



(L to R) Smt. Indira Dutt, Vice President FLO, Mr. Kantikumar R Podar, Incoming President, FICCI, Smt. Usha Narayan, Wife of the Vice-President of India, Hon'ble Shri K.R. Narayan, Vice President of India, Smt. Shubhra Gupta, President, FLO and Smt. Shipra Chatterjee, Secretary, FLO



Annual General Meeting of FLO, 12th Oct. 1992 (L to R) Smt. Indira Dutt., Incoming President, FLO, Mr. Kantikumar R Podar, Incoming President, FICCI, Smt. Shubhra Gupta, Outgoing President, FLO, Dr. V.L. Dutt, Outgoing President, FICCI, Mr. M.M. Luther, Ex -Secretary General, FICCI and Smt. Shipra Chatterjee, Secretary F

FICCI LADIES ORGANISATION



FLO

10th ANNUAL SESSION

FEDERATION HOUSE, TANSEN MARG, NEW DELHI-110001



राष्ट्रपति के उप प्रेस सचिव

Dy. Press Secretary to the President

No. F.2-M/93

राष्ट्रपति सचिवालय

राष्ट्रपति भवन

नई दिल्ली-110004

President's Secretariat

Rashtrapati Bhavan

New Delhi-110004

September 23, 1993

Dear Smt Dutt,

The President of India, Dr. Shanker Dayal Sharma is happy to know that the FICCI Ladies Organisation, New Delhi is holding its 10th Annual Session in the first week of October, 1993.

The President sends his greetings to the organisers as well as the participants and wishes the Session all success.

Yours sincerely,

(A.P. Frank Noronha)

Smt Indira Dutt,
President,
FICCI Ladies Organisation,
Federation House,
Tansen Marg,
New Delhi-110 004



P.V.R.K. Prasad
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Tel : 3015563

प्रधान मंत्री कार्यालय
नई दिल्ली 110 011
PRIME MINISTER'S OFFICE
NEW DELHI 110 011

Dear Ms.Dutt,

The Prime Minister sends his best wishes to the FICCI Ladies Organisation on the occasion of its Annual Session. The Prime Minister is happy to learn that the FICCI Ladies Organisation has been active in promoting the cause of women entrepreneurs and professionals.

With regards,

Yours sincerely,


(P.V.R.K. Prasad)

Ms. Indira Dutt,
President,
FICCI Ladies Organisation,
Federation House,
Tansen Marg,
New Delhi.



FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY

FEDERATION HOUSE, TANSEN MARG, NEW DELHI-110 001

KANTIKUMAR R PODAR

President



M E S S A G E

I am delighted to note that FICCI Ladies Organisation (FLO) is holding its Tenth Annual Session on 8th October 1993. The Organisation has been taking up a variety of socially and economically relevant programmes.

FLO has been making useful contribution in the development of entrepreneurship among women. Its two six-weeks Entrepreneurship Development Programmes sponsored by the Small Industries Development Bank of India (SIDBI) and the Indian Bank have been a great success. Under its auspices a trade delegation of women entrepreneurs also visited Germany and USA.

The social out-reach programmes organised by FLO in Dakshinpuri - a slum area of Delhi, for under privileged women is a step towards integrating women into the mainstream of national life.

I can say without any hesitation that FICCI is proud of FLO as it has added to the glory of the Federation. My sincere compliments to President Smt. Indira Dutt.

I wish that in the years to come FLO will increasingly take up larger responsibilities and achieve still higher stature and greater recognition.

October 2, 1993


(KANTIKUMAR R PODAR)



FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY

FEDERATION HOUSE, TANSEN MARG, NEW DELHI-110 001

DR BANSI DHAR
President



M E S S A G E

I am happy to note that the FICCI Ladies Organisation (FLO) has completed a decade of its fruitful existence and its tenth annual session will be held on 8th October 1993. Since its inception, promoting and nurturing the spirit of entrepreneurship and managerial excellence among women has been the primary objective of FLO. Its activities also encompass the socio-economic advancement of women.

