



"On a journey to promote entrepreneurship and empowerment among women"

Jahnabi Phookan
President, FLO

Editorial Team

Bela Rajan
Governing Body Member

Ankurita Pathak
Jt. Director FLO

FROM THE PRESIDENT'S DESK

My dear friends

Season's Best Wishes!!!

As we step into 2021, let us take some time to reflect and express our gratitude. We struggled & we survived the challenges of year that passed by.....not only that it also taught us the newer ways of meeting challenges "the new normal".

Human beings are blessed with unlimited power of resilience....we quickly adapt to the new ways of communicating with each other and keeping in touch...though most of us are labelled as technologically challenged.... We showed the world that we could do even better.....

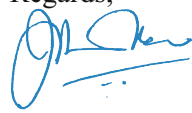
I am sure each one of you will share my pride in all the accomplishments that #OneFLO has been able to achieve in 2020 and I just can't wait to see what this collective power of FLO National and 17 Chapters can further achieve.

We began this year with a very successful webinar under Women of 7 continents (W7) Initiative with Chile, followed by another one with Ireland. We had Ambassadors of the respective countries addressing us besides women entrepreneurs from these nations. We had our Eminent Women Series 7 with Ms Amla Ruia, Entrepreneur, Water Activist & Educationist.

The highlight of this month is FLO's active participation in "India against road crash" awareness campaign rally from Amritsar to Kanyakumari as an initiative of on road safety by SIAM & FICCI along with NGO Drive Smart Drive Safe led by Garima Avtar, FLO member, the 14 car convoy was flagged off by Shri Rajnath Singhji Defense Minister & Shri Nitin Gadkariji Minister of Road & Transport The rally was flagged off from the Gobindgarh by Meeta Mehra, Chairperson Amritsar Chapter.

I am grateful for all your extraordinary support. Thank you everyone.

Cheers to new beginnings!

Regards,


Jahnabi Phookan

President, FLO

FLO NATIONAL

India & Chile: Opportunities for Business Collaborations, A Women of 7 Continents (W7) initiative by FLO | January 12, 2021

“
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.

connectivity among women business owners, setting the stage for new opportunities and joint ventures among women entrepreneurs and business leaders.

After Myanmar, Netherlands and Vietnam, this was the fourth webinar under this initiative. It was organized in collaboration with Fundacion Chilena del Pacifico & Mujeres del Pacifico to discuss opportunities for business collaborations between women entrepreneurs between these countries.

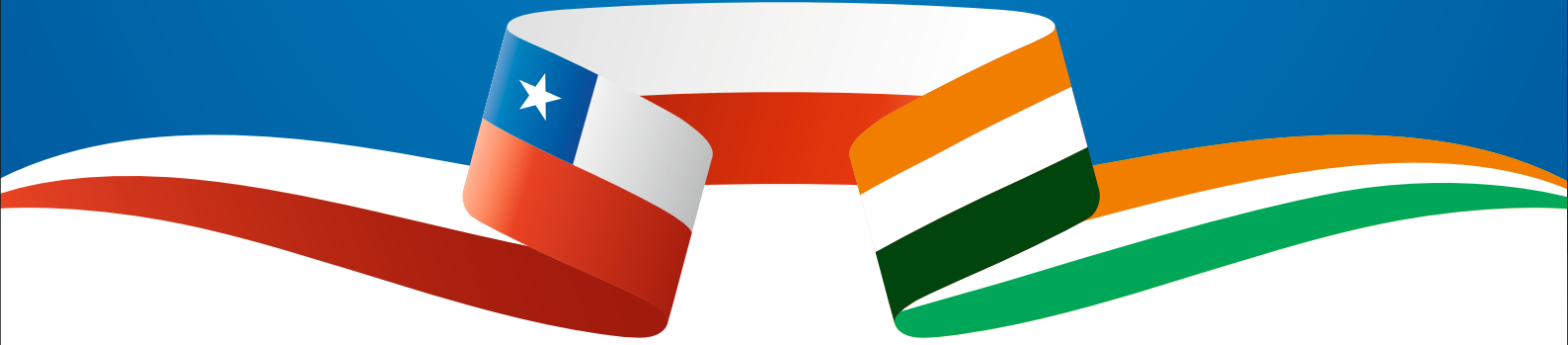
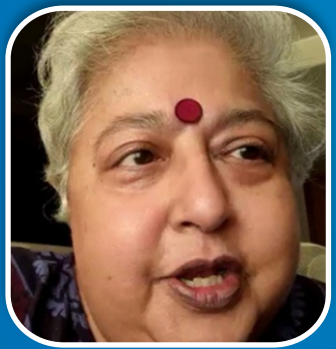
This webinar was organized under the aegis of the Women of 7 Continents (W7) initiative by FLO. Through its W7 initiative, FLO proposes to create a worldwide forum for the exchange of information, experience, visibility, and

