

FLO NEWSLETTER



FROM THE PRESIDENT'S DESK

Dear Friends,

It is not enough to take steps which may someday lead to a goal; each step must be itself a goal and a step likewise.

- Johann Wolfgang Von Goethe

When I took up the mantle as the 39th President of FICCI Ladies Organisation (FLO), I began with clear vision to work towards transforming the lives of women across India and facilitating economic empowerment of women.



The overarching theme for my term as the National President is "Transforming Women's Participation in India's Growth Trajectory". To achieve this goal, I have outlined an array of national initiatives that would collectively lead towards enhancing women's participation in creating a new India.

6 months have gone by and with a great sense of satisfaction, I can acknowledge that FLO has brought about substantial changes in the lives of women at all levels, with our collective ideation, determination, and well-planned, result-oriented activities across India.

The journey so far has been exciting and enriching. A range of programmes including seminars, panel discussions, workshops, networking events, practical and onsite interactions, offsite visits and much more have been taken up which are aimed towards 'Educating & Empowering' our members and the society at large.

FLO strongly believes that the workforce and the workplace are evolving. Through research-backed by facts and experience, we acknowledge the tremendous value of a diverse workforce and an inclusive workplace to society and businesses. We have taken up Inclusive Action as one of our dedicated initiatives these years. The idea is to open the minds and hearts to adopt an inclusive mindset that goes beyond building awareness, leading to inclusive action, one that acknowledges and appreciates the value that people of diversity can bring to businesses and society.

This year, our National Initiatives are driven by three-pronged agenda to facilitate women's economic

empowerment- Industrial Initiatives, Empowerment Initiatives and Transformative Initiatives. The Financial empowerment and Digital empowerment initiatives for women have especially been able to create a huge impact pan India.

Besides these ongoing initiatives, we had meaningful interactions with speakers from various sectors, ranging from politics, bureaucracy, art, education, music, film and media, amongst others.

Another big milestone was marked in the illustrious history of FLO, with the launch of the 19th FLO Chapter at Vadodara, Gujarat in June 2022.

A successful business delegation was mounted to Doha, Paris, and Athens in the month of September 2022.

In November, the highlight was Anshukam - The FLO Textile and Handloom Festival, which was an exclusive confluence of weavers and designers showcasing rich heritage, vibrance and variety of Indian textiles.

It is an absolute honour to work alongside a dynamic team of Presidium and Governing Body Members, who share the same vision, business growth and healthy community environment.

This journey wouldn't have been so meaningful and significant without the constant support and guidance from our esteemed Past Presidents of FLO.

A big thank you to Ankurita Pathak, Joint Director FLO for coordinating, compiling and editing this Newsletter. Sincere gratitude to the FLO Secretariat for their unstinting support.

I would like to thank each one of you for the support extended to me and my team during the last 7 months of my term as the 39th President of FLO.

I look forward to your active participation. Please feel free to reach out to me if you have any ideas to add value to the organisation.

To conclude, I would quote Vincent Van Gogh, "Great things are done by a series of small things brought together."

I look forward to the next phase of my term and I assure that I will keep working towards the big goal, with determined little steps.

Best regards,

Jayanti Dalmia
President, FLO

VISION 2022-23

Transforming Women's Participation
in India's Growth Trajectory



National Initiatives 2022-23

A three-pronged strategy

Industry

Start Up & Innovation
Industry & Trade
FLO Industrial Parks
FLO Women Directors
Textiles + Handlooms

Empowering

Financial Literacy
Digital Literacy
Differently Abled Cell
FLO Think Tank

Transformative

Village Adoption &
Transformation
Sustainable
Agriculture

MILESTONE EVENT

Launch of 19th FLO Chapter at Vadodara, Gujarat

The ceremonial launch of 19th FLO Chapter at Vadodara, Gujarat was held on June 25, 2022, under the Presidentship of Jayanti Dalmia. It is the 2nd FLO Chapter in the state of Gujarat, after Ahmedabad.

FLO Vadodara is an addition to the 18 existing chapters of FLO across the country, with its headquarters in New Delhi. The new Chapter will aim to enhance the capabilities of women through appropriate awareness, training and development programmes that enable women to contribute to India's socio-economic growth by fulfilling their individual potential.

Reshma Patel was announced as the Founder Chairperson of the new Chapter along with her



dynamic team of Office Bearers, Barkha Amin (Sr Vice-Chair), Avni Bhayani (Vice-Chair), Rati Desai (Treasurer), and Avni Patel (Executive Secretary).

The ceremonial event was further enhanced by the

inauguration of the FLO Bazaar, 'Ariso' and was very well attended with a strong turnout of Vadodara Chapter members as well as the National Presidium, Past Presidents and Governing Body Members from around the country.





IMPORTANT ANNOUNCEMENT!

FLO has been assigned the prestigious W20 Secretariat for the year 2022-23

W20 is the official G20 engagement group focused on gender equity. Its primary objective is to ensure that gender considerations are mainstreamed into G20 discussions and translate into the G20 Leaders' Declaration as policies and commitments that foster gender equality and women's economic empowerment.



W20

FLO is the event partner of Department of Mission Shakti in Make in Odisha Conclave 2022

FICCI is the national industry partner for Make-in-Odisha Conclave 2022, the third edition of the flagship industrial summit.

FLO is the event partner of Mission Shakti, for the plenary session on Women Entrepreneurship and two sectoral sessions on December 3, 2022.

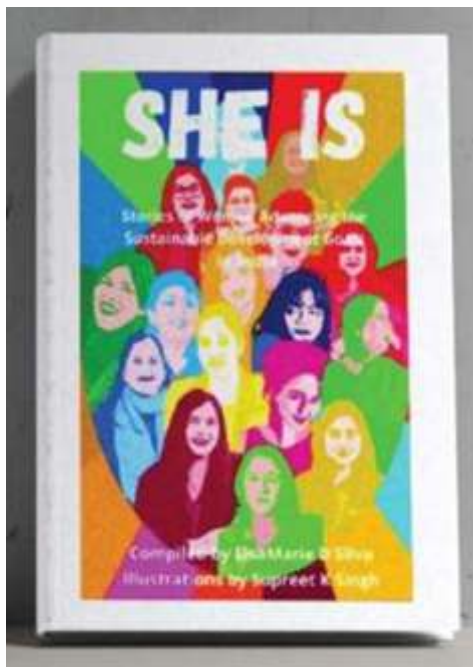


MAKE IN
ODISHA
CONCLAVE

Bhubaneswar, Odisha

FLO Partnered with The Office of the Principal Scientific Advisor to the Government of India and Red Dot Foundation, British High Commission for a book, **“She Is–Women in STEAM”**

To commemorate India's 75th year of Independence by honoring 75 Indian Women in STEAM (fields of Science, Technology, Engineering, Arts and Mathematics), a book, 'She Is–Women in STEAM,' was unveiled on September 21, 2022, in New Delhi. The book was unveiled by Principal Scientific Advisor to the Government of India, Prof. Ajay Sood, and the British High Commissioner Alex Ellis. The aim of the book series is to showcase more women role models for youth, make visible the leadership of women and generate interest in the Sustainable Development Goals (SDG).



'She Is–Women in STEAM' book honouring 75 women launched in India



NATIONAL INITIATIVES

Start Up & Innovation

National Head: Dr Aarti Gupta

Objective: Strengthening the Start Up Ecosystem and Promoting Innovation

FLO Startup Cell is an ecosystem for women founders and funders with a vision to provide 360 degree support to both women entrepreneurs and investors. We saw a brilliant start this year and this quarter has been quite eventful. We've had 2 events each for the startups in incubation and mentorship vertical, discussed in detail below.

The much talked about mentoring portal went live this quarter which would help startups and mentors connect seamlessly.

The startup cell also collaborated with Let's Venture to conduct masterclasses- 'Demystifying Angel Investing with LetsVentures' for angel investors, it was a 2 day online program, where participants learnt the basics of startup ecosystem and investment thesis and also got to witness live deals and investment processes in full on the LetsVenture platform. We also had several similar programs on chapter levels.

Interactive Session with Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Govt. of India on 'Invest in Her': Women Entrepreneurship, Trade and Commerce

July 25, 2022





Release of a Handbook on Schemes for Start Ups

The <https://flostartup.in/> website is live post the official launch done by Mr.Piyush Goyal

Felicitation of 5 startups doing amazing work in different sectors PAN India

1. **Simran Sahani**, Founder of Keeros from Lucknow
2. **Naina Parekh**, Founder of EUME brand from Mumbai
3. **Ankita Khabia**, Founder of Active Moo Farms from Indore
4. **Priyanka Agarwal**, Co-founder Rongo, from Ahmedabad
5. **Divya Jain**, Founder of Seekho from Delhi



Start-up Conclave in Madhya Pradesh



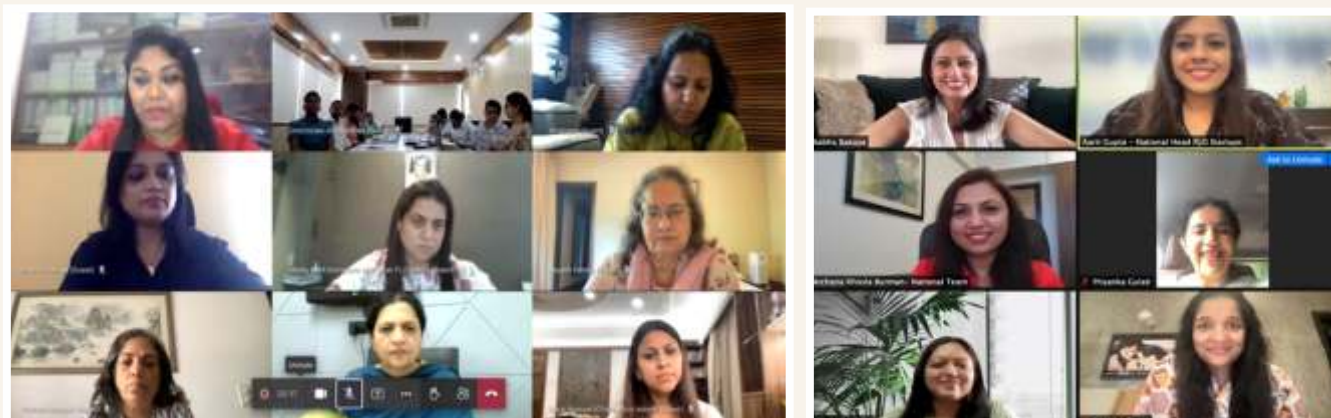
Jayanti Dalmia, National President, FLO, with MSME Minister Om Prakash Sakhlecha, Ms. Ujjwala Singhania Imm. Past President, FICCI FLO, and other dignitaries graced the inaugural session

22 stalls were put up by the members of FLO Indore at the Start-up Conclave



Jayanti Dalmia, National President, FLO addressed the Inaugural Session

A meeting focused on the Start-up ecosystem



FLO shared its initiatives with the DCMSME and other state govt deptt of MP. The meeting focused on creating the right startup ecosystem and increasing Women lead MSMEs in the state

FLO Angel Investor

The startup cell collaborated with Let's Venture to conduct masterclasses- 'Demystifying Angel Investing with LetsVentures' for angel investors, it was a 2-day online program, where participants learnt the basics of startup ecosystem and investment thesis and also got to witness live deals and investment processes in full on the LetsVenture platform.

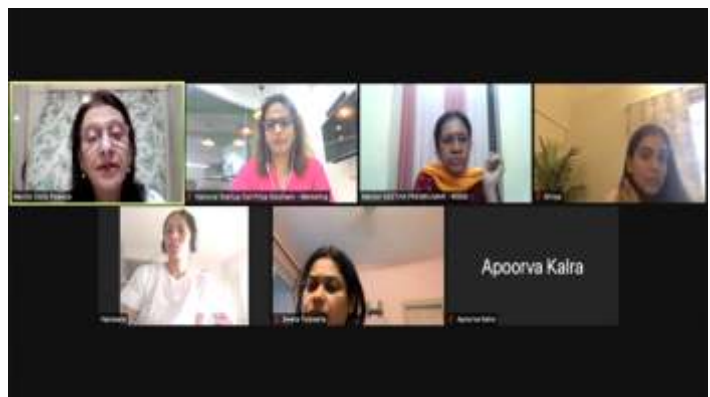


FLO Mentorship Program

2 sessions of Speed Mentoring Completed

Dates: 23rd August 2022 & 27th September 2022

Attendees: 25 FLOpreneurs for each session



Speed Mentoring

A concept to connect the Mentors with FLOpreneurs to get a quick fix to any query that FLOpreneurs would have to clarify before deep diving gets answered in this forum. The mentors also showcase the expertise by way of introducing themselves giving a very quick elevated pitch on their expertise. Once the session is completed the FLOpreneurs can directly stay in touch with the Mentor and get doubts clarified. This session is scheduled every 4th Tuesday of the month.