Last year, apart from carrying along with its schedule of activities, FLO organised programmes aimed at forging of international relations and furthering the trade and investment relationship between Indian women entrepreneurs and their counterparts abroad. Special programmes designed to give a better understanding and appreciation to women entrepreneurs of the changing economic environment were also organised.

FLO recognises the multi faceted role a woman in today's world has to perform. Towards meeting this requirement of the women, FLO organised a number of programmes on socially relevant issues.

The FLO has truly emerged as an organisation fulfilling every need of the Indian women. My sincere compliments to Mrs Indira Dutt, President FLO and her team.

I wish FLO greater success in the years to come.

4th October 1993.



(Bansi Dhar)

FOREWORD

We are living in interesting times today. Countries have either divided or integrated. Nations are either facing civil war and internal strife or are embarking on wars outside their territories. A wind of change is sweeping across the world and no socio-economic or political institution can remain unaffected. If institutions and nations are to survive, they have to adopt, adapt, and assimilate knowledge, skills, and technology to keep pace with the changing times.



Marriage is only a part of a man's life, said the poet Byron, who went on to add, that marriage was the complete life of a woman. Though nurturing children and people is the nature of woman, she must also be given opportunities to use her talent, education and skill. Education and occupation are now opening new frontiers for women. After all, they form about half the population in India and this vast human resource must not be left untapped. In fact, this last decade of the twentieth century could well be the decade of Women Resources Development (WRD) !

From 1975 onwards with the International Year of Women at least a new awareness of women

has been growing in the world at large and India in particular. But this does not mean that a woman has all the individual freedom and societal freedom to do what she wants. She faces pressures and constraints both from within the family and externally from society also. If she has the courage and conviction to break away from the shackles of superstition, custom and tradition, she may often have to face other hurdles.

The Indian woman is slowly foraying into entrepreneurship. FLO has been actively promoting EDP programmes to help all interested women. This year I have attempted to have programmes to increase the general knowledge, awareness and sensitivity of women. I have also attempted to have special skills development programmes. The Government can also help by promoting special training programmes and by giving preferential treatment in allocation of finances, sheds, raw materials etc. A long term strategy has to be worked out to give support to women discharging the many roles of wife, mother, entrepreneur etc. Programmes need to be designed considering the widely different constraints, problems and requirements that women from different socio-economic groups face in different parts of India. What is the need of the hour is a multi-pronged strategy to enhance women's work and to attenuate the barriers put in the path for her progress.

The mass media which is so popularly present in today's society could be one of the major forces to aid women. Many a time the mass media is also a party to hindering women's progress. Sterotyping and gender prejudices are projected and perpetuated in the media. Women are used only as accessories to increase the glamour of advertisements from a wide range of products from tyres, scooters to cigarettes. A separate

channel can even be allotted only for women's marketing, advertising, quality control and other areas which could increase her knowledge of business and industry. Cooking, cosmetics, jewellery, fashions, textiles, baby care, health care programmes could also be telecast to supply information which a busy modern women cannot get otherwise.

All these facilities of incentives and programmes can only come from without. But a woman's greatest strength must come from within herself - her own courage of conviction, steely determination and tenacity of purpose.

We are the "better" half of the population! Society and the world at large can thus gain from the influx of our productivity. Let us show the world that we have commitment, competence and congruence to face new challenges.

The ensuing pages contain the details of our programmes for the year 1992-93. Considering the potential and challenges ahead of us, I agree we have to work hard to achieve our goals.

I would like to place on record my deep sense of appreciation for the cooperation I have received from Mr. Kantikumar R Podar and Dr. Bansidhar immediate Past President and President respectively. I am indeed grateful to the FICCI Committee for its support & cooperation. The Governing Body members had extended their excellent support & cooperation during my tenure. The new Sub-Committees which have been formed in my tenure also extended their full cooperation. I am very grateful for the advice & support received from all the Past Presidents, Vice President, Mrs. Madhu Kanoria & Treasurer Mrs. Neelam Mohata. I am indeed, grateful to Mr. M C Gupta, Secretary General, FICCI, for the excellent support he had extended to me. I had received valuable support from Mr. M M Luther, Ex-Secretary General of FICCI. My sincere thanks to Mrs. Shipra Chatterjee in making this year's programmes successful. My sincere thanks also to Mr. Joseph Thachil for the media support for our programmes. I am grateful to all of them.



