been an integral part of the chapter programme, making our chapter inclusive and compassionate. FLO Chennai has tied up with Chennai Volunteers to create impact in the communities around us.

- 1) MobilTrain - Financial literacy for 3000 community women in the outskirts of Chennai with MobilTrain a not-for profit organization. We have partnered with Mobil train and Tamil Nadu Rural Transformation Project to reach out to women at grass root level in rural TN and make them literate in finance and health.
- 2) Number impacted - Financial literacy & Health - 3000 women (ongoing)
- 3) A series of 6 Life-skills sessions for 15 HIV Affected women from a shelter (SIP) every Saturday in August & September
- 4) A series of 6 Life skills sessions for 30 HIV affected college / senior school girls from deserving background (ISAG), in rural areas around Chennai, in Aug / Sept

FLO Uttarakhand Skilling Initiatives

FLO Uttarakhand Agriculture and Skilling Committee provided plants to farmers for winter season, mobilized women for mushroom training proposed in the month of November and proposed to give skilled training to farmers both pre and post-harvest. They also provided market linkage to sell organic vegetables, cow ghee, honey direct to companies.

Under Skilling Initiative, women were skilled and trained by Trikon Society in association with Flo Uttarakhand Chapter for handmade pickles, Jams, candies, and Bhimal Baskets for Diwali to make them self-reliant. Around 50 women are being trained to make handmade lifestyle products.

Under the agriculture Initiative, FLO Uttarakhand

- » mobilized women for mushroom training proposed in November
- » provided plants to farmers for winter season
- » lining up with govt for skilling famers
- » Harvested raggi and providing market linkage (selling organic products to the companies)
- » selling organic vegetables, cow ghee and organic honey direct to companies
- » Skilling

About 150 Ladies has been skilled by Trikon society in association with FLO UK chapter 2020. to make them self-reliant and also orders for handmade pickles , Jams, candies. 50 ladies are getting skill training on hand made life style products.



FLO Ludhiana Skilling Initiatives

In its endeavour to empower the under-privileged, specially abled and transgender community, FLO Ludhiana Skill initiative under the guidance of Mannat Kothari, Chairperson, Vice Chair Ms. Radhika Gupta and Skill Head Sanam Mehra initiated a three month long Virtual Education, Communication and Skill Enhancement Program on 1st July, 2020.

The program aimed at providing assistance to the trainees in gaining financial assistance through training sessions and skill enhancement programs.

The Guest of Honour for the event Ms. Rajni Bector 'Women of Excellence' graced the occasion with her benevolent attitude, inspiring and encouraging words.

With the key objectives of the Skill initiative being - Train, Transform and Triumph, this initiative aims at empowerment for the underprivileged, transgender and specially abled community.

The program works around the four pillars – MENTORING, SKILL DEVELOPMENT AND ASSESSMENT

The Communication and skill enhancement programme had been conducted virtually and the facilitators assisted the team with numerous visual and teaching aids. The informative and interactive training sessions has been phased out over three months, beginning with the education week and followed by the skill enhancement sessions in Information Technology literacy, Nursing, Art & Craft, Personal Grooming and Tailoring in the following months.

The trainees could map their interests and select their choice of skill and work with the team to improve and enrich their existing skill sets. The last phase includes Assessment of the trainees.

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Ludhiana
The Power to Empower

*In the month of July it's monsoon...
It's raining skill and training..*

Team
Swabhiman
Initiative

Skilling Girls
WHO ARE IN NEED TO GET
EMPLOYED
& **GET SKILLED**

(Age Above 14yrs)

Mannat Kothari | Sanam Mehra
CHAIRPERSON, | SKILL HEAD,
FLO LUDHIANA | SWABHIMAN

ONLINE COURSES THROUGH
WhatsApp Zoom Webinar

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CERTIFICATION AFTER COMPLETION

FLO Ludhiana also aims to empower the weavers and assist them by providing them a forum to exhibit and display items for sale to the esteemed clientele of art lovers.

The aim of this initiative is:

- » To provide a global platform to Weavers of India to showcase the hues shades, patterns, and richness of the handloom fabric .
- » To help weavers build a future of sustainability through innovation and assist them in gaining Financial independence.



FLO Ahmedabad Skilling Initiatives

1. FLO Ahmedabad Chapter partnered with NGO Dreams Foundation for

Project Beej – imparting knowledge of Growing Vegetables & Crops

With the funds raised through FLO Ahmedabad Chapter and Dreams Foundation's patrons a total of 633 women farmers have received climate resilient food crop seeds and 144 women farmers have been supported to grow nutritious vegetables in their kitchen gardens.