Speed Mentoring has been very well received and we have Testimonials From Mentors

- » Well curated and a smooth session.. Fabulous opportunity for us all.. Thank u so much Aarti Priya
- » Thanks Priya and Aarti, it was a Brilliant platform to connect, wonderful exposure to Mentoring as well

- » Thanks @Aarti Gupta and Priya, this a fantastic opportunity to connect with the mentees and get to respond to their queries
- » Very well curated & a seamless start to an amazing opportunity for Mentors & Mentees alike. Thank you Aarti & Priya

From Mentees

- » Thanks very much for the session. Packed a lot into a very short time ! The mentors were very patient and involved.
- » Thank you for the session Flopreneurs team. It was totally speedy and helped me with my problem:)
- » Thank you for the lovely session!!!
- » Good morning! Great session.. we ran short of time so missed getting email id of our mentor (one we got) , can u pls share Geeta jis pls



FLOpreneur (Virtual Incubator Program)

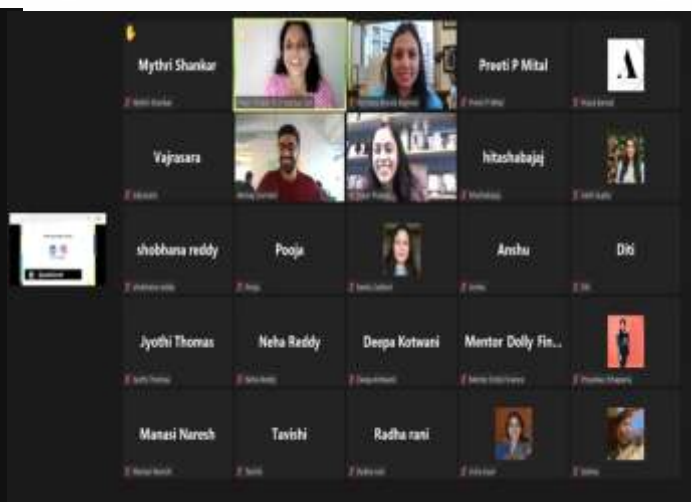
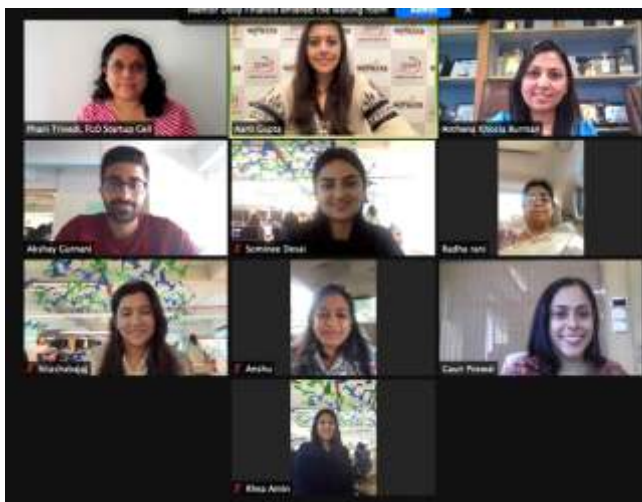
August 18, 2022: Under the Virtual Incubator Program of the FLO Startup Cell initiative, we have collaborated with StrongHer Capital and WeWork's Accelerator program to apply to Arise- the largest capital backed accelerator for women led/ focused startups solving critical problem statements in FinTech, Future of Work, Healthcare, Consumer and Web 3.0. The selected cohort of startups will receive a pre-seed investment of upto \$125k as well as extensive infrastructure support. In order to make our FLOpreneurs understand this better, we are organising a zoom event on August 18, 2022, with Ankita Vashista, the Founder of StrongHer Capital.



September 20, 2022: FLO Startup Cell was joined by two experts from the fashion industry, Arti Gupta and Kuntal Malia, Co-Founders, Stylenook, who shared their knowledge with the startups.

They took us through their start-up story, complete with the big picture on the fashion industry landscape, supplier point of view and pain points as they navigate their growth journey promising to make this one a very insightful session, indeed.

October 10, 2022: A session, Marketing Game Plan for Early Stage Businesses, was organized on integrated marketing communication focused on Early-Stage Businesses with a special emphasis on D2C category. Akshay Gurnani, Co-Founder & CEO, Schbang - a holistic marketing solutions agency that is taking India to the world in this space with the opening of their latest London office, took FLOpreneurs through various aspects of digital marketing, performance marketing, abandon cart, and other digital must-knows. They discussed the nitty-gritties of when startups and early-stage businesses should start spending on marketing, how they should engage in-house vs. outsource resources, and various metrics businesses should be looking at when hiring an expert.



MoU's at Chapter Level: Under the Virtual Incubator Program of the FLO Startup Cell initiative, the Team has been participating in discussions, reviewing, editing and confirming the new MoU's signed at the Chapter levels.

Founder Support Program to be launched: We have collaborated with a few external experts as Partners for the Founder Support Program. Under this program, FLO National Startup Cell has fostered external collaborations to offer specialized

professional services exclusively to the FLO member startups. External collaborators have agreed to offer services in a combination of pro-bono services as well as discounted costs. These services will include legal, tax ko ation, company secretarial and accounting amongst others. Each founder entity will be able to avail one pro bono session. Any further sessions will be organized strictly at the discretion of the FLO National Startup Cell Team. Each session would last 15-20 minutes.

Ahmedabad

Bharat Pitchathon

August 10, 2022

Participation no: 25 Startups

FICCI FLO Ahmedabad was an investment partner at the Bharat Pitchathon. Headstart Network Foundation aims to hold the biggest Pitchathon in India across 25+ Cities in India - Bharat Pitchathon. The main purpose of the event was to scout and give a platform to top startups in India to pitch their innovative ventures to the top venture capitalists, and industry leaders in our country, and gain a chance to get invested, mentored, and recognized at a national level. The city-level Pitch Day was the biggest Pitch fest at Ahmedabad showcasing the top, handpicked 25 startups of Gujarat aimed at creating a drive



towards building an investment ecosystem in Gujarat. The event also hosted an exhibition, a speaker session followed by a networking lunch with fellow investors and incubators at i-Hub Gujarat.

Understanding the different asset classes

September 3, 2022

Participation no: 45

Workshop Learnings:

- » Why is financial planning and asset allocation are important to meet financial goals?
- » Orientation to different asset classes and the benefits it brings to investors.
- » How mutual funds can be a route to attain financial freedom?
- » Brief on the structure of MF / advantages/ broad categories of investment avenues available in equity debt, hybrid, FOF, and ETF space,
- » Long-term performance of mutual funds to indicate the power of compounding benefit and

inflation-beating returns, mistakes to be avoided in investments.



10 things you need to know to launch a Fashion House

August 5, 2022

Participation no: 35

FLO Ahmedabad Chapter members had a delightful coffee conversation with Mithali Sagar of House of Misu whilst discussing all things required to run a fashion house. She also shared her valuable tips and inputs to remain relevant on the social media scene.



Bangalore

- » Talk by Adishree on Goal setting for all our members. It was very insightful and kept members engaged through the session.
- » An insight on how to hire the right team by Sundhuja Rai. This was a deep dive into people management and understanding the importance of hiring right.
- » A session with Paritosh Sharma on How to pitch your Business. It was a learning and understanding of our own venture in a very different way. Bringing out the positives and leaving the negatives behind.
- » One on one mentoring sessions are on with mentees.

Chennai

Organized a Talk by Mr. Ankur Mittal Co-Founder Inflection Point Ventures & Partner- Physis Capital on "Why Now is the Right Time to Invest in a Startup."

The topic selected was to inspire women to invest in Startups and treat these investments as a separate asset class and look at funding startups.

Impact - We had members joining from PAN India for this session and they were very keen on exploring opportunities to be Investors. Also IPV could provide more training and offered an investment portfolio to begin with ticket size of Rs 100,000/- and members could use their portal.



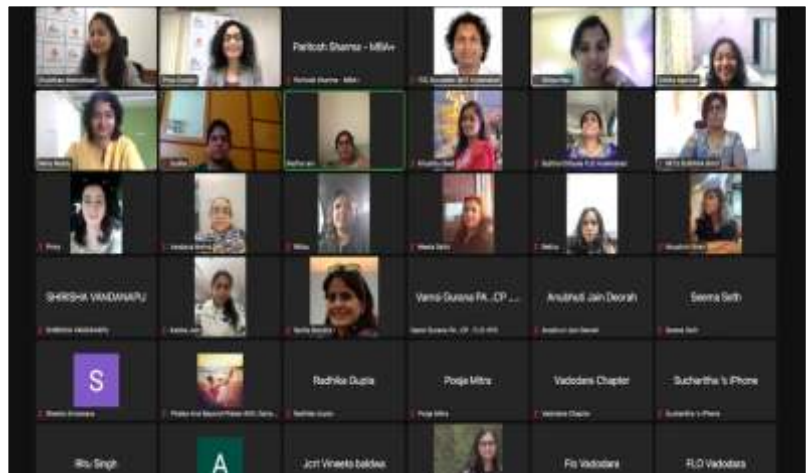
Mentoring the following

1. Vajarsara
2. Mona - connected for Zoho startup pack

Upcoming Event

Speed Mentoring session for the month of November

Hyderabad



'The Brand Journey - From Evolution to Transformation' presented on 30th July in collaboration with IIT Hyderabad saw a good turnout of 80 members. The speaker - **Paritosh Sharma, Co-founder MBA+ and Host of Startup Champions 2.0**

elaborated how the culture of a company contributes to its brand, the significance of building a community around a brand and the power of digital media to in building a lasting brand.

A session on '**Funding Women Entrepreneurs - Key to Achieving Sustainable Development Goals (UN-SDGs)**' held on 8th August in collaboration with iTIC, IIT Hyderabad. The speaker, **Dr. Ritesh Kumar Dubey, Asst. Professor, XIMB**, elucidated the existing gender gap in the VC ecosystem, and discussed how gender inequality in the socio-economic groups is hindering the achievement of the UN-SDGs.



FLO Hyderabad Members Usharani Manne, Mourya Boda, Rekha Lahoti, Kamini Saraf, Uma Chigurupati,

Radha Rani Sunkara, Shilpa Raju were part of the **FLO Business Delegation** to Doha, Athens & Paris



Indore

- » FLO Member Ms Kiran Agrawal was a participant to the Doha Athens & Paris FLO Delegation.
- » Factory Visit to Shri Agrawal sweets was organised.
- » A session with Dr Anil Lamba was organized on the topic- romancing with the Balance sheet.
- » The first mentor mentee connection was established between FLO member Ms Charru Dashore and Ms Nancy Satish.
- » Workshop on Business Compliance made simple was organized.

Jammu Kashmir and Ladakh

**Workshop on Digital Commerce with ONDC
(Open Network for Digital Commerce)**

FICCI FLO JKL was invited to attend a one-day Industry awareness workshop for Startups, MSME's, FPO's, Artisan Organizations & local e-commerce and logistic companies. ONDC-Open Network for Digital Commerce is a non-profit company backed by the Government of India, whose network will enable the display of products and services from all participating e-commerce platforms in search results across all apps. It will help in curbing the monopoly of big players and increasing the reach of small players. FLO plans to collaborate with ONDC to create a special platform for our members to showcase & sell their products pan India.



Kanpur

FLO Kanpur chapter organized an AMA with Dr Aarti Gupta to understand the gaps and challenges faced by FLOpreneurs. On one-on-one interaction, it was figured out the need for digital literacy as it was raised by almost all of them.



Chapter conducted a Digital literacy event “Scale your Business”, by Anupriya Agarwal, Brand Strategist and Social Media Consultant. It was a fruitful event with lots of takeaways for the attendees. Part 2 of the same is lined up in the upcoming quarter

FLO Kanpur Chapter Chair Ms. Pooja Gupta was invited as a guest speaker by Entrepreneurship Cell, HBTU wherein she represented the FLOpreneurs of our chapter and motivated the students to come up with their ideas and give them shape by increasing entrepreneurial base of Kanpur



Lucknow

Session on 'Is your business investor ready' September 26, 2022

Mr Abhimanyu Bisht who has over 12 years of experience working in the Indian Startup Ecosystem, was the speaker. He currently heads the Investments at Venture Catalysts, especially everything related to evaluating startups.

Event was conducted in collaboration with Startin UP under their series of 'Capacity building sessions for women entrepreneurs of UP'. Mr Abhimanyu answered all the doubts & misconceptions on raising funds and when is the right time to do the same.



Mumbai

Mumbai Chapter organised a Decoding marketing workshop for Women with Uma Talreja, a seasoned strategy and marketing professional and Naiyya Saggi, Founder Baby Chakra and Co-Founder The Good Glamm group who spoke on their entrepreneurial journey and the challenges faced. While Uma Talreja shared her experiences of managing a brand like Shoppers' Stop and took the attendees through a hands-on workshop of building a brand key, Naiyya spoke about her experiences of



marketing for a digital first startup and now evolving the function for a house of brands.



YFLO Ahmedabad

3-day certification course was organized by YFLO Ahmedabad from 17-19th September 2022 in partnership with YFLO Kolkata and IIM Ahmedabad on "Scaling up businesses". was attended by 32 members from 5 chapters and covered topics such as strategy, marketing, and operations. We were able to also give out one scholarship at YFLO Ahmedabad based on application and merit.

The course used a case study methodology to help understand what kind of scale up strategy is useful for your business and how to circumvent the challenges. It was not only a step towards giving our members the learning support they



need to grow but also giving them a cohort to depend on through their journey.

YFLO Delhi

**Steering India's Growth story
August 3, 2022**

As part of the boardroom series Mr. Deepak Bagla, CEO & MD Invest India hosted members of YFLO Delhi at his office for an Interaction. He showed all the members present at the meeting, how each one can take their entrepreneurial journey further by associating with Invest India and capitalize upon opportunities in their respective area of business. Invest India has connected their Industry experts with us to work out, how our members can take their companies to the next level.



Leading Innovation September 2, 2022

An interaction was organized with a panel of young & accomplished Entrepreneurs who have carved a niche for themselves with courage and initiative - to think outside the box, disrupt and create something new. Our speakers consisted of Shraddha Bhansali Co-founder & COO of EVO Foods. Darshan Shah co-founded NewsReach. Deepit Purkayastha, co-founder and Chief Strategy Officer of Inshorts and Public app and Karina Aggarwal Founder-Director of Giggewater Beverage Concepts Pvt. Ltd. & Vice President at India Craft Spirit Co.

They spoke about their distinct entrepreneurial journeys- ideation to funding and scaling up their dream projects. We gained insights into challenges faced and how they navigated the seas of business. They left our members with words of wisdom that they recounted from their own experience.



FLO Bhubaneswar

Youth Skill Development Event held in collaboration with CUTM for promoting Start-ups on July 15, 2022. The World Youth Skill Day was organized by Centurian University in collaboration with FLO Bhubaneswar.

There were many innovative ideas for startups that were on display. Centurian University not just encourages students to be innovative but also helps them with their startup registration and funding.



Mind Mapping event with corporate trainer Vibhuti Duggar July 16, 2022

The Neuro linguistic programming workshop gave valuable insight about the mind, making it easy to understand why we think the way we do and how can we change our thinking and patterns. It helped us understand our current brain structure, strengths, weaknesses, and also covered how to restructure ourselves. The aim of the workshop was to help

members with knowing their personal strengths and weaknesses. Many entrepreneurs underestimate how many different roles they will need to cover in their new endeavors and how swift decision-making will often be. Mind mapping improves the planning, organization, and execution of business strategies for startups. Number of participants-61



Celesty Ice Cream Factory Industry Visit July 18, 2022

Industry visits are organized by Startup Initiative Team for upcoming startups to gain awareness and learn the flow of working of eminent business houses. Number of Participants - 30

Empowering Women Through Domestic & International Trade

National Head: Dharitri Patnaik



Increasing the participation of women in the labour market could increase countries' productivity, leading to greater economic diversification, innovation, and poverty reduction.