(V.L. Indira Dutt)

October 8, 1993

FLO Awards and their Recipients

1983

Award for Outstanding Woman Entrepreneur

Mrs Beena Jain, Production Organiser of the Jain Laboratory, Mathura, was given the award for her contributions in the field of export promotion.

Award for Outstanding Woman Social Worker

This award was given to Mrs Arunaben Desai for her contributions to emancipation of women, rehabilitation of destitutes and children, etc.

1984

Award for Outstanding Woman Professional

Dr.(Mrs) Rani Siromoney was given the award in recognition to her significant contribution in the field of Modern Mathematics

Award for Outstanding Social Welfare Institution for Women

The Shradhanand Mahila Ashram, Bombay was given the award for the commendable services rendered by it to needy women and children for nearly six decades.

1985

Award for Outstanding Woman Entrepreneur

Mrs Shahnaz Hussain, a pioneer in herbal beauty treatment was given the award in recognition of her outstanding initiative as a woman entrepreneur.

Award for Outstanding Woman Social Workers.

Mrs. V. Veerammal, a noted social worker, was given the award in recognition of her outstanding contribution in social work.

1986

Award for outstanding Social Welfare Institution for Women

Bal Rashmi Society which was created with the objective to serve the downtrodden and economically backward classes, mainly Harijan children, received the Award.

Award for Outstanding Woman Entrepreneur/Professional

The jury decided not to give the Award.

1987

Award for Outstanding Social Welfare Institution for Women

Mrs. A.C.Krishna Rao, Madras, received the FLO Award for 1987 in the field of outstanding Social Worker. Her nomination was sponsored by Addison and Company Limited, Madras.

Award for Outstanding Woman Entrepreneur/Professional

The jury decided not to give the Award.

1988

Award for Outstanding Woman Professional

Mrs Aditi Syam received the FLO Award for 1988 in recognition of her significant contribution in the

field of Public Relations, Education and Research.

Award for Outstanding Social Welfare Institution for Women

Shramasahkar Mahila Sangha Ltd received the FLO Award for 1988 for the commendable services rendered by it to women who are mainly from the lower strata of society.

1989

Award for Outstanding Woman Entrepreneur

Mrs. Rita Singh, Managing Director of MESCO group of industries receives the FLO Award for 1989 in recognition of her outstanding contributions as a Woman Entrepreneur. She is a leading manufacturer and exporter of leather garments, shoes and shoe uppers.

Award for Outstanding Woman Social Worker

The cash Award of Rs.11,000/- was shared by Mrs. Donna Fernandes, Bangalore and Ms. Renana Jhabvala, Ahmedabad.

Mrs Donna Fernandes took keen interest and helped victims of bride burning, rape, wife beating and child abuse by giving counselling legal and medical help, employment and shelter facilities to them.

Ms Renana Jhabvala is the Secretary of SEWA. A Harvard graduate, she has played a key role in extending SEWA's trade union work among women at grassroot level. She also has done commendable work in organising the women in the informal sector.

1990

Award for Outstanding Woman Professional

The FLO Award for Outstanding Woman Profes-

sional was shared by Mrs. D.Lakshmi, Bharat Electronics Limited, Bangalore and Dr.(Mrs.) Rugmini Sankaran, Director of the Defence Food Research Laboratory, Mysore.

Mrs. D.Lakshmi received the FLO Award for 1990 in recognition of her outstanding work in the field of computer simulators. She has contributed at a high professional level in a field where very few women have been working. Her work has been applied in several fields including navigation.

Dr.(Mrs.) Rugmini Sankaran shared the FLO Award for 1990 in recognition of the outstanding contribution in the field of microbiology and milled products. She has made a very important contribution in evolving microbial criteria and standards in processed foods.

Award for Outstanding Social Welfare Institution for Woman.

The jury decided not to give the Award this year.

1991-92

Award for Outstanding Woman Professional

This year's FLO Award in the field of Outstanding Women professional has been given to the following:

1. Mrs. Lakshmi G.Menon.
Chairman & Managing Director
Hindustan Teleprinters Ltd.
Madras.
2. Mrs. D.B. Baldawala
Director
Industrial Boilers Ltd.
Bombay.