2. FLO Ahmedabad Chapter partnered with NGO Dream Foundation, WGWLO & Utthan for execution of kitchen garden project from grass roots.

A total of 2000 families across 53 villages have set up kitchen gardens with a unique sharing policy. Together we are supporting more than 7,500





families are getting fresh and chemical-free supplies. What makes this initiative stand out more is that each family growing vegetables will have to share the produce with three other families who do not have land and water resources.

With this support the Women Farmers have:

- » Kitchen Garden Kit
- » Climate Resilient seeds for food crops for the Kharif season
- » Saplings of Moringa (Drumstick) for Kharif season

FLO Ahmedabad Chapter and Ms. Nipa Patel of NGO Nivedita Foundation had organised the

skilling of 50 girls in Health Care Assistant Training & Bakery & Confectionery Course during the last four months. Our target is to skill 100 or more girls under these two courses during the next quarter.

- » Skilling activity for a batch of 20 girls for Health Care Assistant Training at Shree Krishna Medical Hospital was undertaken. It was a 3 month course for these girls and after the training were enrolled by Shree Krishna Hospital itself and earning their livelihood. They can work as Daycare Assistants with any other hospitals with this experience. The fees for the course were 10,000 rupees per student shared by Nivedita Foundation and Taruna Patel.



- » Bakery & Confectionery Course was undertaken at Madhubhan Resort & Spa Bakery and 30 girls have so far been trained & skilled. These girls have started their livelihood at home with an oven. The course was sponsored by Madhubhan Resort and Spa Bakery Team.



- » Crochet Stitching Training has been given to 20 girls by Nivedita Foundation and FLO Ahmedabad and the girls already started earning from their work.



4. Wet Waste Management Project - FLO Ahmedabad Chapter and Elecon Group of Companies made a coconut shredding machine for Wet Waste Management. The cost of the machine was 50,000 Rupees was sponsored by Elecon Group.

A Coconut Shredding prototype machine was made by Prayas Engineering (Elecon Group Company) wherein the wet coconut shells will be collected, dried and then shredded in these machines and these can be used for various purposes like making ropes, manure, mats etc. Each machine will give employment to at least 3 women and make them self-sufficient.



FLO Bhubaneswar Skilling Initiatives

Lifeskill training for Adolescent girls

GAP Inc.'s Personal Advancement and Career Enhancement (P.A.C.E) Life skills training programme for 8500 adolescent girls in three districts (Khordha, Sambalpur and Sundargarh) has started in partnership with HBT.

'Personal Advancement and Career Enhancement' (P.A.C.E) is a globally acclaimed scientifically developed certified life skill training program of GAP Inc. designed to enhance skills of girls during the formative years to achieve their goals and to make informed decision for improved health and wellbeing.

The program will provide a safe and fun learning experience where adolescent girls can be equipped with life skills and knowledge to help maintain a happy and healthy life, stay in or return to school and feel empowered to protect themselves from insults and abuse and to pursue their dreams.

The project has following objectives:

1. To enhance skills of adolescent girls to achieve their goals and to make informed decision for improved health and wellbeing

2. To address harmful social practices like child marriage, early & teen pregnancies, gender inequality, dowry through well informed and skilled adolescents

3. To develop skills to be able to prevent or protect oneself from trafficking, sexual abuse and other kinds of Gender based violence



Lifeskill training for women

P.A.C.E life skills training programme also started for 4500 women in two tribal districts of Odisha (Sambalpur and Sundargarh) in partnership with district administration and HBT.