Trade has an important role to play in driving this economic growth by supporting women's empowerment and by advancing gender equality.

World Trade Organization (WTO)

Release of Dossier with Government Policies for Women Entrepreneurship & Trade by Shri Piyush Goyal

Interaction with Ambassador Ruth Davis, Chairperson of IWEF Foundation June 14, 2022



President FLO Jayanti Dalmia with Dr Harjinder Kaur Talwar VP-CMSME FICCI, Former President FICCFLO, India Chair, Board Member, IWEF India Awardees and FLO members had the honour of participating in a special interaction with Ambassador Ruth Davis, Chairwoman, IWEF Foundation to launch Club IWEF India. The cumulative net worth of past awardees of IWEF from India is USD\$61Billion.

Indo-Japan Cooperation for Women Empowerment -Focus on Technical Intern Training Programme (TITP) and Specified Skill Workers Scheme (SSW) (Virtual Program) June 14, 2022

The participants included Jayanti Dalmia, National President FLO, H.H. Mr Satoshi Suzuki, Ambassador of Japan to India, Amb Deepa Gopalan Wadhwa, Chairperson IJFF and Former Indian Ambassador to Japan, Dr Avneet Kaur, Senior Head, National Skill Development Council (NSDC) and Takako Oshibuchi, CEO NAVIS India among others. The program had highlighted the cooperation between FLO and Embassy of Japan under the aegis of India-Japan Friendship Forum.



Interactive Meeting with H.E. Cameron Mackay High Commissioner of Canada to India May 6, 2022

Jayanti Dalmia President FLO, Arun Chawla, Director General FICCI, Manish Singhal, Dy Secretary General FICCI and Tuhin Subhro Chakraborty, Sr Asst Director FICCI with ED FLO Rashmi Sarita participated in an Interactive Meeting with H.E. Cameron Mackay, High Commissioner of Canada to India.

The discussion points included Proposed India-Canada Business Policy dialogue, Sectoral Initiatives in the days to come, Possibility for greater partnership with Canada in empowering the SME and MSME sectors in India, Partnership in critical technology and research, Easier access to visa for businesses.

MoU with WEConnect International

ACTION POINTS	
ASSESS	Identify women-owned businesses, assess their readiness to access new markets, and deliver a Certification for Women's Business Enterprises (WBEs) wanting to do business with large buyers committed to global supplier diversity and inclusion
EDUCATE	Educate women business owners on how to access new markets and grow their companies, and buyers on how to identify and source from women-owned businesses
CONNECT	We break down the barriers that prevent women business owners from connecting to each other and to new market opportunities, including connections to local and multinational member buyers

It is a global non-profit promoting Gender Inclusive Sourcing. We enable and raise capacities of women-owned businesses (B2B) and connect them with large corporate buyers.

GROW YOUR NETWORK!-Business Connections & Networking with Corporations for Women-owned business in India

October 10, 2022

Rashmi Sarita, Executive Director FLO represented FLO in a conference organised by WEConnect International and spoke about FLO and its Initiatives.



Launch of IWEC de Club India

September 21, 2022

IWEC de Club India was formally launched by Mr. Nitin Gadkari, Hon'ble Minister of Road Transport and Highways, Government of India on September 21, 2022. Mr. Nitin Gadkari shared his synergistic views on IWEC de Club India's objective for empowered and sustainable economic growth, along with the way forward towards women empowerment.

Club de IWEC India was virtually announced by U.S. Ambassador Ruth Davis on the 14th of June 2022. Amb. Davis is the Chairperson of IWEC Foundation.

Harjinder Kaur Talwar, Past President FLO, Chair-IWEC India & Board Member, IWEC Foundation said, "IWEC India Awardees have made their mark with the highest cumulative net worth of any Indian businesswomen association, annually contributing to the economy of India at appx. \$50 Billion. IWEC de Club - India has been launched, exclusively for businesswomen who are Indian nationals and have made an indelible mark on India's socio-economic fabric."

FLO President Jayanti Dalmia said, "FLO has been a founder member and an integral part of IWEC since its inception. It is a matter of immense pride that IWEC has come a long way since it was founded in 2007. This is an illustrious journey of 15 years of supporting women business owners to Connect, Learn, and Grow. The synergies of FLO and International Women's Entrepreneurial Challenge (IWEC) is a very pertinent example of an excellent teamwork towards a common vision- Empowering Women Entrepreneurs Globally."

India is now most favoured business destination today with a robust growth, rising foreign exchange reserves and booming capital markets, among others. The objective is to promote India as the emerging business destination and to create a platform that will help businesswomen expand their networks, meet partners, open markets, and learn from people with a wide range of backgrounds and experiences.



Enabling Financial Literacy

National Head: Shubraa Maheswari



Objective: Empowering women through financial awareness and education.

MoU with the Institute of Chartered Accountants of India (ICAI)

June 30, 2022

FLO signed an MoU with ICAI with the objective of collaborating and working towards the betterment of women entrepreneurs by provide a nurturing,

instructive and supportive environments at their critical stage and by providing financial literacy to underprivileged children and women including members of FICCI FLO.



Financial Fitness Bootcamp for Women, organized by FLO exclusively for its members

August 17, 2022

The session was conducted by Ms Priti Rathi Gupta, Founder of LXME, a financial platform for women.

The Highlights of the session were:

- » Women and Investing
- » An activity to Gauge where do you stand on Money Journey
- » 4 Pillars of Personal Finance
- » Golden Rule of Budgeting
- » 9 things to know about investing



Ahmedabad

40 Grassroot and 100 FLO Members Impacted

July 2, 2022: Financial literacy for Grass root (CA Nisha Patel our FLC Initiative head was invited by CA Institute under their Financial literacy drive in association with govt.to disseminate financial literacy among poor women workers. Around 40 people attended the session.



September 3, 2022: Under the Financial Literacy initiative, FLO Ahmedabad Chapter's 1st workshop on 'Perspective on Financial Planning' was conducted.

DR. RACHNA GEMAWAT
Chairperson invites you to

Perspective on Financial Planning

Expert Speaker:
Ms. Jaya Pandit
Head Knowledge Management,
ICICI Prudential AMC Ltd

Date : 3rd September 2022
Time : 4pm to 5pm
Venue : Crowne Plaza, Lavender

Bangalore

1400 women were impacted

1. Women/wealth/wellness curtain raiser.
2. Personal finance workshop.
3. Offline Deep dive on equities workshop followed by 3 online sessions.
4. Talk on Art as an investment.
5. Talk by Saurabh Mukherjee on "Approach to Investing"
6. Master class on mutual funds.
7. Conversation with Apurva Purohit on women, career and money.
8. Financial literacy workshop for NGOs on savings, government schemes, loans, bank account.
9. Investing in Equities: How do you choose a Stock for investment.

Jayshree Menon
Chairperson, The Director and the Finance Vertical

Investing in Equities
How do you choose a stock for investment?

Macroeconomic Trends
Top-performing Sectors
Stocks

Learn all the above and more.....

Registration: 10.15 onwards

10th July | 10.30am - 5.00pm (incl break) | Knowledge Towers, Bangalore

July 9, 2022: Why Investing in Art is not for Billionaires?

JAYSHREE MENON
ALONG WITH
ART & CULTURE VERTICAL
& FINANCE VERTICAL
INVITE YOU TO A PANEL DISCUSSION
WITH
GITANJALI MAINI

TO DISCUSS
**WHY INVESTING IN ART
IS NOT JUST FOR BILLIONAIRES**

GALLERY G, LAWELLE ROAD
SATURDAY, JULY 9TH 2022
11:00 AM - 11:30 AM - REGISTRATION
12:00 NOON - PANEL DISCUSSION
1:00 PM - TEA & COFFEE

August 30, 2022: Navigating Volatility with Mutual Funds with Swarup Mohanty, CEO of Mirae Asset Investment Managers.



September 8, 2022: "An Investor Perspective to Asset Allocation via Equity and Debt Markets" with Lakshmi Iyer.



September 26, 2022: Saving Money The Right Way at the Museum of Indian Paper Money.

September 28, 2022: Demystifying Angel Investing by Mr Neeraj Tyagi.



Bhubaneswar

60 Students and 50 FLO Members were impacted

FLO Bhubaneswar held an inspiring and insightful session on Equity- The Future for a wealth Creation with Mr. Swarup Mohanty on 2nd September. Mr. Swarup Mohanty is the Chief Executive Officer (CEO)

and Associate Director of Mirae Asset Investment Managers (India) Private Limited. Around 50 members attended the session.



September 20, 2022: Financial literacy session held for 60 students of Government ITI, Bhubaneswar. The interactive session was held for students of all trade.

Session covered savings, budgeting, earning from pocket money, post office schemes and other government schemes.

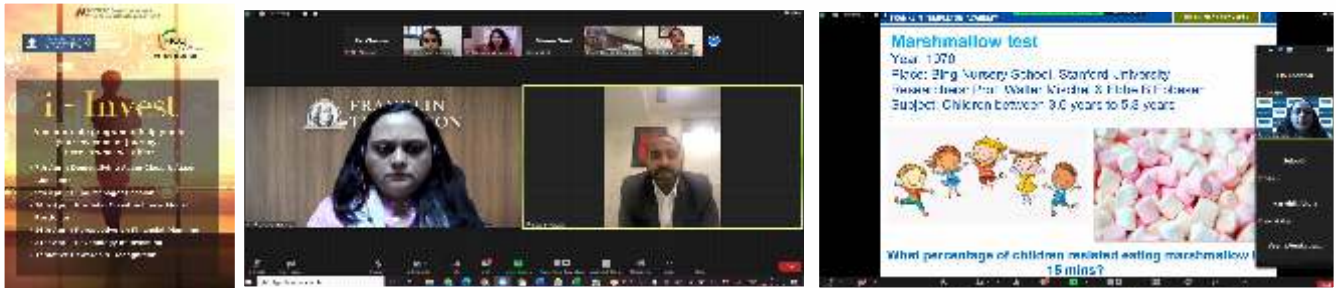


Chennai

100 FLO Members were impacted

i-Invest Mentorship Program - 5 Sessions: 7,9,14,16,21 April, 2022 on topics - DEMYSTIFYING ASSET CLASS AND ASSET ALLOCATION, FUND MANAGER SESSION, PORTFOLIO CONSTRUCTION & MODEL PORTFOLIOS, PERSPECTIVE ON FINANCIAL PLANNING, PSYCHOLOGY

OF INVESTING. A mentorship program organized solely for FLO members in collaboration with ICICI Securities and Franklin Templeton Asset Management, to help make known the various factors in an investment journey and how to tackle them with ease.



Hyderabad

Total of 834 women were impacted through various sessions for grassroot and white collared women. Grassroot 264 and 570 White collared women impacted(includes FLO Members)

May 6, 2022: Financial Literacy - by CA Rajambal at Narayanpet Village - CA Rajambal educated participants on topics including Money Savings, Interest Savings, Budgeting, Post Office Schemes, Savings Bank Schemes and how to build a business for over 64 women in Narayanpet.



June 4, 2022: Choice, Parity & Financial Wisdom - Palki Sharma Upadhyay - at the launch of Financial Literacy Cell, 175 members were motivated by our

speaker who shared her unique strengths while highlighting the importance of women breaking rules to forge ahead because financially literate women cannot be suppressed by power and can rise above it.



June 25, 2022: ICICI I-Mentorship Program - The first Session of the I-Mentorship program was attended by 30 members and the topic was "Perspective of Financial Planning & Psychology of Investing."



July 8, 2022: A workshop was conducted for the girl and boy students of DDUGKY in association with Mc Clean under Financial Literacy Initiative. Around 100 students were educated on the concepts of financial planning, budgeting and basics of investing.



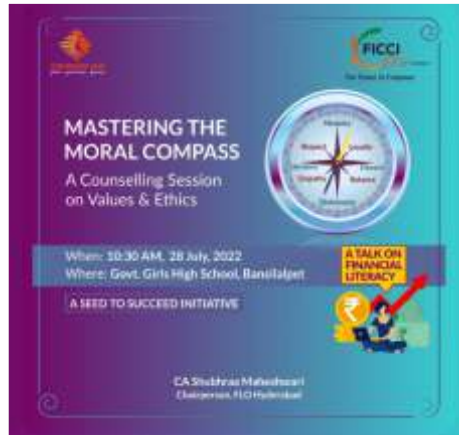
July 15, 2022: Financial Literacy Program at US Consulate: US consulate approached and invited FLO Hyderabad to organise a Financial literacy talk for their staff. The talk was delivered by chairperson CA Shubhrra Maheshwari and CA Rajambal to create a "Stronger She" at US Consulate in association with DEIA and FWP. Around 30 members attended the session.



July 19, 2022: The online event was attended by around 45 FLO members. The I mentorship program on "Financial Planning" was conducted by ICICI Securities Private Wealth Management and ICICI Prudential Mutual Funds. The speaker was Ms Jaya Pandit.



July 28, 2022: Financial Literacy talk for students of class 8 and 9. Financial literacy talk by Sujitha Chityala for students of GGHS, Bansilalpet on topics of basic finance terms. Around 100 students were present and they were really motivated to start saving.



August 3, 2022: Romancing the Balance Sheet by Mr Anil Lamba and Let's Talk Money by Ms Monika Halan. Around 150 members attended the session.



September 10, 2022: Financial Fitness Bootcamp for

Women by Ms Priti Rathi. Around 90 members attended the session.



September 16, 2022: Financial Planning and Strategy and Importance of Compliances by CA. Dayaniwas Sharma and CA Abhay Chhajed with ICAI Hyderabad. Around 70 women attended the session.



Indore

Total of 579 women were impacted through various sessions for grassroots and white collared women.

July 8, 2022: A workshop was conducted for the girls- and boys students of classes 9-12 of Keshar devi public school under Financial Literacy Initiative. Around 46 students were educated on the concepts of financial planning, budgeting, and basics of investing.



July 16, 2022: 2nd Financial Literacy Workshop for students of Info Beans Foundation was conducted by *CA Ishani Maheshwari* talking about money , investments, credits, banking, incomes , savings , company analysis etc. A total number of 54 students benefited from this session.