Her Excellency Ms Anita Nayar, Ambassador of India to the Republic of Chile and His Excellency Mr. Juan Angulo, Ambassador of Chile to India addressed the session.

Durga Das, CEO Aeronero Solutions, Monica Retamal, founder

of Kodea & partner in Nissum Technologies, Gauri Devidayal, Director Food Matters India Pvt. Ltd and Teresa Undurruga, Founder Emporia La Rosa were the eminent speakers amongst others

Ms. Maloo Natarajan, Chapter Chair, FLO Mumbai was the Day Chair.



India Against Road Crash : FLO supports Speed Challenge

January 18, 2021



Millions of Indians travel by road and never come back home



Fatal road accidents deaths are biggest cause of unnatural deaths in our country.

Millions of Indians travel by road and never come back home. Even during the lockdown period from April to June, there were approx. 20,732 road deaths on Indian roads, 29% more than deaths due to covid-19 until June 20.

FLO recently partnered with Drive Smart Drive safe an NGO which works in the field Innovative & Participative Mass Campaign on Road Safety, titled #SafeSpeedChallenge which is in the format of National Road Safety Championship Challenge.

The Road Safety campaign kickstarted from Wagah border on Jan 18,2021. FLO Amritsar played an

eminent role in this campaign by flagging off an all-women's car rally from Amritsar to Kanyakumari. Chapter Chair Amritsar, Meeta Mehra and her team did the honours for FLO.

Led by a FLO member Garima Avtar, the 14-car convoy was flagged off virtually by Shri Rajnath Singhji Defence Minister and Shri Nitin Gadkariji Minister of Road and Transport,. Garima is an ace female rally driver to have participated in almost all of India's major motorsport competitions.

The rally was flagged off on ground from the Gobindgarh Fort by Chairperson Meeta Mehra, along with core committe members Manjot Dhillon, Arushi Verma, Dr. Simarpreet Sandhu, Mona Singh, Tannya Khanna. Executive team members Raminder Grover, Radhika Joshi, Apporva Kapoor were joined by members, Ramneet Osahan, Bonita Khanna and Monica Kashyap.

All members took the safety pledge and drove with the convoy till the Golden Gate of Amritsar city.



Eminent Women Series 7:

Interaction with Ms Amla Ruia, Entrepreneur, Water Activist & Educationist

January 20, 2021

The 7th edition of FLO Eminent Women Series was organized with Ms Amla Ruia, Entrepreneur, Water Activist & Educationist.

Amla Ruia is an Indian social activist known for her work in water harvesting. Ms Ruia set up Aakar Charitable Trust to create water sources for drought stricken villages of India.

Apurva Jain, Chairperson YFLO was the Day Chair.