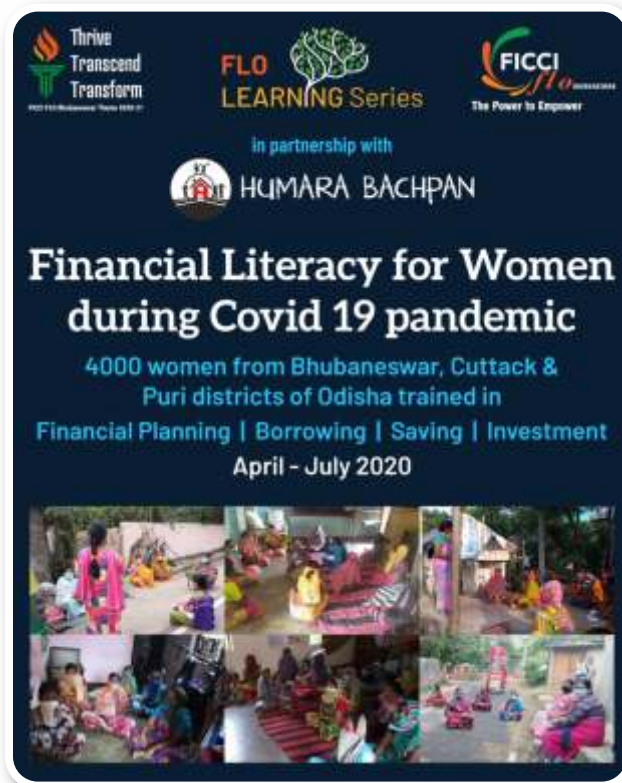
Personal Advancement and Career Enhancement' (P.A.C.E) is a globally acclaimed scientifically developed certified life skill training program of GAP Inc. designed to enhance skills of women to develop their abilities for adaptive and positive behaviour that enable them to deal effectively with the demands and challenges of everyday life. The PACE program for women provides training on a broad variety of life skills, including modules on communication, time management, problem solving and decision-making, and successful task execution.

Objectives:

The objective is to provide skills to underprivileged women enabling them to earn an independent living and provide a sustainable pathway out of poverty. The thrust of the program is to help women increase their business competitiveness through capacity-building training in entrepreneurial skills and business management, among other things.

The program will be implemented with following objectives

- » To equip women with qualities and knowledge applicable to real life so that they are set to help themselves in difficult and improve their situation
- » To help women overcome negative behavioral patterns, become self-reliant, and enable them to be more productive in their environment
- » To boost female career development and promote increased women participation in the workforce
- » To instill requisite skills and knowledge on various aspects of business decision-making process, setting up, and sustaining an enterprise.



Financial Literacy

Financial literacy was provided to 4000 women during lockdown through online and radio programmes

Spoken English Training

40 girl children from Bhubaneswar and Cuttack slums were trained in Spoken English in partnership with HBT and sponsored by Diversified Energy Solutions Pvt Ltd.

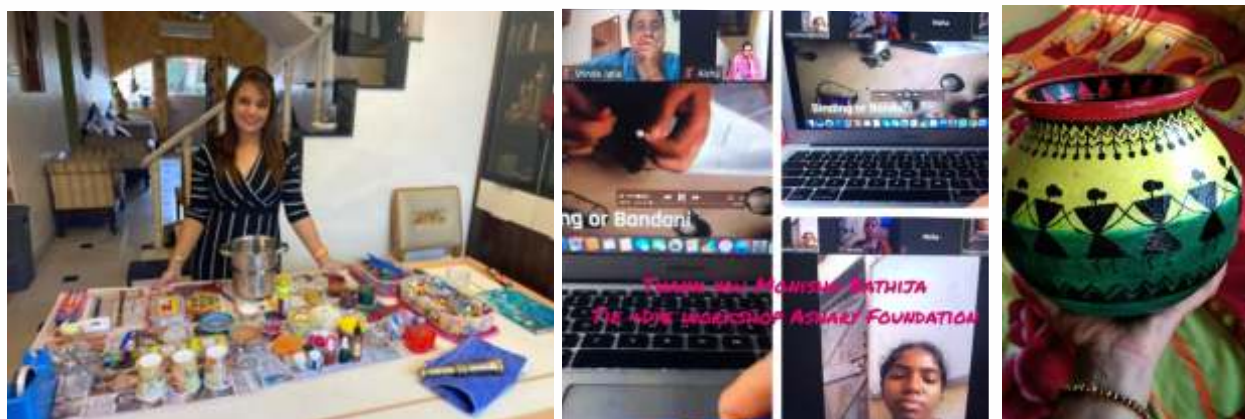
FLO Pune Skilling Initiatives

At FLO Pune, Women's Empowerment is integral to most of our projects under the Skilling initiatives.

We hope our journey is far more impactful as we reach out to organizations like AWAA, Lila Poonawala Foundation, students of ITI Girls College, Underprivileged children at the Aashary Foundation or Village Women at Urli Kanchan (BAIF).

These names do not tell the whole story. It is in the individual stories of these young girls and women that one can see the impact of Skilling Programs. The basic need for empowering women is to instil the required skills and abilities in order to shape their overall personality and raise their status.