July 29, 2022: Financial Literacy for Grass root at Mahu Panchayat Chural. Around 57 women attended the session.



August 3, 2022: Business Compliances made simple by CA Kirti Joshi. Around 41 FLO Members attended the event.



September 2, 2022: Workshop on Financial Basics for Students of Agersen Vidhyalaya. Around 195 Students were educated.

September 16, 2022: Romancing the balance sheet by Anil Lamba was conducted for FLO Members. Around 86 members attended the session.



September 29, 2022: Financial Literacy Workshop for Under Graduate Students of Gujarati Girls College by Speaker CA Garjana Rathore, Ex Chairperson ICAI Indore.



Pune

255 Women Impacted

April 29, 2022: Art of Negotiation by Prof. Dishant Kamdar: Vice Chancellor of Flame University. The Event was attended by 55 members who took back from here great values to add to their entrepreneurship.

Series of Workshops and Certification for 5 days by y ICICI Wealth Management by Sameer Bhide : Vice President covering topics such as basics of investment, equity, investments solutions and retirement and mutual funds amongst others.

A session at Flame University on Art of Investment by Vishal Khadelwal from Founder of Safal Niveshak on the subject of ' Master the art and science of being a smart in vestor.



Uttarakhand

300 women Impacted

May 14, 2022: How to Draft Your Will? by Deepak Jain, Master Trainer, AAFM USA.



June 10, 2022: Managing Volatility Speaker: Mr Gopal Agrawal, Senior Fund Manager, HDFC AMC Ltd. DayChair: Ms. Ruchi Jain, Treasurer.



June 29, 2022: Financial Literacy Initiative-Community Outreach Programme, Mr. Shashank Bhardwaj, Senior Regional Head (U.P. & U.K.) Nippon India Mutual fund. Day Chair: Ms. Ruchi Jain, Treasurer



Vadodara 100 women Impacted

September 10, 2022: Inheritance rights of Women and how to protect and secure them by CA Manish G Shah by ICAI.

Highlights of the lecture:

- » What is termed as assets or estate or inheritance (right from immovables / investments to movables including art and heirlooms and personal effects)
- » How to understand and inherit your husbands / father's business interests/assets
- » Consequences of not making a will
- » Benefits of making a will.
- » Understanding 2 terms - Inheritance in terms of what a person will gain and succession - what a person will pass on to one's offsprings etc.



Digital Empowerment

National Head: Dharitri Patnaik

Objective: To bridge the gender digital divide.



Digital literacy:

Access to the Internet, allows women to receive training which opens the door to other essential skills.



Family and community impact:

Giving women access is an investment that yields a range of benefits that affect not just women but their families and communities as a whole.



Economical development:

Access to the Internet could empower women to start their own business which has an economic impact on developing and developed countries.

Digital Literacy Programmes in Delhi



Digital Literacy Programmes in Hyderabad



Digital Literacy Programmes in Odisha & Madhya Pradesh



Digital Economy and Women Empowerment (Online)

May 12, 2022

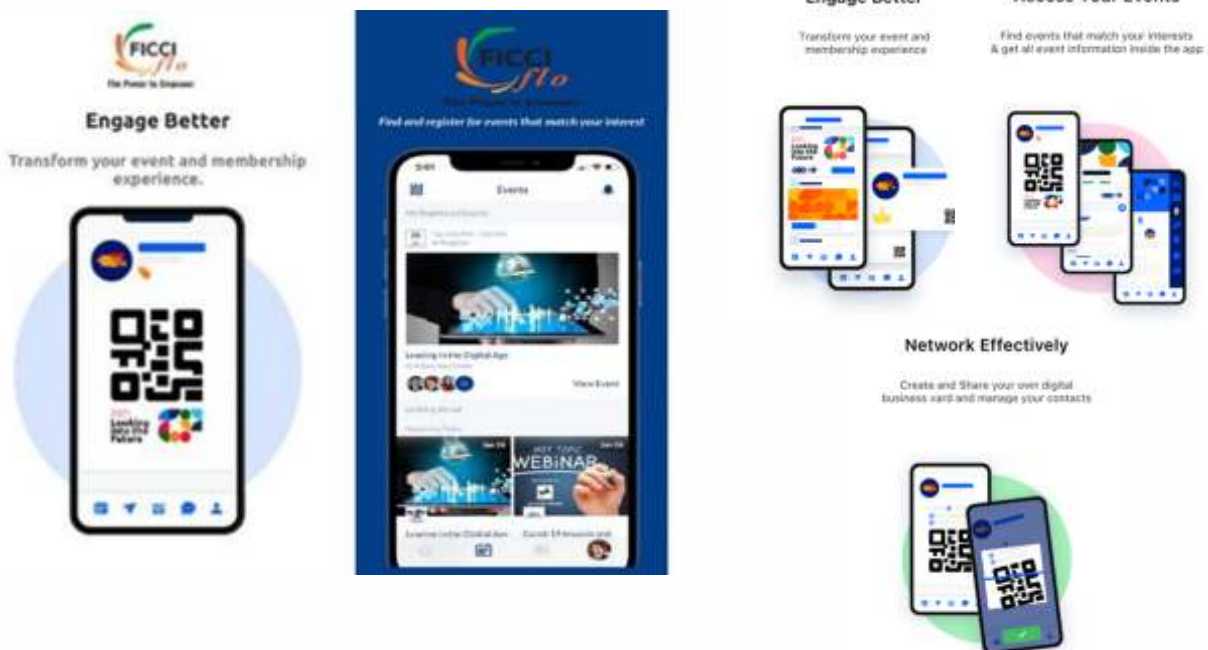
The HSF Series "Talking Asia Politics: The Age of Asia - China & India Dialogue" was a panel discussion with Ms Wang Wei, Dir Gen, Instt of Market Economy Development Research Centre of State Council, PRC and Prof. Diane Roberts, Director Academy for Politics and Current Affairs, Hans Seidel Foundation.

The event was moderated by Julia Berghofer, Policy Fellow, European Leadership Network. I emphasized the impact on GDP with the empowerment of women in using digital platforms and shared FLO's initiatives for the same.



FLO Mobile App

One stop mobile application to access all information about FLO and its activities, at a click of a button



FLO Women Directors

National Head: Jyotsna Angara & Suguna Ravichandran

Objective: Training Programs for FLO women aspiring to become Independent Board Directors



Two levels of course are being conducted - Level 1 is the basic course for 1st timers and Level 2 is for upskilling women who are already qualified as Independent Directors.

Level 1: Was conducted on Oct 7th, 8th, 13th, 14th and 15th for a batch of 19 members including two FLO Past Presidents attended the course. Currently 75 women have been trained by FLO in association with IOD.

A list of certified women will soon be updated on FLO and FICCI website, to give larger visibility to the FLO Women Independent Directors.

FLO has been working with IOD (Institute of Directors), a global organisation, to train and be certified as Independent Board Directors.

Level 2: Finalizing of the course content is in the process and will be conducted in January.



Promotion of Textiles and Handlooms

National Head: Madhuri Halwasiya

Objective: To strengthen the handloom sector so that it is a source of sustainable and inclusive employment and becomes an integral part of India's growth story and to ensure sustainable growth and empowering weavers through SHG training, design intervention, capacity building and entrepreneurial support.



Anshukam 2022

National Initiative for Indian Textiles & Handlooms

November 20-21, 2022

- » FLO believes that the Indian handloom and handicraft sector further provides an impetus to the 'Atma Nirbharta' and 'Vocal for Local' campaigns of the Government of India, in addition to strengthening urban, rural, and forest livelihoods.
- » Towards this, FLO has been continuously working towards tapping the potential of these sectors.
- » In our endeavor to celebrate the rich cultural heritage of our great nation, a special vertical for promoting Indian textiles especially handlooms and hand-crafted garments has been created by FLO.
- » Under the aegis of this initiative, FLO brought together the most exquisite collection of Textiles and Handlooms from the artisans and designers from the States of India at Anshukam, 2022.
- » ANSHUKAM showcased artistic brilliance and cultural grandeur with theatrical kathak performance, heritage fashion walk, panel discussions, workshops, film screening and Indian cuisines at its best.
- » It had the most exquisite collection of Textiles and Handlooms from the artisans and designers from the States of India.
- » It was a chance to meet the proud Karigars and Designers who have dedicated their craftsmanship and creativity to transform our rich heritage of India at Anshukam.
- » This exhibition illustrated how generations of weavers have ingeniously harnessed the nation's natural resources to create the finest sartorial products.
- » It was scheduled in October 2022 but due to unprecedented rains, it was disrupted.
- » It was organised on November 20-21, 2022 at Hotel Ashok New Delhi.







FLO Differently Abled Cell

National Head: Suruchi Agarwal

Objective: To facilitate the inclusion of the differently abled in Aatmanirbhar Bharat's growth story and to remove barriers to inclusion and address key challenges for fostering participation in mainstream Indian workforce.



Pune Chapter

October 14, 2022

Pune Chapter conducted an exclusive extensive excellent experience of health care and wellness remedies to the specially abled children of Asha school to make their life easier, healthier and hassle free. The response to the action & activity session was so overwhelming and satisfying. The benefits and information which were so valuable and appreciated.

Dr Nidhi Agarwal, Homeopathic physician, lifestyle & wellness coach, relationship councillor & Director at

Prakash Holistic Health Care Centre conducted the session.



White Cane Day

October 15, 2022

White Cane Safety Day is observed annually on October 15 of each year since 1964. The white cane is a mobility tool for visually impaired people that gives them some independence. This Day is intended to make everyone aware of the significance of a white cane. White Cane Safety Day is an occasion to spread

awareness among the common people about the special needs of the visually impaired. People and motorists should be extra careful when they see someone with a white cane.

This day was celebrated by FLO Pune chapter with the children of Blind School at Koregoan Park.



LED Lights Teachings- Balkalyan Sanstha



AWWA- Special School: Wellness & Health Remedies Functionality



Asha School – Music & Dance Therapy



Dental Camp – Dilasa School for Deaf and Dumb



Ludhiana Chapter

September 5, 2022

FLO Ludhiana celebrated teachers' day with the special educators at Nirdosh School for special children. It was also the launch of a Teachers Training Programme, wherein a series of workshops will be

organised to further train these teachers in various skills to empower the disabled youth and make them financially independent.



October 22, 2022

FLO Ludhiana gifted three bikes and one stationary bike for physical exercise and therapy at DARPAN, a

registered non-profit non-government organization (NGO), for the children having autism.



Northeast

UNSTOPPABLE: Fashion show by specially abled, warriors and survivors.



Indore

Organised a fun trip for the specially abled children to an indoor play zone



Diwali Celebration

FLO Indore celebrated Diwali at Shridha School with children with learning difficulties and teachers. Children also made creative art and craft materials as Diwali gifts for their friends

FLO Indore 22-23 Disability Cell contributed by arranging lunch for 25 children and donated 22 headphones as to these children with learning difficulties.



25 Children with learning difficulties from Shridha School got a platform to perform in 2nd Governing Body Meet

25th August 2022



Chennai

Partnered with NGOS to promote the products made by disabled people thereby supporting their livelihood

FLO Chennai has been promoting products made by visually challenged people thereby giving them a sense of independence and pride for earning their

living at our “Insuring yourself with the glass ceiling event - CEO Vibha Padalkar”. held on August 10. Two stalls were provided to SNEH and SFRAWD, to display their products for the festive season.



Arts & Activity Session with Students at Spastic Society of Tamilnadu

August 12, 2022

As a part of Azadi Ki Amrit Mahotsav, FLO Chennai curated various sessions - one of them being an art session for students from SPASTN. A 10 member volunteer team worked on this project, along with a teacher helping 13 and 14 year olds. They made national flags. Most of the children needed hand holding. This was followed by a Pop-up Quiz. FLO

created a goody bag for all of them to take home. Contributions from members, Ruchita Saraogi, Prasanna Vasanadu and Niyati A Mehta were well appreciated. Sports materials were donated to their schools' recreational centre, sponsored by initiative partner Mehta Jewellery.

Impact: 35 Students



Independence Day Celebration at Lotus Blind Welfare

August 15, 2022

Azadi ka Amrit Mahotsav was celebrated at Lotus Blind Welfare of India. FLO Chennai's Disability Cell had a flag hoisting at Lotus Blind Welfare of India and the Chief Guest was Ms. Prasanna Vasanadu, Chairperson of FICCI FLO, Chennai. 10 members attended the event. The girls put up a beautiful performance of melodious songs. The Initiative Sponsors, Lotus Roofing gave them ration for one month. Past Chairperson, Ms. Rinku Mecheri from Chennai Volunteers helped with the event. Impact: 35 Students



District Volleyball Tournament for Visually Challenged

October 15, 2022

FLO Chennai Connected with Ambition for Vision, a young organisation run by the visionary impaired, for the visually impaired.

Physical activity is very important for mental health , specially for the visually impaired. FLO Chennai helped organize the Inter District Volleyball

tournament for them. Prasanna Vasanadu and Niyati a Mehta were amongst the Chief Guests and also distributed prizes.

It was an emotional moment for all the participants. Initiative Partner was the Past Chairperson, Meena Mohan. Impact:200



Jammu Kashmir & Ladakh

Special Olympics Health Screening Camp organized for 500 Children



An outreach program organized with the Sahyog Foundation



Amritsar Chapter

Workshops conducted under AUTISM initiative on pot painting, crafts, bookmarks etc. Also conducted Rakhi making workshops and sold the products at FLO flea mart exhibition.



Jaipur Chapter

On 19th Oct, Jaipur FICCI FLO Jaipur Chapter organised a pre-Diwali Soiree to pay

tribute to the true essence of the festive season, the Chapter in association with Shri Bhagwan Mahaver Viklang Sahayata Samiti & Jaipur foot donated 21 limbs to the patients. The members joined hands in this gratifying deed. This drive was initiated by South Indian actress Rashmika Mandanna.

Members and team FLO also visited the hospital, interacted with the patients and doctors. Explanation of the making process and the functioning of the limbs were explained. A chord was struck with everyone present, where the realisation of the need for mass awareness and assistance required in this sector was evident.