YouTube Viewing Link:

<https://www.youtube.com/c/FLOHyderabad>



FICCI flo
The Power to Empower

Jahnabi Phookan
President, FLO
and Governing Body Members
invite you to

Eminent Women Series
with

AMLA RUIA
Entrepreneur | Water Activist
Educationist

Day Chair:
APURVA JAIN
Chairperson
YFLO Hyderabad

20th
January
4-5pm



Management Development Program for Women Board Directors by FLO & IIM Bangalore | November 26 2020- January 11, 2021

“
The workshop is designed to educate its female members to be board ready with respect to various attributes & soft skills required to succeed in the board room
”

At the corporate level, IIM Bangalore customized this program exclusively for FLO Women Corporate Directors training. The program was built around the needs of the women board directors to equip and educate them with knowledge, best practices and tools required to face the challenges of board positions of family run businesses.

The program focused on the broad themes of Understanding the macroeconomic context to decision making, Business Acumen, Strategic Thinking, Transformational Leadership, Entrepreneurship in India and Role and Responsibilities of Company Directors in India.

| | | |
|---|---|---|
|  <p>EXECUTIVE EDUCATION PROGRAMMES</p> |  <p>The Power to Empower</p> | |
| <p>Who Should Attend?</p> <p>This Programme has been designed Exclusively for FLO Member who are:</p> <ul style="list-style-type: none"> Existing Women Board Directors Aspiring Women Board Directors <p>Tentative Programme Schedule</p> <p>Programme will be of 6 days in duration of 2 – 2.5 months.</p> <p>25 Online sessions * 2-3 sessions per day</p> <p>1 day of On Campus sessions with a 1-night residency at IIMB (in first half of 2021)</p> | <p>Jahnabi Phookan President FLO</p> <p>&</p> <p>Governing Body Members</p> <p>Cordially invite you to</p> <p>Management Development Programme for Women Board Directors of FLO</p> <p>26 November 2020</p> <p>Programme Fee & Refund Policy INR 85000 + 18% GST (including registration fee)</p> <p><small>The program fee should be paid to FLO 45 days prior to the program commencement. In case of cancellation, the fee will be refunded minus 10 percent, if informed 30 days prior to the commencement of the program.</small></p> <p>For any queries contact:</p> <p>Ms Suguna Ravichandran GB Member, FLO casugna@gmail.com</p> <p>&</p> <p>Ms Meena Mohan GB Member, FLO meena.mohan05@gmail.com</p> | <p>Topics Sneak Peek</p> <ul style="list-style-type: none"> ■ Macroeconomic context to decision making ■ Transformational Leadership ■ Strategic Thinking ■ Entrepreneurship in India ■ Business Acumen ■ Company Directors-Roles, and Responsibilities <p>Registration:</p> <p>First come first serve basis</p> <p>Limited Seats</p> <p>Please send your nomination to flo@ficci.com</p> |

India & Ireland: Women Entrepreneurs Conclave

A Women of 7 Continents (W7) initiative by FLO | January 28, 2021

As a part of the FLO W7 initiative, the 5th virtual consultation was held with Ireland. This was organised in collaboration with Network Ireland, is a progressive, dynamic organisation supporting the professional and personal development of women in Ireland.

H.E. Sandeep Kumar, Ambassador of India to Ireland and H.E. Brendan Ward, Ambassador of Ireland to India addressed the webinar along with Aisling O'Neill, President Network Ireland.

Other speakers were Lisa McKenna, Principal, McKenna & Co Solicitors; Rebekah Lyons, Managing Director, Portobello Institute; Rati Shetty, Co-founder & Chief Product Officer, Bankbazaar.com and Neha Bagaria, Founder & CEO, Jobsforher.com.

The session was moderated by Day Chair Rinku Mecheri, Chapter Chair, FLO Chennai.