Both these women have done excellent work for their respective industrial enterprises.

Mrs. Lakshmi G.Menon, B.Sc., DMIT (Electronics) is responsible for formulating, specifying, tendering and evaluating the prestigious Gate-

way Digital Switching System of VSML. She has to her credit planning, installation, testing and maintenance of SPC computer controlled exchanges of VSML including telex, telegraph, telephone and data exchanges.

Mrs. D.B.Baldawala has achieved excellence in her business career which includes marketing and the finalisation of contracts and projects. Mrs. Baldawala is acknowledged as one of the pioneer leaders in boiler manufacturing industry. She looks after managerial and technical side of her Organisation as well. This includes marketing and finalisation of contracts and projects. She has been successful in exporting boilers to countries such as Tanzania, Zambia and Vietnam. She has also entered into collaboration with Bharat Heavy Electricals Ltd.(BHEL) for manufacturing Fluidised Bed Combustion Boilers which is latest world technology in coal-fired boilers.

1992-93

Award for outstanding Woman Social Worker

The eminent jury this year has decided to present the Outstanding Woman Social Worker Award to Mrs. Jayalakshmi, Secretary, Multi Purpose Industrial Cooperative Society Limited, Bangalore.



Mrs. Jayalakshmi

Mrs. Jayalakshmi with deep commitment to the cause of socio-economic welfare of downtrodden having a particular concern to women and children, is relentlessly striving for over 45 years of her life. Her concerted action created a large awareness and health consciousness among the people. Apart from this she has organised people, stressed on health and education, strived for infrastructure development, imparted need based training, promoted self employment, fought vigorously women exploitation and social vices. She is awarded "Paul Harris fellow" by International Rotary Club and by Camrose International, Canada.

Members of the Jury

1. **Mr. Justice P.N. Bhagwati**
Former Chief Justice
Supreme Court
2. **Dr. M.S.Swaminathan**
Chairman
M.S. Swaminathan Research
Foundation
3. **Mr. J.P. Gupta**
Ex-Chairman
Union Public Service Commission
4. **Prof. G. Ram Reddy**
Chairman
University Grants Commission
5. **Dr. S.K. Joshi**
Director General
Council of Scientific and Industrial
Research.
6. **Mr. Kantikumar R Podar**
President
Federation of Indian Chambers of
Commerce and Industry

Smt. Sunanda on "Stress Management" at the Sindhoori Hotel, Madras : 30 October 1992

Women in India are taking great strides towards economic and social betterment, said Mrs. V.L.Indira Dutt, President, FLO in her first programme at Madras on 30 October, 1992. Dr. Prathap C.Reddy, Chairman of the Apollo Hospital Enterprises in inaugurating the programme said that if organizations are not managed effectively then they are not likely to progress. Similarly if the body develops health problems the individual is not likely to progress.

Hence individual and corporate management is the key to success. Smt. Sunanda, D/o. Sri A. Parthasarathy, Vedantin deliberated on the sustained efforts of people in the West to achieve industrial growth through hard work and in this process they became a prey to stress. The Vedantic ways of self-discipline and self-examination have proved to be a time-tested method of stress management.



(L to R) Dr. Prathap C. Reddy, Inaugurates; Mrs. V.L. Indira Dutt, President, FLO, Smt. Sunanda, Mrs. Maya Reddy, Mr. J. Prasad Davids, Secretary, Southern India Chamber of Commerce

Dr. K.P. Misra, on "How to Prevent Heart Attacks" at the Federation House, New Delhi : 6th November 1992

Due to a variety of reasons women were also becoming prone to heart attacks and this provided the motivation in inviting an eminent Cardiologist to advise FLO Members, said Mrs. Indira Dutt, President.

Punctuated with quotations in Sanskrit and laced with humour Dr. Kavi. P. Misra M.D., FACC(USA), FISE(IND) FCCP(USA) a leading Cardiologist,

made an audio/visual presentation on the causes and methods of prevention of heart attacks. Rapid industrialization, modernization and changes in the lifestyle have increased the incidence of heart attack even among young people and women, who were earlier not susceptible. Dr. Misra also suggested ways and means of reducing incidence of heart attacks.