Flo Think Tank

National Head: Poonam Mahajan

Objective: To guide and devise policies to improve lives of women and act as a resource point to keep watch and understand realities and work on solutions, along with becoming a process partner for the Government to formulate policies for women empowerment.



THINK TANK

Focus Areas	Vertical heads
MSME	Sucheta Shah
Start Up	Arti Sanghi Gupta
International Trade	Dharitri Patnaik
Differently abled in Workforce	Reena Rebecca George
Entrepreneurship in the primary sector	Ritu Chhabria, Pooja Garg and Taruna Patel

MSME

MSME policies and incentives issued by Central Govt and State Govt were collected and combined into one document. There is a total of 137 Govt laws applicable to MSMEs.

They were further categorized into 3 ways:

1. Function wise

2. Ministry wise

3. Women Specific Policies

Each of them was followed by the link to the Govt Websites.

The MSME E -booklet is ready and available for our members.

In Process

Each Chapter has been allotted different topics linked to MSME and they are doing webinars, meetings with associations, liaison with the Ministry, Events on those topics and beyond. They are also collecting information about problems being faced and suggestions for improvement.

A few chapters have already given a note with their remarks, and others should be able to do the same latest by December, 2022.

The same will be collated, will be followed by discussions with different stakeholders and the final recommendations will be shared with the Govt.

Start UP

The Startup Vertical has compiled a Dossier of Central Government Schemes and a step by step guide on how to avail them. These are available in English and

Hindi. These were unveiled by Honourable Minister Piyush Goyalji.

This Dossier is available on the FLO website. www.ficciflo.com.

International Trade

A Dossier has been compiled listing Governments Trade schemes and policies, Export promotion schemes, key schemes for exporters and Import Incentive schemes . A List of recommendations have

also been made which have been presented to the Honorable Minister Piyush Goyalji.

This Dossier is available on the FLO website. www.ficciflo.com.

Differently Abled in Work Force

The Chapters are in the process of compiling the state schemes on disability and are interacting with stakeholders to understand the efficacy of the schemes.

The initiative is also planning a workshop on skilling and empowerment of the differently abled for

members pan India where the Central Schemes for the same will be made available to our members. Based on this a set of recommendations will be drafted which will be discussed with different stakeholders and then they will be presented to the relevant ministry.

Entrepreneurship in the Primary Sector

A dossier has been made about Women's Land Rights across the states where FLO has its Chapters. A white paper on the same is also in process.

FLO Market Place & Business Promotion

National Head: Minal Jain

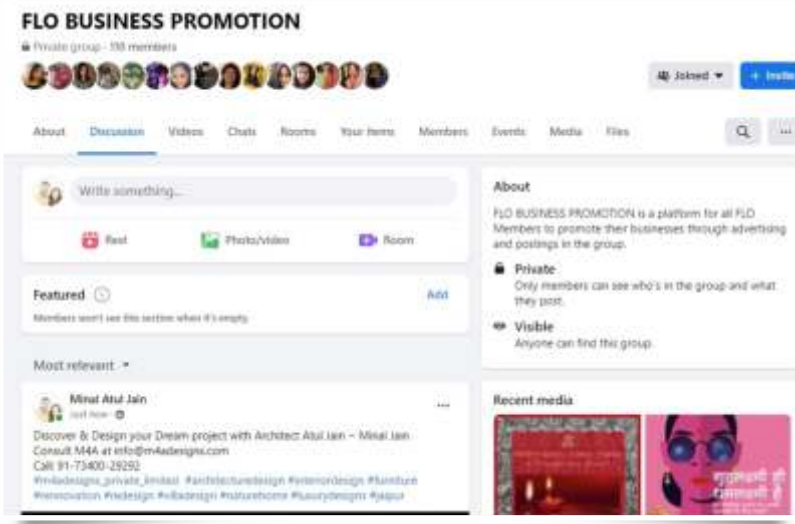


FLO as an Organisation has 8000 members pan India with huge untapped resources. FLO is creating opportunities for the members to reach out to each other & promote their businesses.

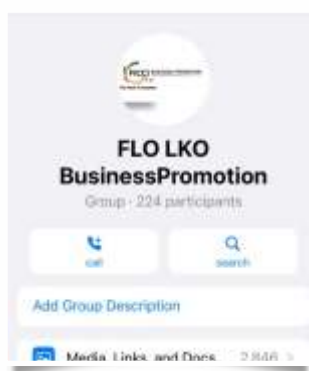
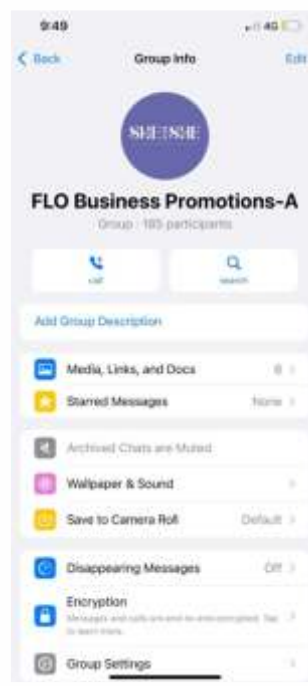
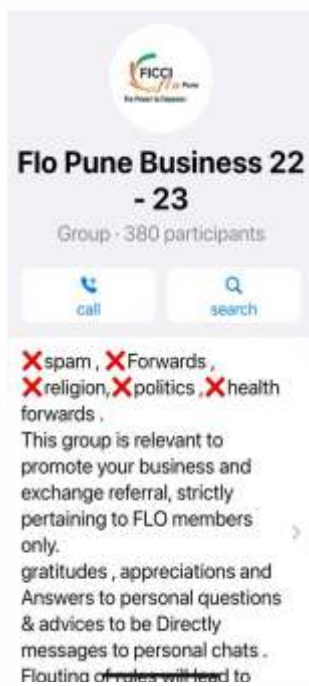
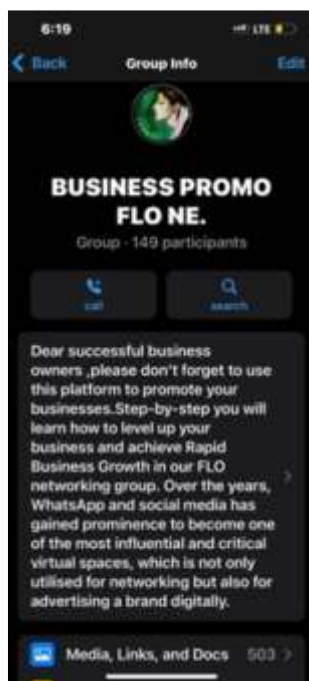
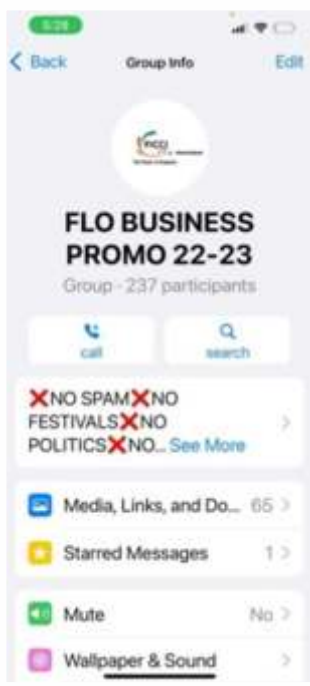
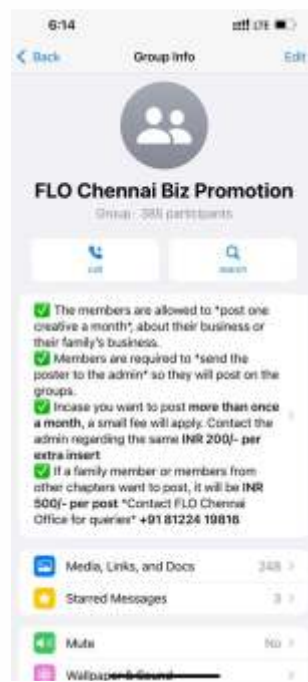
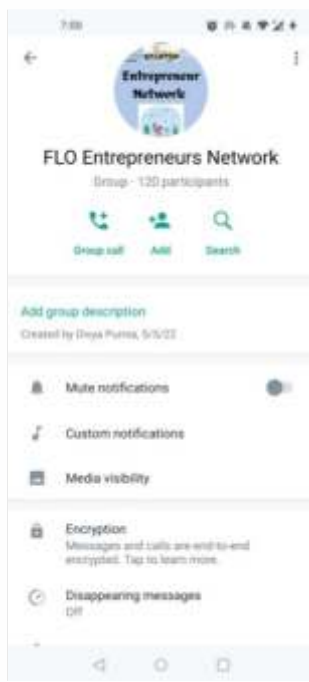
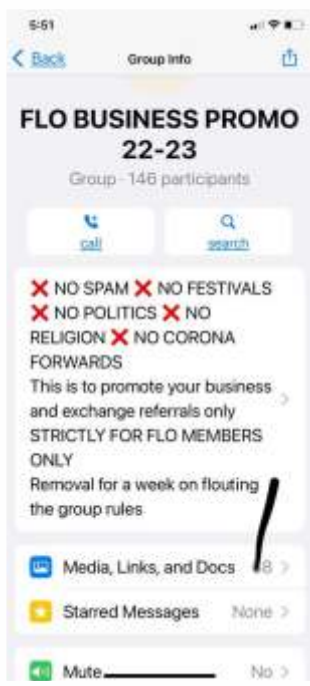
To create an enabling environment for members' businesses to grow and provide a platform for all to promote their business & services, FLO had created a "**FLO Facebook Book Business Promotion group**", a private group for FLO Members operational since past 15 months. Members promote their business & services by uploading, advertising & posting in this group. Till date 115 members have joined this FB Group by paying a one time registration fee & are connected with each other on the WhatsApp group for business queries, B2B resources, leads & help. Requirements & leads are shared with the Chapter Chairpersons to enquire with their members pan India. Also the information of each chapters FLO bazaar / lifestyle exhibition invite is shared with the FB group members for participation.

In almost all the FLO Chapters a "**Business Promotion WhatsApp group**" was initiated. These groups are active in the chapters, synergizing the expertise & capacities existing within the FLO fraternity of the chapter creating awareness & reach within their members. Some of the chapters have devised unique business promotion strategies such as Pop up members Stalls at the events & their promotion, Promotion of businesses pre-event by playing their brand videos & opportunity to talk about it, organising fashion shows, social media promotion stories on Instagram & Facebook, organising FLO Bazaars, making members as gift partners, décor & catering partners during events, sharing members achievements in their groups, sharing & learning from members' businesses & mentoring, giving brand visibility on social media, promotion through privilege cards, formation of special interest groups to promote, network & exchange ideas, footfall at their work places, members spotlight, etc.

Pictures of FLO Business Promotion Facebook Group



Pictures of Chapters FLO Business Promotion WhatsApp Group



FLO Village Holistic Development Programme (VHD) & Agriculture Initiative

National Heads: Puja Garg, Taruna Patel & Ritu Chhabria

Objectives:

- » Improving basic amenities
- » Training to improve product yield
- » Enhancing employability & Education
- » Better life & livelihood opportunities
- » Better knowledge of entitlements
- » Enhanced community engagement
- » Awareness of Sustainable way of life



Personal Development

To enhance the quality of life of the entire rural population and develop their personal values, it is crucial to develop healthy habits and maintain hygienic practices. Doing regular exercises, playing daily games, and avoiding alcohol, smoking, or

consumption of toxic substances, will help a person maintain a healthy & long life. These positive behavioural and health changes in a person will motivate other villagers to follow the same lifestyle and lead a high quality of life.



- » **FLO Ahmedabad** held a **child helpline 1098 awareness campaign** in the primary school of adopted village Meghva with the help of Anand Institute of Social Work, AISW college students.

The CHILDLINE India Foundation (CIF) is the Union Ministry of Women and Child Development's nodal agency for establishing, managing, and monitoring the CHILDLINE 1098 service

throughout the country. CIF is the sole agency/body in charge of establishing the CHILDLINE service across the country, monitoring service delivery and finance, training, research



and documentation, raising awareness, advocating for the service, and generating resources for it.



» **FLO Ahmedabad** with the assistance of Anand Institute of Social Work, AISW college students, organised a **Sakhi One Stop awareness camp** for the women of the adopted village Meghva.

The Government of India has proposed a Special Scheme called "SAKHI," which is a One Stop Crisis Centre (OSC), to assist women who have been

victims of violence in private and public spaces, within the family, community, and at work. Women experiencing physical, sexual, emotional, psychological, and economic abuse will be supported and redressed, regardless of age, class, caste, education status, marital status, race, or culture.



» **FLO Amritsar organised:**

1. Women hygiene camp - A camp was organised to educate the women of the villages about the dos and don'ts related to health and menstruation hygiene. Sanitary pads were distributed among women. Medication was also provided to them.
2. The Green Kitchen - We empowered 100 Basti

women with green Chulhas to make cooking easy and healthy. These chulhas were their first ever stove for cooking.

3. Dhunanand - A musical and vocal training is set up in a village school in April and it still continues. A Musical lab has been set up with all equipment's- harmonium, guitar, tabla and musical keyboard for their training. The kids will be soon performing on FLO platform.



» **FLO Pune:** Under village sanitation a proper introduction to wet and dry Garbage management SOP thru sponsor initiated, an all woman's management of garbage collection and village cleanliness initiated, a tempo tipper donated via sponsor.

» **FLO Jaipur** chapter in collaboration with Nirbhaya squad, Jaipur Police conducted a **self-defence session** and communication skills in the school premises 'Senior Secondary Government School, Bilwa, our adopted village.

FLO's team along with Ms Sunitaji Meena, Addl. DCP Jaipur Nodal Officer Nirbhaya Squad boosted the morale of the students.

Nearly 200 students attended the session. 60 plus ladies from the village also attended the session. Our members explained the importance of communication in day to day life and also shared some valuable pointers to improve their communication skills. Students and ladies were full of enthusiasm and actively participated in the session.

» **FLO Jaipur** along with the Women and Child Department, Government of Rajasthan visited the adopted village of Bilwa.

The village is in dire need of aid in all aspects. The women lack any means to skilling, digital literacy and or financial independence.

Team mentored and brain stormed with 70 village girls and women to understand their area of interest. Scouting of up-liftmen areas like school upgradation, courses to assist in financial independence like beautician and stitching skilling, and Computer literacy and then linking with the best educators is in process and providing placement for the skilled women.