Jahnabi Phookan, President
FLO, the Women's Wing of FICCI
&
Governing Body Members
Cordially invite you to a Webinar on

India & Ireland Women Entrepreneurs Conclave
A Women of 7 Continents (W7) initiative by FLO
28-January-2021
04.00 pm – 05.15 pm India Time
10.30 am – 11: 45 am Ireland Time

H.E. Sandeep Kumar
Ambassador of India to Ireland

H.E. Brendan Ward
Ambassador of Ireland in India

SPEAKERS

Aisling O'Neill
President Network Ireland

Neha Bagaria
Founder & CEO
Jobsforher.com

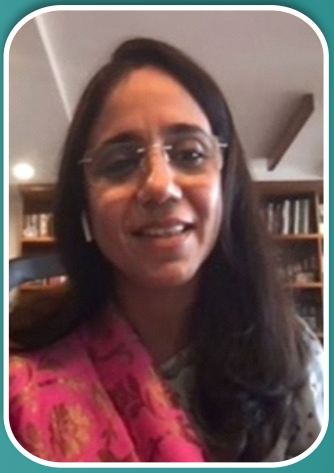
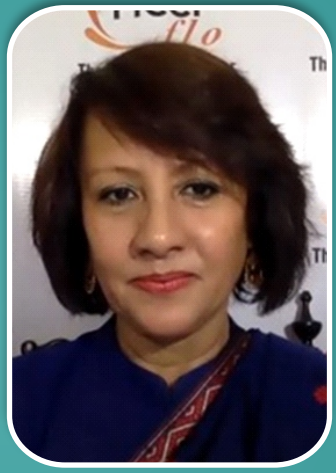
Rebekah Lyons
Managing Director
Portobello Institute

Rati Shetty
Co-founder
Bankbazaar.com

Lisa McKenna
Principal, McKenna &
Co Solicitors

Day Chair: Rinku Mecheri, Chairperson, FLO Chennai

RSVP: flo@ficci.com



CHAPTER WEBINARS

FLO President, Jahnabi Phookan as the Guest of Honour FLO Chennai Chapter

Dharma by Design: A Universe in Harmony "

by Surekha Kothari, Past President FLO on evolving productivity in a 5D world | January 18, 2021

Chennai Chapter, under the leadership of Chapter Chairperson Rinku Mecheri, organized a webinar on Evolving Productivity in a 5D world. Surekha Kothari, Past President, FLO and author of "Dharma by Design: A Universe in Harmony" was the speaker.

Surekha Kothari is a spiritualist and an independent professional of hypnotherapy and Reiki. A poet and prolific writer, she recently brought out a book titled Dharma by Design: A Universe in Harmony.

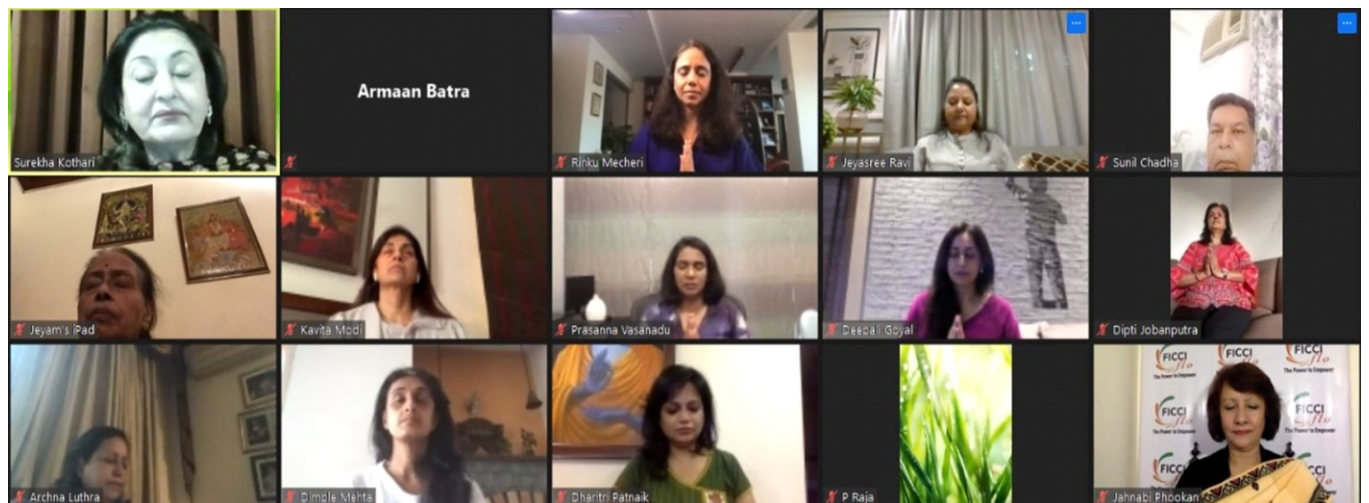
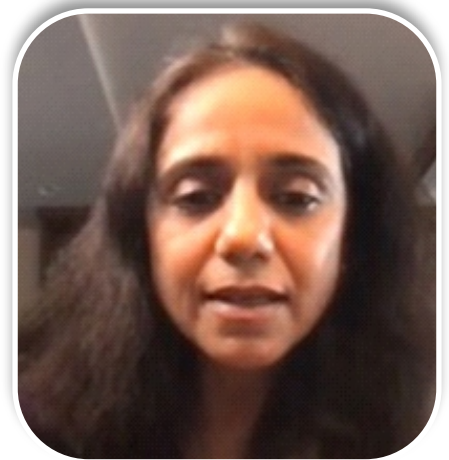
The speaker explained the concept of 5D consciousness and said, "Entering 5D vibration is removing