(L to R) Dr. K.P. Misra, Mrs. V.L. Indira Dutt and Mr. M.M. Luther,
Secretary-General, FICCI, New Delhi

Mr. N.C. Sridharan on Role of " Time Management " at the Indian Chamber of Commerce & Industry, Coimbatore : 14th November, 1992

Coimbatore had good potential for development of women entrepreneurs which in turn would help greater employment and income generation said Mrs. Indira Dutt when launching a new chapter at FLO at Coimbatore.

Mrs. Rajeswary Ramakrishnan, Managing Director, Jeypore Sugars who inaugurated the new chapter by lighting the lamp advised women to make the maximum use of opportunities. Mr. K.V.Balasubramanian, Managing Director, Bannari Amman Sugars inaugurating the work-

shop said time management played a vital role in augmenting productivity. Ms. Indira Doraiswamy, Deputy Director, SITRA delivering the Special Address pointed out that by excluding women from policy formulation and decision-making they were relegated mostly to the peripheral supportive activities. It was therefore necessary to analyse the causes and remedy them as far as possible. The participants of the seminar felicitated Mrs. Indira Dutt for being the first President of FLO from South.



(L to R) Mrs. L. Nagaswarna, Mrs. Indira Doraiswamy, Mrs. Indira Dutt, Mr. S.V. Balasubramanian, Mr. N.C. Sridharan, Mr. J. Prasad Davids and Mrs. Visalam Gopalan, Felicitating, Mrs. Dutt



(R) Mrs. Rajeswary Ramakrishnan, Managing Director, Jeypore Sugar Co. Ltd., Inaugurating The Coimbatore Chapter of FLO

Women delegates attending the International Chamber of Commerce - Confederation of Asia - Pacific Chambers of Commerce and Industry (ICC - CACCI) from 15 - 19 November 1992 met members of FLO at Federation House New Delhi for business meetings. To give them an insight into India's historical background the members were taken on a sightseeing trip of Delhi city.

To give an insight into India's cultural heritage the foreign visitors had a tour of the National Museum at Delhi. Mrs. Indira Dutt and Mrs. Madhu Kanoria hosted lunch for the delegates during the two day programme of FLO and ICC-CACCI which sought to forge links between women organizations in the Asia-Pacific region.

Prof. A.N. Malviya on "Aids with Special Reference to the Economic, Social and Cultural Aspects of HIV" at the Federation House, New Delhi : 1st Dec. 1992.

On the occasion of World AIDS Day, 1st Dec. 1992, Mrs. V.L.Indira Dutt, said that AIDS has entered the third phase in India and therefore greater health education and media attention should be focussed on this scourge of the modern century. Prof. A.N.Malviya, Head of the Department of Medicine, All India Institute of

Medical Sciences, New Delhi said that the fatal virus spread through sexual intercourse, blood transfusion, contaminated needles and from mother to baby. Prof. Malviya felt that it was high time that women be empowered to demand safe sex through 100 percent condom use.



(L to R) Mrs. Indu Punj, Past President, FLO, Prof. A.N. Malviya, Mrs. Indira Dutt

Workshop on Travel and Tourism

Department of Tourism - Government of West Bengal & Regional Tourist Office of Government of India at the Indian Chamber of Commerce, Calcutta : 21-22 Jan., 1993

India has a vast tourism potential with its historical monuments, ancient temples, vast beaches, game parks and other attractions which have not yet been fully exploited, said Mrs. Indira Dutt at the two day workshop at Calcutta.

Shri Subash Chakraborty, Minister of Tourism, Government of West Bengal while inaugurating

the workshop invited women entrepreneurs to enter the tourism industry. Fiscal incentives, among others were discussed in detail to encourage the women entrepreneurs. Guidelines for setting up a travel agency and important aspects of customer service were discussed in detail.