» **FLO Jammu-Kashmir & Ladakh: CANCER AWARENESS CAMP** in collaboration American Oncology Centre, Ascoms & World Cancer Charitable society organized a Cancer Awareness Camp for the underprivileged sections of the society. 75 women from the adopted villages availed of the free cancer screening scans and tests. A mobile van on site was fully equipped with the latest ultrasound equipment and complete blood tests were conducted.

• Human Development •



Every Indian citizen, whether living in urban metropolitan cities or remote villages, deserves certain basic amenities to live a good life. These necessities include proper education, good nutrition, basic health facilities, and social security. Hence, establishing smart schools and libraries, including e-libraries, will educate every child of the village and enhance the adult literacy rate. Also, healthcare and clinical facilities need to be leveraged in rural areas. Special attention must be paid to the nutritional requirements of children, teenagers, pregnant women, and lactating mothers.

1. Education

» The Joy of Giving back is ENDLESS!! At **FLO Ahmedabad** the Initiative heads of the Village Development cell, Dhurma Shah, and Give back to Society cell Bina Vakharia and Nandita Agarwal recently conducted a School Supply Drive at the primary school in our adopted village Rasnol. 70 Bags, Stationery kits, and Books were distributed along with chocolates to the children.



» FLO Bhubaneswar: Digital learning in batches of 25 training have been started, Resource and Social mapping of 3 villages completed.



» **FLO Chennai Chapter** has consistently nurtured the after-school tuition center under the Village Transformation Initiative for over five years.

This initiative was started by Ms. Sudha Shivkumar and Ms. Meena Mohan with the support of a few FLO members, who have pledged monetary support for the Tuition Teachers' salaries. Before Covid, there were five centres,

and in Post Covid, we are effectively running three centres. It is periodically monitored through zoom calls. A min of 65 children benefits through this initiative annually. For this initiative, FLO has appointed three teachers to teach the children afterschool.

» **FLO Lucknow:** A detailed report regarding the conversion of these schools into Model schools has been made and a visit from the DMs office w.r.t a formal survey has actually concluded. Funds for the same are to be released in August, 2022. Immediate actionable points are:

1. Levelling the playing fields and installing basic play equipment
2. Flooring of classrooms
3. Basic furniture for classrooms
4. Small library for students

» **FLO Pune:** School upgradation with sponsors provided sitting Benches-Table / Painted School class rooms / All laboratory sponsored with trainers for students / new Computers 10 nos Donated by sponsor. Tie up with University for Computer skill training programme effective and operational.

» **FLO Mumbai:** Computer Teaching Lab at village Karjat Anganwadi with 6 desktops for the school children, FLO Members supported the cause by donating computers, stationery and monetary support.

» **FLO Jammu-Kashmir & Ladakh:** 'VRIDDHI'-OUR DIGITAL BETI "Vridhhi" is the brainchild of founding Chairperson Kr. Ritu Singh as a digital skilling initiative for the girl child in identified villages supported by the NIIT & Ashok Kapur foundation. It is derived from a Sanskrit word that symbolizes growth and development. "Vridhhi" our girl child mascot aspires to be a well-educated, healthy, computer savvy, independent, resourceful and capable woman of tomorrow. WE envision 'Vridhhi' as a Digital Beti who believes "Digital Beti ka hai yeh naara, Ujjwal kal ab hai hamara." Under this collaboration an IT Lab has been set up in the Nagbani area of Jammu enabling digital literacy of girls in the age group of

14-18 years in basic IT programs, fully airconditioned and equipped with 30 computers. 26 girls enrolled in the programme which started in April, await their certificates after their first exam held recently.



2. Health Check-up Camp

» **FLO Ahmedabad** with the assistance of Anand Institute of Social Work, AISW college students, organised a health check-up camp in one of our adopted villages, Meghva. It benefits the villagers who cannot afford the private hospital fees.



» **FLO Amritsar organised:**

1. Rural health camp - Smooth and precise testing was carried out for 258 people in a village with medication and was followed by required treatment.
2. Navdrishti - Eye camp was organised in a village with all the facilities like check-ups, spectacles provision and surgeries. The required surgeries have been carried out for a substantial number of patients.
3. Multi-speciality health camp - State of art arrangements were made for diagnosis and medication to ensure the provision of adequate medical facilities to our people. The head doctors checked all the patients. Medication was provided and was followed by treatments.
4. ENT and Chest camp was organised at Bua Nangli. Tests were carried out and required hearing aids were provided.



- » **FLO Coimbatore** organised an eye check camp at village seenguli with the help of Lotus eye hospital. Total of 93 seniors, women and children were tested and prescribed with necessary treatment and referral for cataract surgery.



- » **FLO Kanpur** commenced their 10 day Menstruation Drive on Period Positivity from May 17th to May 28th. An awareness campaign on menstrual hygiene and sanitary waste management. To attain this vision the chapter collaborated with UNICEF India's team as their Knowledge partner.

This team created awareness and reached out to more than 1500 young girls in schools & colleges from Kanpur and our adopted village Hingupur

On its drive to make their city and adopted Village greener and sustainable installed incinerators at Hingupur village public toilets to address the problem of waste management on its drive to promote sustainability we even distributed solar lamps in the Hingupur Village on world environment day.





» **FLO Ludhiana:** Organised One day free medical camp under the Sashakt vertical headed by Sanam Mehra and medical team head Simran Kaur in Village Nagar Phillaur. Dr Zeenie, Gynaecologist (Suman and SPS Hospital), Dr Tania Mahal, paediatrician (SPS Hospital), Dr Priti Vohra, dentist and senior consultant (Vohra Dental Clinic) and Simran Kaur ,managing Director (Sohana Hospital) were the esteemed

panel of doctors that provided unconditional support to people from in and around Phillaur. Around 500 people were examined for eyes, teeth, gynae, diabetes and hypertension related diseases.

Dr Tania Mahal gave very informative talk on mensuration hygiene.

Free dental kits, spectacles, reusable pads and iron tablets were distributed.



2. Basic Amenities

» **FLO Lucknow:** Two basic areas identified under this are:

1. Construction of proper roads from IIM Lucknow to the village and getting basic roads constructed for within the village
2. Solar powered lights for public areas



» **FLO Northeast:** This year Assam faced a massive flood, so we FLO Northeast chapter extended our hands for Village Hatiana and distributed dry rations to 150 families.

**PHASE -2
FLOOD RELIEF
HATHIYANA VILLAGE
BORKA
PANITEMA ROAD
CHANGSARI
DISTRIBUTION OF RATION
FOR 150 FAMILIES
DATE 18TH JULY**

ASSAM

Environmental Development

Measures need to be taken to develop the rural environment as well. Setting up toilets in each household and public institution, facilitating proper solid and liquid waste management, planting trees on the roadside, facilitating green walkways, rainwater harvesting, watershed management, etc., must be adopted to render clean and green surroundings to rural people. Alongside, necessary measures need to be taken to reduce local air, water, and land pollution for protecting the sanctity and identity of villages. Thus, environmental development will not only help villagers but also protect our mother Earth.

1. Agriculture

» FLO Ahmedabad organized Plantation drives “PLANT A LEGACY OF LOVE” were held in eleven villages namely, Anklavdi, Gopalpura, Jahangirpura, Jol, Jitodia, Kherda, Ektanagar, Khandhali, Meghva, Rasnol and Rajnagar, with the help of village Sarpanches, villagers, and Elecon Company employees. We planted 500 saplings of Gulmohar, Galmala, Neem, and Piltophorum in each of the adopted villages to provide shade along village roadsides and around schools in the future.

2. Plantation Drive at Balasore- 250 plants
3. Plantation Drive Cancer Hospital- 50 plants
4. Grow your own Microgreens- Hybrid Workshop for members
5. Seed bombs sent to every member on their birthdays
6. Seed support for 50 Nutrigarden at adopted villages



» FLO Bhubaneswar conducted:

1. Plantation Drive at Brahmakumari Ashram, Bhubnaeswar – 300 plants

- » **FLO Lucknow:** To improve the air quality and tree cover at the village and to also plant fruit trees leading to a sustainable income source for women, around 500 fruit trees to be planted at Palhari in August, 2022.



Celebrating Harela – Plantation Drive organised in village Sela, Saraswati Vidhya Mandir School and GIC School, Kishanpur.

- » **FLO Pune:** Tree Plantation of 400 avenue trees, Samshan bhoomi Beautification, construction and Toilets, with landscape sponsored with FICCI FLO Pune initiative.
- » **FLO Uttarakhand:** Under Agriculture initiative skilled 30 ladies in village Sela & Sahaspur.



Economic Development

The economy of a village refers to the ability of rural people to improve their standard of living by meeting their materialistic and cultural wealth needs. And for doing so, it is important to inculcate the necessary skills among villagers to earn their living. Diversified agricultural livelihoods, organic farming, livestock development, etc., offer ample opportunities to people to develop skills and earn a handsome amount to meet their financial needs. Besides, basic services and sufficient funding's must be offered to them to encourage them to strengthen their rural economic framework.

1. Industry

- » **FLO Ahmedabad** commenced Papad production from 28th April 2022. We have empowered 8 women in the adopted village Khandhali through Papad making unit setup 4 months ago.





- » **FLO Jammu-Kashmir & Ladakh:** CHAKKI CHARPAI, an initiative by Kr. Ritu Singh is a chain of rural dhabas, launched in collaboration with JKRLM under the UMEED scheme. The aim of the program is to build capacities among rural women to generate income sustainably using local produce and knowledge. Utensils were donated and basic equipment and training imparted in pickle and jam making for the same.



- » **FLO Northeast:** Hatiana has been doing pottery as provided by FLO Northeast to make self-sufficient in earning. Multiple products they make under that and sell in bazaar. In coming FLO

Northeast bazaar on September 23-24 we will display their products and help them in selling too.

2. Skilling

- » FLO Coimbatore: From May 15th to June 15th, summer camp was organized at the community built by Flo at its adopted village in Seenguli, in Annakatti. A teacher was organized to teach the women, embroidery and basket weaving. The children were engaged in art and craft works.



- » FLO Lucknow held 2 skilling workshops at Palhari on 11th, June, 2022 in an effort to set up 2 small scale industries in the village.

Achar Making - FLO Lucknow member, Apurva Bhargava owner of a famous eatery in Lucknow, took a masterclass on making commercial Pickles. The next step is to get the women to produce a large batch of the same and then market it online and to local dhabas and small eateries around town.

Saree bag making - Chairperson, Swati Verma, owner of the clothing brand, MYST, organised a stitching camp where 50 women were taught how to make commercial Saree Bags. In the first phase, these test bags will be test marketed among our own members before selling them to the designers at FLO and also online with the help of SHE4HER.



makeup routine, self-grooming, simple hairstyles followed by hands on practice on each other. They were also well educated about the products used according to various skin types. Through this initiative we wanted them to identify and enhance their skills and become self-independent. We take pride in telling that one girl was given the opportunity of earning 3000 same day she learned the make-up. Also few girls have been identified for further training and diploma sponsored by our generous FLO members.

- » **FLO Ludhiana:** Commencing of a week of training the underprivileged girls in association with three renowned and finest make-up artists of Ludhiana - Ginniz bridal and makeover studio, Makeup by Harleen Jain and Cheena Marwaha's Be Glamorous. Girls were trained for everyday



- » **FLO Pune:** Skill Centre upgraded Tin Shed Structure with brick walls and painting, seating, tailoring machines, preparation and training for Career Skills programme undertaken, Skill room for Beautician training upgraded with required equipment for execution. Also Hall for various skill training for Village women constructed. All facility sponsored with FLO Initiative.
- » **FLO Jammu-Kashmir & Ladakh:** ASHA-HAIR, MAKEUP & BEAUTY SERVICES SKILLING INITIATIVE **FLO JKL** collaborated with LOOKS Salon to launch 'Asha'-brainchild of Kr. Ritu Singh. As the name

suggests it is a "Ray of Hope" to provide a platform for entrepreneurship & skilling for rural women in the field of makeup, hair & beauty services. This collaboration will offer free training & certification for women from 5 villages. This is an outreach to empower women under the aegis of 'UMEED'-scheme under JKRLM (Jammu Kashmir Rural Livelihood Mission). This will further give an opportunity to the women to undergo an internship to strengthen their practical learning & experience at the salon, after which the first salon will be launched at Block Bhalwal.



» **FLO Hyderabad:** The Women Skilling and Support Team in collaboration with the Government Interface team set out on a visit to adopted village Narayanpet. The team along with Chairperson, Shubhrra Maheshwari and exporters and designers visited the handloom village where, Narayanpet weaves were being

woven, to assist the stockists and designers in their understanding of the manufacturing process of narayanpet looms. FLO Hyderabad floated a proposal on the wayforward for promotion and support of Narayanpet weavers on behalf of the stockists and designers.



3. Financial Literacy

» **FLO Lucknow:** A 7 day session conducted by SHE4HER - A Global Artisan Initiative, powered by Sweccha, supported by the U.S. Embassy in India.

Women at the village were educated about

requirements of managing personal finance, setting up a small scale business and procuring funds for the same among other topics. Seed for Sure, a financing company also held a session during this workshop, Around 80 women from the village were covered under this session.



» **FLO Uttarakhand:** Financial Literacy Initiative-Community Outreach Programme, Mr. Shashank

Bhardwaj, Senior Regional Head (U.P. & U.K.) Nippon India Mutual fund.



FLO Education & Skill Development

National Head: Roopa Patel



Low skills perpetuate poverty and inequality. When done right, skills development can reduce un- and underemployment, increase productivity, and improve standards of living. Helping people develop and update their skills makes economic sense.

-- THE WORLD BANK

FLO signed an MoU with upGrad Foundation, the philanthropic arm of Asia's higher EdTech leader, upGrad to facilitate training and skilling initiatives for 1500 women under the Vidya Shakti Scholarship initiative.

21 girls are still being mentored from the 2nd cohort at the Vidya Shakti

These are from Kanpur, Hyderabad, Indore and Bhubaneswar.

From the 3rd Cohort, 37 girls have been enrolled.