our lower vibration, personal limitations & stabilizing our energy.

Members were also guided through a mindful meditation session by Surekha Kothari.

Facebook Live link:

<https://www.facebook.com/ficciflochennai/live/>



FLO Uttarakhand Chapter: Sustainable Agriculture: Organic Farming for women Entrepreneurs | January 19, 2021

Uttarakhand Chapter, under the leadership of Chapter Chairperson, Kiran Bhatt Todaria organized a webinar on Sustainable Agriculture: Organic Farming for Women Entrepreneurs.

Shri Subodh Uniyal, Cabinet Minister, Govt of Uttarakhand, Agriculture and Shri Ram Vilas Yadav, Director, Horticulture, Govt of Uttarakhand, addressed the webinar and highlighted the initiatives taken by the government to facilitate the growth of organic farming, with special emphasis on women entrepreneurship.

The session was moderated by Dr Neha Sharma, Vice Chairperson and Chief Co-ordinator, Agriculture Committee, FLO Uttarakhand.

YouTube Viewing Link:
<https://www.youtube.com/watch?v=X4kkVqEGsG8>

FICCI *flo* Uttarakhand
The Power to Empower

उत्तराखण्ड सरकार
INDO GANGA HOLIDAYS PVT. LTD.
Himalayan Kafal

Kiran Bhatt Todaria, Chairperson &
Moderator: Dr Neha Sharma, Chief Co-ordinator Agriculture Committee &
FLO Uttarakhand committee members invite you for a webinar