(L to R) Mrs. Beena Khaitan, Mr. Subash Chakraborty, Mrs. Indira Dutt, Mrs. S.M. Gani



(R) Participants at the 2 Day Workshop

Mrs. Indira Dutt Speaks at the Seminar on Agricultural Development in the Eight Five Year Plan Organised by FICCI at Hotel Park Sheraton, Madras : 31st January 1993

The corporate sector should offer key services and organise farmers to improve the productivity and profitability of agriculture, horticulture and agro-forestry, said Mr. C.Subramaniam, former Union Minister for Agriculture.

Dr. M.S.Swaminathan, Chairman, M.S. Swaminathan Research Foundation, in his keynote address said the ecological foundations for sustainable agriculture should be protected and underscored the importance in managing the wastelands and water resources in the country. He called for diversification of opportunities for income and employment generation in the rural areas, and highlighted the importance of value-addition to the time of rural women and landless farmers.

Dr. P.V.Shenoi, Assistant Director-General, International Crops Research Institute for the

Semi-arid Tropics (ICRISAT), said price incentives, technology and inputs were crucial for agricultural development and listed the significant contributions made by ICRISAT in improving the productivity of the dryfarms.

Mr. V.S.Aggarwal, Chairman, FICCI Agriculture, Rural Development and Social Welfare Committee, dwelling on the theme of the seminar stressed the need for irrigation management and transfer of agricultural technologies to the farmers.

Mrs. Indira Dutt, President, FLO highlighting the role of women in agriculture, especially in the plantations, pointed out the scope for export of cut-flower to European markets in winter months. Women entrepreneurs and workers had taken keen interest in producing mushrooms, algae, orchids and a host of cut-flowers, she said.

"How to Start an Export Business" **FLO in Collaboration with ITPO** **at Federation House, New Delhi : 2 - 4 Feb. 1993**

Dr. K. Kipgen, Director ITPO in inaugurating the three day training programme said that Indian entrepreneurs should determine and study the market structure to maximise their gains from exports. The stress has to be on product design, innovation, range and quality. A professional presentation with an attractive booth design along with personal communication would go a long way in marketing the product. Earlier, welcoming the gathering, Mrs. Indira Dutt said

that FLO had organized this programme with faculty drawn from IIFT, DGTD, RBI, ITPO, commercial trading houses and consultants so that the women entrepreneurs could equip themselves with the best knowledge and skills. The topics covered would not only have depth but would range widely from India's foreign trade, trade policy and procedures, export marketing, licensing and customs among others.



(L to R) Mrs. Indu Punj, Dr. K.Kipgen, Mrs. Indira Dutt.

Meeting with Mrs. Maya Choinker at New Delhi : 5th Feb. 1993

Mrs. Madhu Kanoria, Vice-President of FLO, presided over the meeting of FLO representatives with Mrs. Maya Choinker, wife of the Mongolian Deputy Foreign Minister. Mrs. Choinker stressed the need for greater interaction between women

organisations in India and Mongolia. She felt that the FLO entrepreneurship and export promotion programmes would be relevant to the women organisations in her country.

Meeting with Representatives of Australian Delegation at New Delhi : 15th Feb. 1993

Mrs. Indira Dutt presided over the meeting of FLO members with the representatives of the Australian Delegation. The Australian Delegation was led by Ms. June D'Rozario, Member of the Board, Australia-India Council. Various bilat-

eral trade issues including augmenting India's exports to Australia, tie-up with India and Australia in the fields like mining, food processing and software were highlighted at the meeting.



(L to R) Ms. June D'Rozario, Member of the Board of Australia-India Council, Ms. Alexandra Borthwick, Third Secretary, Australian High Commission and Mrs. Indira Dutt.

Inter-State Meeting of FLO Members at Madras : 24th Feb.1993

Mrs. Indira Dutt conveyed her welcome and thanks to all the FLO Members from different States, who for the first time converged to Hotel Sindhoori, Madras on 24th February 1993. The Members visited the factory of TEAM (Titanium Equipment and Anode Manufacturing Company) belonging to the Chemfab group of Companies. Recently TEAM entered the water desalination field-plants for treating seawater, brackish and waste water are under operation to produce pure drinking water. After lunch the participants saw the display of products of FLO entrepreneurs of Madras. The FLO participants then had

knowledge inputs from three speakers, Dr. Swarnakumari of Apollo Hospitals spoke on how early cancer detection in women gives 100% cure. Mrs. Alice Mathew, Indian Bank, gave a description of the financial schemes available for women entrepreneurs. Mrs. Ravindranath, Business India, discussed the current problems in the country and the role women can play for a better future. A dance demonstration by Lakshmi Viswanathan and a dinner hosted by Preetha and Suneetha Reddy, Madras FLO Members brought to an end an eventful meeting.