Bhubaneswar: 6, Indore 24, Kanpur 1, Vadodara 8



Chennai Chapter

STEM Literacy and Robotics program for 2000 children from Corporation schools. This is a yearlong program. The schools requested it to extend it to boys

also (as some schools are co-ed). So, a total of 3000 children are being taught STEM literacy and robotics this entire academic year

Ahmedabad Chapter

Desktop Donation Drive

15 girls in 11th and 12th grade were carefully selected according to their course and educational needs and given desktops. The foundation also promised to provide two years of technical support to all the girls.



Hyderabad Chapter

1. Organised free eye camps for 250 girls
2. Launched a year long computer training in Govt. school
3. Self defence program where upto 500 girls will be trained
4. Workshop on good and bad touch for 1000 primary students
5. Installed 15 new computers in Govt. school



New Delhi

- » Education for street children:3 centres
- » Work with DCWA to give tutorials
- » Work with TTM to emphasize importance of English speaking for the students in 12 Delhi schools
- » Eye examination of 20000 children and supplying eye glass in collaboration with Vision Spring
- » Setting up a bakery for especially abled children
- » Promoting manufacture of terracotta jewellery



Skilling

- » Will be shortly launching banana fibre sanitary napkins manufacturing

Northeast

Education: Donated 5 green boards to a school



- » Skilling & Vocational guidance to women.
- » Over 200 women trained in stitching and tailoring and advanced embroidery courses.
- » Encouraged a large number of underprivileged women in the handloom sector

Jammu & Kashmir and Ladakh

A linkage has been established with Chairperson, Vocational training & Army Skill Training Centre, Mrs. Tejleen Bajaj as part of the Army outreach & Skilling program. An MoU was signed with the Batra Group for killing of women mechanics and recruiting them in the first of its kind all women petrol pump.

Founding Chairperson Kr. Ritu Singh organized a workshop for children & mothers where senior member Dr. Mitali Gupta, a renowned dietician of Jammu gave insightful lessons on healthy eating & balanced nutrition. It was held at Four supermarket



owned by a member, Sana Gandotra. A display of healthy snack options were also curated and put on display.

Jaipur Education

FLO Jaipur chapter in collaboration with Nirbhaya squad, Jaipur Police conducted a self- defense session all over the cities in different schools and colleges.

Skilling

A workshop was organized for skilling Jail inmates to fill Jaipuri Rajai. 60 inmates were taught this, and they are in the process of talking to local exporters to get them orders for making a basic wage and sustainability of the skill.



Bhubaneswar Government ITI

- » Session with Chef Michael for students of Bakery and Food Processing Trade. **Number of participants -60**
- » Training and Recruitment for students of Bakery and Food Processing Trade by Chef Michael
- » organized an industry visit for Students of Government ITI of IOT Healthcare trade at FLO members hospital for training and exposure. **Number of participants - 5**
- » iv., a session with students of mixed trades on Grooming and Interview Etiquette by FLO member Chitra Garg was organised. Chitra also held mock interview sessions for detailed understanding. Number of participants -75

- » Interactive session was held by Flo member CA Antima Agarwal for 60 students of all trades at Government ITI. The session covered savings, budgeting, earning from pocket money, post office schemes and other government schemes. **Number of participants – 60**



Centurian University of Technology And Management (CUTM)

- » Youth Skill Day exhibition was organized and innovative ideas for startups were exhibited. CUTM further helps students for startup registration and funding. **Number of participants -32**
- » An industry visit for Students of Centurian University of Technology and Management at FLO members factory for training and exposure. **Number of participants -40**
- » A webinar with students of CUTM School of Management with Major General Atanu Patnaik, Former Additional DG Information Systems, Army HQs which focused on the importance of cyber security with the increasing reliance on computer

systems, Internet and Wireless Network Standards. **Number of participants - 48**

India Clear Vision Mission

Anushree Mahajan, GB Member has initiated this in the first quarter. Today, collectively she and Reshma have provided eye checkups to more than 50000 children, women artisans in Delhi and Bhuj.

Swayam E learning

Successfully the e learning kit has been implemented in 2 schools. Pathshala, a residential school for street children in Vadodara with a strength of 350 children will avail the Gujarat board curriculum from 1st till 12th grade

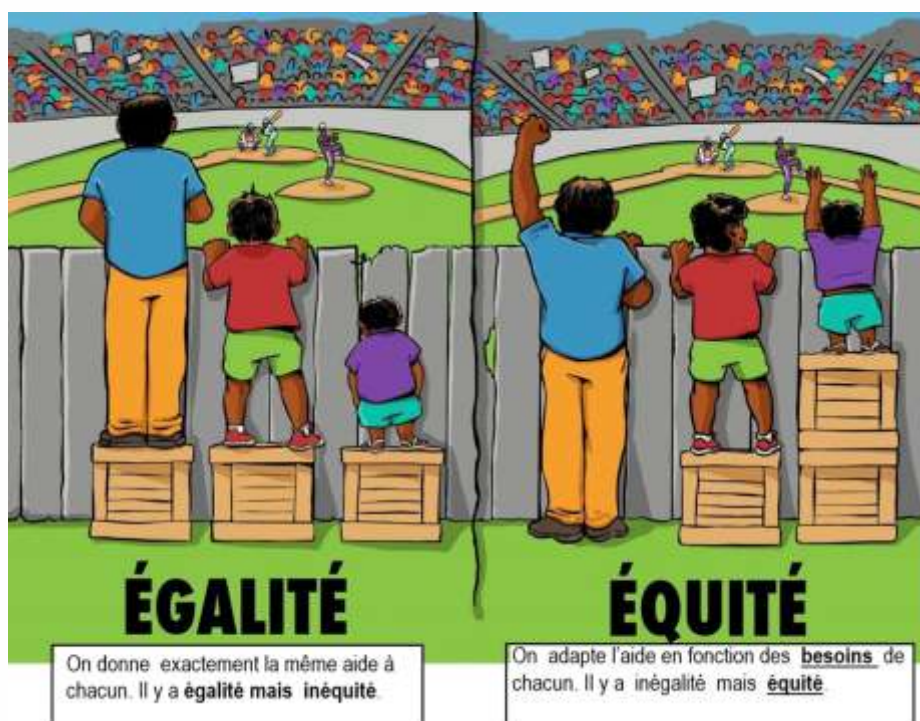
A village Rasonol adopted by Ahmedabad chapter have been facilitated with the kit for grade 1-8th . the strength of the school is 250 students.

Gender Parity Index 2.0

National Head: Vinita Bimbhet

“Achieving gender equality requires the engagement of women and men, girls and boys. It is everyone's responsibility.”

— Ban Ki-moon



On donne exactement la même aide à chacun. Il y a **égalité** mais **inéquité**.

On adapte l'aide en fonction des **besoins** de chacun. Il y a **inégalité** mais **équité**.

*Each is given the exact aid
There is equality but inequity*

*Assistance is tailored to individual needs.
There is inequality but equity.*

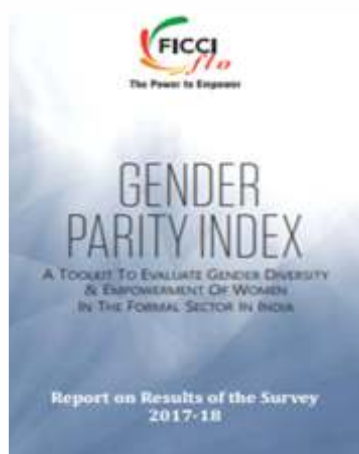
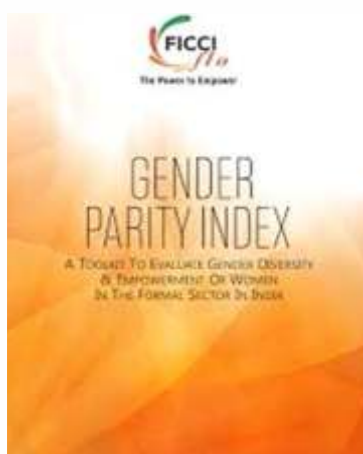
FLO developed the first Gender Parity Index (GPI) for the Indian formal sector in 2016, which was published and disseminated in 2017. It was an important benchmark and was extremely well received.

It is now time to conduct a follow-up to assess if industry has adopted any changes to improve their GPI overtime?

Also, globally the world has faced major challenges because of Covid and one of the crucial downside of

this has been job losses and the fact that women were far more adversely affected than men.

Has this changed the dynamics and gender parity at all levels in the formal sector?



GPI 2.0 (2022) is revising and upgrading the GPI 2016 and shall analyse and ascertain causes and consequences between two points, it shall develop key recommendations and recommend milestones and a process for monitoring the improvements.



Objectives:

- » Evaluate Gender diversity and empowerment of Women in the formal sector of India.
- » Evaluate policies to employ attract more women employees
- » Ensuring measures to create fulfilling workplace environment for women
- » Recognizing formal sector for A great place to work for women

Plan of Action:

- » Revise and upgrade the GPI 2017 and analyse the trend between the indices at two points (2017 and 2022)
- » Ascertain causes and consequences of changes in GPI between two points.
- » Develop key recommendations for the Indian formal sector on improving their GPI in the current times.
- » Recommend milestones for the future and a process for monitoring the improvement on these milestones



INTERACTION WITH EMINENT PERSONALITIES

India Rising - Role of Women: Interactive Session with
Mr Tejasvi Surya, National President of BJP Yuva Morcha &
Member of Parliament | April 18, 2022



The first formal event for the year 2022-23 started with an interaction with eminent dignitary Shri Tejasvi Surya on April 18, 2022, at FICCI.

Shri Tejasvi Surya is the National President of BJP Yuva Morcha & Member of Parliament. He is BJP's youngest Member of Parliament in the Lok Sabha.

It was an excellent opportunity to hear the young, dynamic, and fiery political leader in conversation with a renowned media veteran. While addressing the audience, Shri Surya said that women entrepreneurship is one of the vehicles for realising a more equal society as more women take on entrepreneurship, it serves as a catalyst for socio-economic transformation.

The session was moderated by Mr. Annurag Batra Chairman, of BW Business world – the iconic 36-year-old business media and magazine brand.

Kamini Saraf, Governing Body Member was the Day Chair for the event.



Interactive session with Trail Blazer Sonu Nigam May 2, 2022



FLO organised an interaction with Sonu Nigam - Indian Singer, Music Director, and Actor on at FICCI. An icon of modern India who charted his own path from a young age, singing his way into the hearts of millions

of music lovers, Sonu Nigam has been inspiring a whole generation of singers and fans.

A Padma Shree awardee and winner of innumerable film industry awards, who has always stood firm on his beliefs and principles, Sonu's journey has been extraordinary. Sonu shared snippets and anecdotes from his life and sang a few lines from some famous songs.

The session was moderated by Mr. Sushant Mehta Founder & CEO Beast Studios.

Kamini Saraf, Governing Body Member is the Day Chair for the event.



Stories that Matter with Zeenat Aman June 29, 2022

FLO organised an interaction with Ms Zeenat Aman on June 29, 2022, at Hotel Lalit, New Delhi. Zeenat Aman is a renowned Bollywood actress who broke all stereotypes and created the image of a contemporary Indian woman with grace and elegance.

FLO President, Jayanti Dalmia said, "We at FLO believe that everyone has a story. But stories that touch our hearts, expand our minds, and inspire our spirits are powerful and must be told. These are STORIES THAT MATTER!! Zeenat Aman's story embodies in its own special way, what we need today to foster women empowerment - great courage, inspirational optimism, and true zest for life!"

Veteran actor Zeenat Aman said, "My journey in Indian cinema started when I was a teenager and I stopped working when I became a mother. Along the way, there were many milestones. I had the good fortune of working with a lot of actor-directors like Dev Anand, Raj Kapoor, Shammi Kapoor, Manoj Kumar, Amjad Khan, Feroz Khan and Sanjay Khan. All these filmmakers were actors themselves. So they brought that extra bit of creativity to the table."

Vinita Bimbhet, Past President FLO moderated the session. Tehmina Khandwala, Chapter Chair FLO Mumbai was the Day Chair for the event.



“Right to Win” by Mr Harsh Mariwala, Chairman – Marico Ltd & Past President, FICCI August 3, 2022



FLO organised an interactive session on “The Right to Win with Shri Harsh Mariwala, Chairman – Marico Ltd & Past President, FICCI. He is also Chairman & Managing Director of Kaya Limited.

Mr. Mariwala's passion for innovation, enthused him to establish the Marico Innovation Foundation in 2003 which works towards nurturing innovations in India. In 2012, Mr. Mariwala started ASCENT Foundation, a peer-learning entrepreneurial platform.

“FLO with 19 Chapters and 8000 members across

India represents women entrepreneurs and professionals through our mandate of empowering them and equipping them with skills and capacities to become equal contributors to the Indian economy,” said Ms Sudha Shivkumar, Senior Vice President, FLO. “Under the start-up initiative FLO is providing complete support from Ideation, incubation, mentoring, acceleration and finally investments,” she added.

Minal Jain, Governing Body Member, FLO was the Day Chair.



Interactive session with 'Super 30' founder and mathematician, Anand Kumar August 30, 2022



FLO organised an interaction with the Founder of 'Super 30' and Mathematician, Anand Kumar at FICCI. Anand Kumar, is very acclaimed for his Super 30 program, known for coaching underprivileged students and helping them achieve their dreams of securing admission in the IIT's.

In addition to expanding the number of coaching centres across the country, Kumar has also decided to increase the number of students from 30 to 100 in the Bihar centre. "Education is the only way people can find solutions to all pressing problems in the world, apart from going beyond Bihar, Super30 also plans to increase the intake of students in Bihar to 100 from the present 30. We also will be going online after taking lessons from the Corona pandemic days when the classes had to be shut for a couple of year," said Anand Kumar.

Anand Kumar's life and work had been portrayed in the 2019 film, Super 30, where Kumar is played by Hrithik Roshan.

Educationist and Past President FLO, Vasvi Bharat Ram moderated the session.



Panel Discussion on Media as an Influencer September 24, 2022



FLO Organised a panel discussion on Media as an Influencer at FICCI. The panelists were renowned actor Poonam Dhillon; National affair Editor Times now Srinjoy Choudhary; Consulting editor WION, Gauri Dwivedi; media personality, Ruby Dhingra and renowned Bharat Natyam dancer, Pratibha Prahlad. The discussions centred around the all-pervasive influence of media and how the society is both positively and negatively impacted by this influence. FLO President, Jayanti Dalmia said, "We at FLO

strongly believe that creating gender equality in content, workplace and management can transform the way media influences the masses. Media can play a transformative role media in achieving gender equality in societies by creating gender-sensitive and gender-transformative content and breaking gender stereotypes."