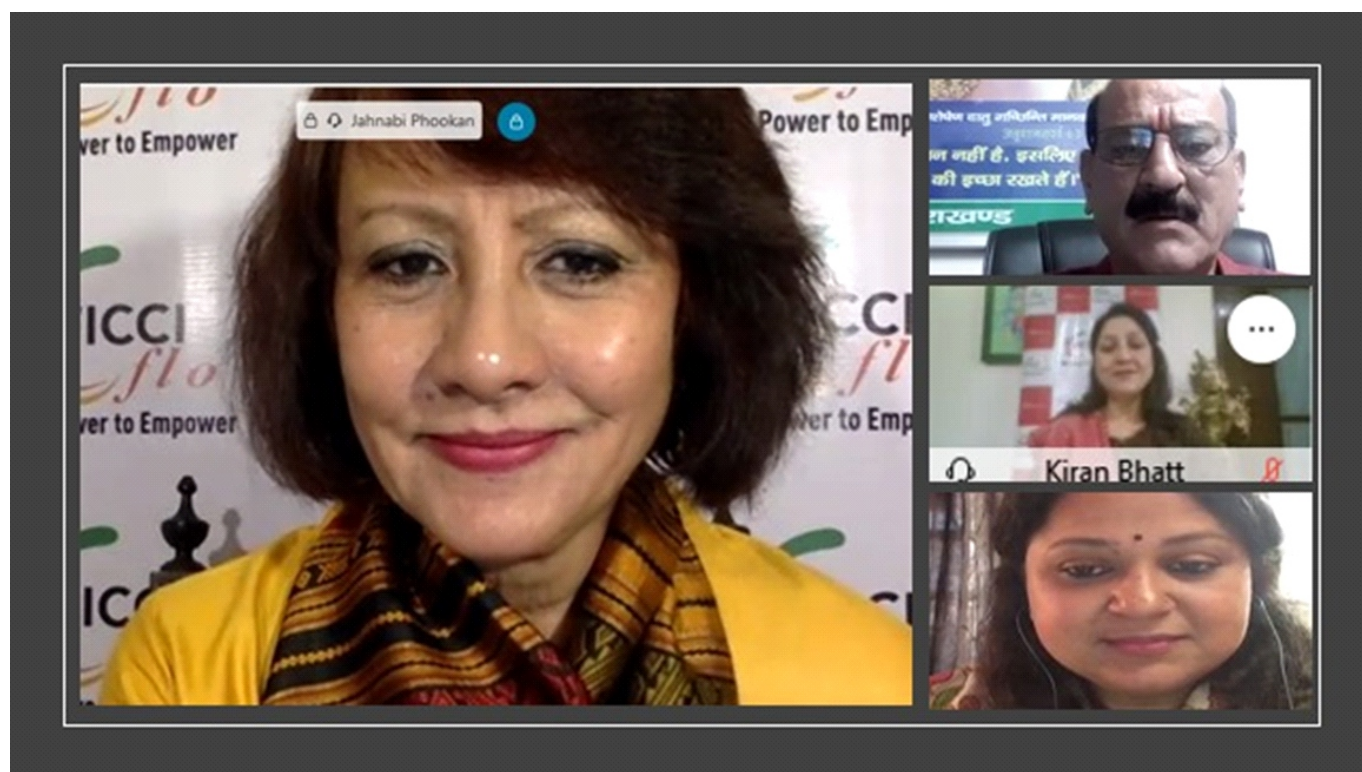
"Sustainable Agriculture : Organic Farming for Women Entrepreneurs"

in conversation with
Mr Ram Vilas Yadav
Director, Horticulture, Govt. of Uttarakhand

Chief Guest
Shri Subodh Uniyal
Cabinet Minister, Agriculture
Govt. of Uttarakhand

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

January 19 | Tuesday | 3:30 PM
Designed By: [Logo]

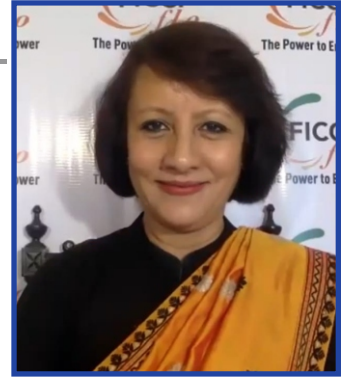


FLO CONGRATULATES FLO LUDHIANA FOUNDER MEMBER & MENTOR FOR BEING CONFERRED WITH PADMA SHRI AWARD

FLO is proud to share that Mrs. Rajni Bector, Chairman, Mrs Bectors Food Specialities Ltd., & Founder Member has been conferred the prestigious Padma Shri award by Government of India.

As a recipient of the highest civilian honours of the country field of trade and industry, FLO applauds and salutes Mrs Rajni Bector for being an extraordinary individual who have made exceptional contributions to our economy, society, nation and humanity.