FLO Members listen to Mrs. C.H. Krishnamurthy Rao,
Chairman Chemfab Group of Companies



FLO Members look at products displayed at Madras

Symposium of Union Budget 1993-94 at Madras : 3rd March 1993

Smt. Indira Dutt in welcoming the FLO Members said that women should update themselves with the current events in the business, economic and political fields. Sri. S.Rajaratnam, Tax Management consultant said that the tax holiday given to power generation companies for five years from the date of commission will hardly serve any purpose as any company in the power sector is unlikely to be able to generate surplus for several years. Mr. K.R.Ramamani, Senior Advocate said that the lowering of tax on foreign

financial institutions amounted to hostile discrimination against Indian investors though this step might have been warranted by provisions of bilateral double taxation agreements. Mr. S.Nandagopal, Senior Partner of Brahmayya & Co., said that despite near unanimous decisions of several High Courts the department persisted with its view that subsidies for backward areas should be taxed. Mr. A.R. Rao member settlement commission inaugurated the symposium.



(L to R) Mr. S.Rajaratnam, Mr. A.R.Rao, Mrs. Dutt, Mr. K.R.Ramamani



Audience at the symposium



Audience at the symposium

Interview of Mrs. Indira Dutt for Doordarshan Kendra Madras : 6th March 1993

Mrs. Indira Dutt was interviewed for a popular evening programme broadcast on prime time, Saturday evening 6th March '93. Answering the interviewer about FLO she outlined the objectives and programmes sought to be promoted by FLO. The interviewer questioned Mrs. Dutt on her Presidentship of FLO and she answered by stating that she sought to promote more knowledge and awareness among women, encour-

aged them to develop better skills and enthused them to become more sensitive about themselves and to those around them. Asked to give a message to the viewers she said women should embark on a 'quest for the best' in their personal and professional lives. If women ally themselves with other women the world's challenges can be met.

Training Workshop on "Tanjore Painting" New Delhi : 9 - 19 March 1993

Of all the arts the best is chitra or painting, quoted Mrs. Indira Dutt in inaugurating a skill development programme on Tanjore Painting at Federation House, New Delhi, 9-19 March 1993. An accomplished painter, Mrs. Dutt drew inspiration from some of the ancient texts on art and said that a good painting sets off the prowess of a master who can use his excellence in aesthetic creation to advantage by stress on pleasing stances for figures, brilliance in lines, portraiture

of emotions and grace in situations as all these gladden the eye of the person viewing the paintings. A master painter and his assistant conducted the workshop and took the participants step-by-step through the stages of outlining in pencil, sketching with a brush, preparing the board, pasting the gold leaf, embossing and colouring, till the painting on wood or glass, was finished.



Mrs. Dutt watches the master teaching the participants



Participants painting earnestly.

Symposium on Union Budget at New Delhi : 15th March 1993

Presided over by Smt. Indira Dutt and addressed by Shri D.N. Patodia, Past President, FICCI and Shri R.S. Lodha, Executive Committee Member of FICCI, Symposium on Union Budget 1993-94 was organised in New Delhi on 15th March 1993.

They dealt in detail with the implications of the Budget and how the Budget for 1993-94 was different from the earlier Budgets in terms of its focus on growth, stress on foreign investment and export.



(L to R) Mrs. Madhu Kanoria, Mr. R.S. Lodha, Mr. D.N. Patodia,
Mrs. Indira Dutt, Ms. Shipra Chatterjee.