Skill development initiatives like employability skills which included English Language spoken skills , resume writing , business emails , soft skill development workshops , candle making, warli painting on pots and fabric , Godari making , skin and hair care workshops , beauty workshops& Nail Art , tie and dye workshops, Guest speakers from various Industrial backgrounds were brought in , Plumbing workshops for Employment at the ITI etc have been conducted across at all levels to engage productively in livelihoods and promote entrepreneurial activities .



FLO Mumbai Skilling Initiatives

FLO MUMBAI, Tribal Research & Training Institute (TRTI), and Tata Community Initiatives Trust, Tata STRIVE (TCIT) have signed an MOU .



FLO Mumbai has signed an MOU with TRTI to promote skilling and provide employment to youth in the space of BFSI & BPO in collaboration with Tata Strive. The Tribal Department has identified 70 youth to be trained between Oct 20 to March 21.

Championing the Prevention of Gender Based Violence

An initiative by FLO in association with Humara Bachpan Trust (HBT)

Violence against women is a serious issue globally and India is one amongst the countries that top the list. In association with Humara Bachpan Trust (HBT), a Bhubaneswar based NGO, FLO-the Women's Wing of FICCI reiterated its commitment towards promoting gender equality and prevention of gender-based violence against females. The 16 day intensive campaign was aimed at raising awareness, influencing action and policy changes, supporting the survivors through legal protection, ensuring their wellbeing through mental health interventions and ensuring rehabilitation through social

security measures and generating public awareness and support.

This year HBT partnered with FICCI FLO to observe a 16 day of activism campaign, aligned to this year's global UN theme of 'addressing violence against women informal workers'. Till date 22185 people have signed and pledged to end violence against children and women. This is inspired by and in support of the '16 Days of Activism Against Gender-Based Violence', an international UN campaign to challenge violence against women and girls. The campaign runs every year from 25



November, the International Day for the Elimination of Violence against Women, to 10 December, Human Rights Day.

FLO has organised various initiatives along with HBT under 'FLO's one million rising against gender-based violence' through which the organization aims to reach out to 1 million people & sensitize them about gender-based violence.

With the aim to train more than 400 teachers across country to address the issues of Gender sensitization, Cyberbullying and Internet Safety, FLO's Kanpur Chapter Chair Dr Aarti Gupta launched "Teach Them Young campaign".

FLO Bhubaneswar in association with Humara Bachpan Trust carried out Gender audits across Bhubaneswar slums to identify unsafe areas &

various forms of violence and measures to stop them. A series of open mic among women workers such as migrant construction workers, domestic workers, agriculture labour and other daily wage earners were organized in tribal pockets of Sambalpur and Sundargarh districts, Tilori, Ghirongi & Singhwari villages of Bhind, Madhya Pradesh and urban communities of Cuttack and Bhubaneswar where 2500+ women participated. Through the program, women workers came forward and shared their workplace related challenges and other associated social issues.

Awareness building programmes were conducted among women informal workers about different legal provisions related to remuneration, industrial relations, working



conditions and social security mechanisms through door-to-door campaign, street plays, auto mic and community advocacy meetings and reached to nearly 3000 women workers. More than 2000 adolescent girls have been sensitized as part of the 16 days activism in Sambalpur, Sundargarh, Satapada(Puri) and Bhubaneswar.

As a part of the 16 day campaign 20 women, casual workers from Budheswari Labour colony, Pichu Basti, Rangani Sahi, Jagannath Basti Press colony & OAUT Farmgate basti of Bhubaneswar were facilitated with job cards and 42 women street vendors from Pichu Basti, Rangani Sahi, Adeikhala and OAUT Farmgate basti were linked with Pradhan Mantri SVANidhi yojana to receive micro credit facility to revive their pandemic impacted business.

This year is like no other, COVID-19 pandemic has brought new sets of vulnerabilities for women and girls; school closures and economic strains have left women and girls poorer, out of school and out of jobs, and more vulnerable to exploitation and abuse by intimate partners, forced marriages and harassment. Globally, 243 million women and girls were abused by an intimate partner in the past year but less than 40 per cent of women who experience violence report it or seek help.

On 2nd December 2020, an Open Mic event was organised for women and young girls to participate, discuss, deliberate and share experiences and stories.

A workshop on Socio-Economic Impact of Domestic Violence " Initiative under 16 days of activism against Gender-based Violence was organised on December 09 , 2020 .