SPEAKING ENGAGEMENTS, MS JAHNABI PHOOKAN FLO PRESIDENT

January 1, 2021

<https://sheatwork.com/a-new-year-a-new-normal-a-new-beginning-welcome-2021/>

**A New Year
A New Normal
A New Beginning
Welcome 2021!!!**

SHEATWORK.COM
A New Year – A New Normal- A New Beginning – Welcome 2021!! - SheAtWork

businesses should adapt to the changes in order to stay abreast with the changing times and thrive. One change which is permanent and here to stay, albeit in variations, is the adoption of technology. According to **Tuhina Pandey, Communications lead in IBM India and South Asia**, "We are living in a digitally flat world where space and time do not matter anymore – the digital divide has been bridged." In tandem with this, I wish to emphasize that the adoption of technology is being seen as the 'mother trend' giving birth to various new trends for us to adopt if we wish to deal with the competitive nature of the market. What is immensely heartening is the view of **Sanjeeva Shivesh, Founder & CEO, The Entrepreneurship School** who says with regards to technology adoption by women that, "It's not a technical challenge as India is producing maximum women engineers. So, it's not a challenge as most people think, and I keep meeting women who are great with technology." In support of this view, **Jahnabi Phookan, National President of FICCI Ladies Organization (FLO)** says, "... this pandemic has boosted the digital revolution in India which could act as a highly profitable domain for women entrepreneurs in the near future as it has already helped them to sustain their businesses in such harsh times."

January 21, 2021:

https://www.indiaonline.com/article/general-others-factiva/what-can-be-expected-from-the-upcoming-budget-2021-121012100361_1.html

→ × [indiaonline.com/article/general-others-factiva/what-can-be-expected-from-the-upcoming-budget-2021-121012100361_1.html](https://www.indiaonline.com/article/general-others-factiva/what-can-be-expected-from-the-upcoming-budget-2021-121012100361_1.html)

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Jahnabi Phookan, President, FICCI FLO said, "The Pandemic has led to significant setbacks across the socio-economic fabric of the country. In order to ensure development and growth, it is critical to incorporate adequate policy planning and programs to ensure that women are able to get the benefits of these schemes.

There is a need to also address areas like upskilling of the female workforce, more women in tech and women entrepreneurship. Due to the pandemic induced lockdown women, entrepreneurs suffered from factors such as lack of orders, supply chain disruptions, limited workforce, and financial crunch. We hope the budget addresses these areas by providing relaxation in taxation policies, new schemes for driving women entrepreneurship opportunities such as increasing the availability of collateral free loans for women entrepreneurs especially in MSMEs and start-ups."