Sabina Sanghvi, FLO GB Member & Past Chair, FLO Pune was the Day Chair. Neelam Seolekar, Chairperson, FLO Pune Chapter also graced the occasion.



Ayurveda & Yoga for Well Being by Dr Yogi Amrit Raj, Director, Maa Yoga Ashram Arogyadham September 30, 2022



FLO organized an exclusive session on Ayurveda & Yoga for Well Being on at FICCI. The speaker for the session was Yogi Dr. Amrit Raj , an award-winning Ayurvedic Doctor, and Certified Yoga Teacher from Yoga Alliance, USA.

Yogi Dr. Amrit Raj is one of the youngest yogi in India devoted his whole life in the service of wellbeing of humanity through development of yoga & Ayurvedic sciences. He has given lectures, seminars, and classes on Ayurveda and yoga in several renowned institutions including various Hindu temples, yoga studios, ashrams, spas, and colleges around the world.

The focus of was session was to look at women's health and wellbeing through the lens of Ayurveda and Yoga.



PATH TO PURPOSE- How Businesses can be More Inclusive with Alina Alam, Founder and CEO of MITTI Café October 28, 2022

FLO organized interactive session with Alina Alam, the founder and CEO of MITTI Cafe, which provides experiential training to persons with disabilities and a space to be productive and showcase their potential at FICCI.

The objective of this session titled 'PATH TO PURPOSE- How Businesses can be More Inclusive' was to inspire everyone to bring about a change in mindsets, resulting in a shift in individuals, businesses and organizations.

The Mitti Café chain started by a 28 year old Alina Alam in Hubli and Bangalore in the year 2017 with the goal of empowering and providing opportunities to persons with disabilities.

Alina began her business by establishing food stands in collaboration with organisations, corporations, colleges, hospitals, and business parks. "We had no money in the bank, no sales, and numerous rejections.

Bela Badhalia, GB Member was the Day Chair for the session.



WORKSHOP ON INCLUSIVE ACTION

Inclusive Action Workshop for Governing Body Members at Indore

August 25, 2022

A learning workshop on Inclusive Action was organised for the Governing Body Members of FLO, on the sidelines of the 2nd Governing Body Meeting at Indore.

The objective of this session was to open the minds and hearts of the cohort to adopt an inclusive mindset that goes beyond building awareness, leading to inclusive action- one that acknowledges and appreciates the value that people of diversity can bring to businesses and society.

It was conducted by Conscious Development. Satyashiv D'mello, Lead (DEI&W) Diversity, Equity, Inclusion & Wellbeing and Social Sustainability was the facilitator.

The session helped in understanding:

- » Diversity and its benefit to society and businesses.
- » Diversity and how it manifests: gender, disability and neurodiversity, LGBTQ+, socioeconomic differences, culture, and age.
- » The role individuals and systems play in the oppression and empowerment of people of diversity.
- » FLO's way forward-as leaders of chapters and as a whole.



PRESIDENT'S VISIT TO CHAPTERS

FLO Jammu & Kashmir and Ladakh
May 23-24, 2022



National President Jayanti Dalmia, along with Vinita Bimbhet, Past President; Poonam Mahajan, National Treasurer, and Governing Body members, Saloni Mehta, Sunitee Abbie & Anju Narain visited Jammu.

The following was done during the trip:

- » Presented the vision of FLO for 2022- 23 to the Chapter members.
- » Met the Director Industries at Udyog Bhawan where they shared a presentation on the new industrial policy of the state.



The Power to Empower





- » This was followed by a pop-up bazaar to showcase the entrepreneurial abilities of the members in local products held at the EC members places.
- » Inaugurated the FICCI FLO JKL adopted park in Gandhinagar with the Deputy Mayor and other senior officials.
- » This was followed by a high tea hosted by Tejleen Bajaj, Chairperson Vocational Training and Army Skill training centre and her team.

FLO Indore August 25-26, 2022

The 2nd GB Meeting was highly productive and engaging, in the backdrop of Indore, the heart of India

and the largest city of Madhya Pradesh, which gleams with grandeur, history, growth, and modernity.



Alongside, FLO Indore Chapter curated Malwa FLO Bazaar, showcasing vibrant culture, tradition, textile, jewellery & food highlighting the State of Madhya

Pradesh.

It was followed by an offside to the historical and holy city of Ujjain on August 26th, 2022.



FLO Mumbai October 19, 2022

Jayanti Dalmia, National President of FLO, Past Presidents FLO, Mumbai Past chairs and Chair Tehmina Khandwala and members, celebrated the 20th anniversary of the Mumbai Chapter.

The extensive work done by the Mumbai chapter over the years and the impact that it has had on transforming the lives of women in every section of society was well depicted.

The event was attended by the likes of Zeenat Aman, Industry leaders Renuka Ramnath, and Sushil

Jiwrajka, MK Sharma former vice chairperson HUL, Maneck Premchand Artist Ajay De and eminent lawyer Shobha Jagtiani. They thanked and acknowledged for their continuing support and mentorship to the FLO Mumbai Chapter. The evening also saw Princess Krishna Kumari of Panna.

The evening saw dance performances by Vaidehi Rele from the Nalanda Dance Academy and Sree Nandy troupe of dancers, depicting the rich heritage of Indian dance and culture. There was an outstanding display of art painting and a silent art auction as well.



FLO Pune November 8,9 & 10, 2022

PUNERI SWAGATAM- FLO Annual Interstate Meet was organised at Pune. The 3rd Governing Body Meeting was also organised on November 8, 2022.

Pune Chapter curated an array of intellectually stimulating conversations, exhibition and bazaar of traditional products, series of social events with traditional Maharashtrian cuisine and beyond. An offsite to Shirdi was organised, followed by a visit to

Sula Vineyards, Nashik.

The Interstate Meet was addressed by Shri Narayan Rane, Minister for Micro, Small, Medium Enterprises (MSME); Brahmakumari Sister Shivani; Shri Shatrugan Sinha, Former Union Minister & Member Of Parliament; Actor Jackie Shroff; Nilesh Shah, Managing Director, Kotak Mahindra Asset Management Co. Ltd and Alina Alam, CEO, Mitti Cafe.





ENGAGEMENT WITH MEMBERS

The Red Fort Experience

April 1, 2022



Guided Walkthrough the India Art Fair 2022

April 29, 2022



Networking Session for New Members from 2021-23 at the Kiran Nadar Art Museum with a sip and paint workshop May 19, 2022



Promotion of Indian Art & Business Practices Lens on Contemporary Art Practice April 30, 2022



Jayanti Dalmia, National President of FLO participated in MSME Panel Discussion at Pragati Maidan, Delhi.



FLO DELEGATION 2022

Customary, Jayanti Dalmia, National President FLO led a delegation of 36 members to Doha, Athens and Paris between September 8-16, 2022. The multisectoral delegation had representations from sectors like Education, Chemicals and Pharma, Textile, Luxury and Lifestyle, Finance, Art.

Meeting with Qatar Businesswomen Council (QBWC), Doha

The emirate has for years sat near the bottom of the World Economic Forum's Global Gender Gap Report, which tracks gaps between women and men in employment, education, health and politics.

Qatar tops the region in gender equality, women's participation in the labour force, equality in wages in government sector and the highest rate of female enrolment in universities. Qatari women hold the highest administrative positions, including ministerial berths, take part in municipal and the Shura Council elections as candidates and are an effective partner in decision-making processes at the highest levels.

FLO delegation of 36 women called on Qatari Businesswomen Association (QBAW) which was established in year 2000 to enhance women's contribution to the economic activity which constitutes a real gain both to Qatari women and the society at large.

QBAW's Mission is to provide the platform to empower business and professional women and to unlock the potential of future generations in support to the Qatar



National Vision 2030. Fauzia Vohra - CEO & Partner, FAB Entertainment welcomed the members of both the countries for the luncheon meeting. She was instrumental in organising the meeting for the FLO delegation.



H.E Sheikha Alanoud Bint Hamad Al Thani, President, and an icon herself in her address, talked about how women of her country have come a long way and now actively participation in health, education, skilling etc. fuelling the economic growth of their country.

Jayanti Dalmia, President, FLO introduced FICCI Ladies organisation and noted that trade exchange between Qatar and India stood at \$15.3bn in the 2021-2022 financial year, women still need to make their mark in trade. She also shared that almost 15000 Indian businesses are registered in Qatar. She offered to open dialogue between the two bodies to help

women find opportunities. She proposed to use the common modalities such as capacity building & skill development programmes, advocacy campaigns, recognition of excellence by awards, research & publications on various issues related to women & business besides other aspects.

The members of both the chambers mingled and networked over lunch and shared about their work and businesses, seeking collaborations and partnerships.

The program showcased clothes, jewellery, dry fruits, art in a small exhibition created alongside.

Meeting with CEO of Qatar Airways H.E Akbar Al Baker, Doha

The FLO delegation was hosted at the Harrods Tea Rooms Doha, that celebrates Doha's historic fine teas. The delegation met CEO of Qatar Airways H.E Akbar Al Baker and thanked him for facilitating the delegation's entire travel.



Meeting with Mrs. Efraimoglou-Kounenakis at ACCI premises - Center of Entrepreneurship, Athens

FLO delegation met Ms. Sofia Kounenaki Efraimoglou the newly elected 1st woman President of the Athens Chamber of Commerce and Industry (EBEA). Mrs. Kounenaki-Efraimoglou has been President and CEO of Vivodi Telecom and President of Fortius Finance Securities S.A., companies which she both founded.

The delegation also met Christina Sakellaridis, President PEA and Members of National Chamber Network of Women Entrepreneurs (EEDERGE).

Fanis Matsopoulos, Member of ACCI Board of

Directors and a few other Members of ACCI board of directors were also present for the meeting.

Fanis Matsopoulos, Member of ACCI Board of Directors welcomed the delegation. He introduced the working of the chamber and the relation that the chamber shared with Indian counterparts. He introduced the President of the Athens Chamber of Commerce and Industry (EBEA) and Jayanti Dalmia, President FLO and handed over the mike for their address.



Kounenaki-Efraimoglou addressed the delegation and shared her admiration for an all women delegation and hoped that a close collaborate for trade and business could be established between the two countries.

Jayanti Dalmia in her address emphasised that the economic and commercial relations between the two countries continue to grow and can certainly receive a new dynamic in the near future with women playing a

crucial role in enhancing ties between both the nations. She extended an invite to the chamber to visit India.

The members of the FLO delegation introduced themselves so that the present members could connect with them based on their business interest.

The meeting was followed by refreshments which facilitated informal interaction between members.

Meeting with the Paris chamber of commerce, Paris

FLO & the Paris Chamber of Commerce share the same goal of facilitating entrepreneurship in all scales and types of business and to work as an enabling platform for entrepreneurs to discover their strengths and potential to thrive in a competitive business environment by doing things differently, successfully, and profitably.

The CCI Paris hosted the delegation of FICCI Ladies Organisation led by President, Jayanti Dalmia. The event was held at the prestigious Salle du Vitrail in the premises of CCIP Paris.

Seated on a round table, the leaders of the two sides were welcomed by Benedict Brouard, President,

CCIFI.

President of CCIP also welcomed the delegates and made a presentation outlining the work anchored by the chamber.

This was followed by a presentation by Marie Christine Oghly, president of FCEM.

Jayanti Dalmia President FLO too made a presentation describing the work done by FLO towards women's empowerment with focus on entrepreneurship development and economic enhancement of Women. She said that the objective of FLO delegation was to expand two-way trade and investment opportunities, support economic growth



and security, and promote innovation in both the India and France, especially for women.

Jayanti Dalmia, proposed to create a roadmap for

exchanging models and good lessons towards empowering women and building concrete interlinkages between women's economic empowerment and transforming social norms.



Meeting with the France India Friendship Group @ Assemble Nationale

A guided tour was organised for FLO delegation to the Assemble de Nationale. Assemble de Nationale is the lower house of the bicameral French Parliament under the Fifth Republic, the upper house being the Senate (Sénat).

The delegation met Celine Calvez, President, France

India Friendship Group. The interaction was informal yet engaging.

India- France Friendship Forum, which is to promote cross cultural ties between India and France and to provide a platform for exchange of ideas among the people from both countries.



Meeting with ASSISES DE LA PARITE

ASSISES DE LA PARITE brings together thousands of decision makers to promote dialogue, exchange, and progress towards gender equality in society and the workplace.

FLO delegation met the members of the group led by Lucille Desjonqueres, President of the International women's forum. She made an insightful presentation on the work done by the body.

The Indian side was represented by Jayanti Dalmia, President FLO and Past President Vinita Bimbhet who leads FLO's Gender Parity Index and the Diversity vertical of FICCI FLO's Greater 50.

Jayanti Dalmia, President FLO, opened the dialogue on behalf of the delegation and shared the History of FLO and initiatives towards gender parity and economic independence of women.

Past President Vinita Bimbhet shared some glaring facts on gender mainstreaming from India along with



the gender sensitization initiatives that she leads in FICCI and FLO. She also presented the copies of the report to Lucille Desjonqueres, President of the International women's forum.

There was free interaction and discussion on the beautiful rooftop of EPOKA in Paris.



Dinner Reception hosted by the Indian Embassy in Paris

Dr. Praffulchandra Sharma, Deputy Chief of Mission hosted the FLO delegates over dinner at the Indian Embassy.

Dr. Sharma was introduced to each member of the delegation by the Executive Director of FLO, Rashmi Sarita. After personally engaging with each delegate, he formally welcomed the delegates and also introduced the eminent women of Indian origin. The embassy had invited them to meet the delegation along with the officials of the Indian Embassy.

Jayanti Dalmia, President FLO in her address thanked him for his support and guidance in making the itinerary for Paris for the FLO delegation.

Rekha Lahoti, GB member FLO and in- charge for the FLO delegation itinerary for FLO delegation 2022 joined in to convey her gratitude to Dr Sharma.

She thanked Deepanshu Khurana, Second Secretary (E&C) for his support along with his other teammates.

The delegation proceeded to visit the Eiffel tower after a delicious Indian dinner.



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