CHAPTER WEBINARS JANUARY 2021

| S. No. | CHAPTERS NAME | DATE | WEBINAR NAME |
|--------|----------------------------------|-------------------|---|
| 1 | YFLO Ahmedabad, Delhi, Hyderabad | Jan 28,2021 | A Webinar Injecting Hope with Dr. Sharvil Patel - Managing Director, Zydus |
| 2 | Ahmedabad FLO | Jan 5,2021 | Veda - A True Source for Empowerment, In Conversation with Pujya Swaminiji Sulbhanandaji Saraswati |
| 3 | Amritsar | Jan 29,2021 | Ek Shaam FLO Ke Naam |
| 4 | Chennai | Jan 11,2021 | Passion to Purpose |
| 5 | Chennai | Jan 18,2021 | Evolving Productivity in a 5D World |
| 6 | Coimbatore | Jan 20,2021 | Investment and Trading Opportunities in Gold & Silver" with Mr. Gnanasekar Thiagarajan, renowned Commodity investment research and advisory specialist |
| 7 | Coimbatore | Jan 25,2021 | Workshop on Hydroponic Farming |
| 8 | Delhi YFLO | Jan 27,2021 | YFLO Delhi x Boxfit - Movie Star Body Challenge |
| 9 | Hyderabad FLO | Jan 7 & 8 2021 | IIT Hyderabad - knowledge workshops on Technology in sustainable fashion & Jewellery industry |
| 10 | Hyderabad FLO | Jan 22-25 2021 | Retreat to Atmantan, Welness Resort , Pune |
| 11 | Hyderabad FLO | Jan 29,2021 | New Member Orientation |
| 12 | Indore | Jan 7,2021 | Table Layout, Gifting and Gift Packaging with Shalini Beriwal |
| 13 | Kanpur | Jan 11,2021 | Lets Talk Menopause - Dr Sasikala, Gynecologist |
| 14 | Kanpur | Jan 19,2021 | The New Guard: Transforming Business Legacies |
| 15 | Kolkata FLO | Jan 5,2021 | Drum Circle -Musical Beginnings with Som Banerjee & Ranjini Banerjee |
| 16 | Kolkata FLO | Jan 11 & 13,2021 | Social Media Workshop - Digital Media Marketing : Strategy & Execution Masterclass with Mr. Abhishek Chamaria & Mr. Mitul Das |
| 17 | Kolkata FLO | Jan 18,2021 | Dhrama - Decoding Indian Philosophy with Authors Amisha Tripathi & Bhavna Roy |
| 18 | Kolkata FLO | Jan 21 & 22,2021 | Nolen Gur Trail with Mr. Shirish Poddar |
| 19 | Kolkata FLO | Jan 28,2021 | A Talk Show with The Indomitable Dr. Subramanian Swamy, Indian Politician & Rajya Sabha Member |
| 20 | Lucknow | Jan 4,2021 | A Tete- a-Tete with the mother-daughter duo The Birla's- Mrs. Neerja Birla and Ms. Ananya Birla |
| 21 | Lucknow | Jan 11,2021 | Crimes Against Women-Unmasking the Demons and the Truth Behind with Tara Kaushal |
| 22 | Lucknow | Jan 18,2021 | A panel Discussion Transforming Legacy Businesses-The NewGuard |
| 23 | Lucknow | Jan 23,2021 | Bone Whisperer: An interactive Session with Dr. Manuj Wadhwa |
| 24 | Ludhiana | Jan 27,2021 | Factory Visit to Orika |
| 25 | Mumbai | Jan 8,2021 | Mumbai Express |
| 26 | Mumbai | Jan 15,2021 | Life Changing Moment with Vijay Shekhar Sharma Founder, Paytm |
| 27 | Mumbai | Jan 16 & 23,2021 | Start Up Caravan - Workshop |
| 28 | Mumbai | Jan 28 & 29,2021 | The Rise World Summit |
| 29 | Mumbai | Jan 29,2021 | Voice of Culture and Heritage with Sangita Jindal, Chairperson, JSW Foundation |
| 30 | Pune | Jan 7,2021 | Freedom from Pcos with Aarti Pandey Co-Founder, Folk Fitness |
| 31 | Uttarakhand | Jan 19,2021 | A Webinar on Sustainable Agriculture Farming for Women Entrepreneur Shri. Subodh Uniyal Ji, Cabinet Minister - Agriculture, Govt. of Uttarakhand as Chief Guest |
| 32 | Uttarakhand | Jan 23 to 25,2021 | Five day Skilling workshop from 23rd Jan to 25th Jan 2021 |
| 33 | Uttarakhand | Jan 28,2021 | CCE, UPES along with Ministry of Tourism Govt. Of India webinar on Resumption of Indian Tourism Industry in New Normal |
| 34 | Uttarakhand | Jan 31,2021 | Legal Committee workshop on Know your Rights |



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UPCOMING WEBINARS

National

February 9-12, 2021 :
Interstate Meet at Ahmedabad

March 2021 :
Game Changers- Women Startup Awards 2021.



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Jahnabi Phookan, President FLO
and Governing Body Members encourage
all members across India to

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