Mrs. Indira Dutt Speaks at the Annual Convention of PRSI at Hotel Chola Sheraton, Madras : 28th March 1993

"Corporate P.R.-The change was the theme of the Silver Jubilee Seminar of PRSI held at Madras. Session III focussed on "Changing Corporate Accountability". Mrs. Indira Dutt made an audio-visual presentation on the "Responsibility towards uplifting community". Asking a rhetorical question as to why Corporations should concern themselves either with public relations or community relations, Mrs. Dutt proceeded to answer them by stating that winds of change were sweeping through the globe and that Corporations are now rationally adopting social responsibilities as corporate goals. . As Director of Fuller-KCP she used slides to outline the KCP group of Companies' attempts to extend health services by building a hospital, conducting eye surgery and cancer detection camps as well as aiding family-planning and polio-corrective surgeries. Educa-

tion is also another thrust area, with schools being built or infra-structure of existing schools being strengthened in remote villages in which the companies' factories exist. Link and by-pass roads, culverts, bridges, drinking water facilities and relief aid for fire and cyclone victims are yet another area of social service activity of the corporation. Support is extended for a comprehensive Sugarcane Research Centre at Vuyyuru and Veterinary services at Vuyyuru and Marrivada. Being the President of FLO , Mrs. Dutt said that she had seen as to how educational and economic upliftment of women is critical to the growth of the family, village and nation as a whole. Hence the Mahila Mandals in all the villages or cities in which the factories exist have been strengthened with infra-structure and programs of activities.

"Economic Reforms and Opportunities for Women Entrepreneurs and Managers" A State Level Conference of FLO with USAID Organised with Karnataka Chamber of Commerce and Industry at the Hotel West End, Bangalore : 31st March 1993

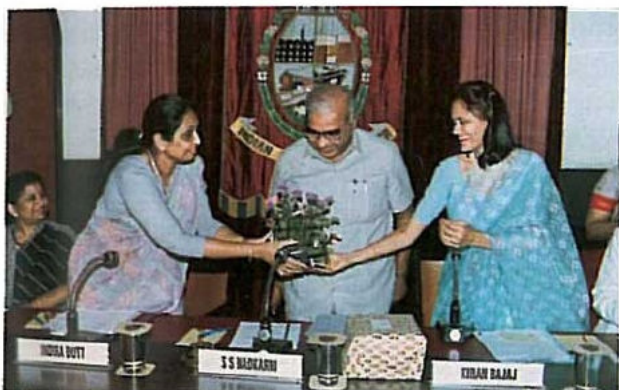
Welcoming the participants for the State level Conference to review the Governments Economic reforms and opportunities for women entrepreneurs, Mrs. Indira Dutt said that FICCI had taken up a project to study the successful implementation of Industrial Policy Reforms. The basic idea of this project is to have in-depth discussions on liberalization measures announced by the Government. FLO however expressed its reservations over the fiscal reforms and Mrs. Dutt stated that a number of things had been promised in the budget but how many of them would be carried through was doubtful. Former RBI Governor Sri. S.Venkitaramanan delivering the special address said that full convertibility of the rupee would not solve all of India's problems. India's problems have to be solved by the Indian investors and the foreign investors are only catalysts, he added. Giving the inaugural address Ms. Nagamma Keshava Murthy, Karnataka Minister for Large and Medium Industries said that not only three awards would be given from the present year to women entrepreneurs, they would also be given preferential treatment in setting up small scale industries by way of allotment of sheds, telephone facilities, land and ancillary units.

Session I on presentation of Economic Reforms opened with an audio-visual presentation by Dr.K.Sundari. Programme Director, Apex Personnel Panel, Madras, in which she highlighted the historical, cultural and now economic factors which either enhanced or hindered women's development. Ms. I.J.H.Loie, Economist, Vijaya Bank compared India's economic policies with other Asian and South American countries. Ms. Shilpa Joglekar, Correspondent, Business India emphasized that the government should take a multi-disciplinary approach towards the upliftment of women entrepreneurs as they faced familial, institutional and economic hurdles. Ms. Kiran Majumdar, Managing Director, Bio-con India Ltd., showed by example, what the contemporary Indian woman can achieve even in a modern field like biotechnology. Smt. Prabha Sekhar and Ms. Tara Ajay Singh, entrepreneurs, described the financial assistance schemes available and the difficulty of women entrepreneurs in furnishing collateral. Ms. Patricia Erdman shared her perceptions of Indian women both in USA and India and thus brought to an end the day long conference.

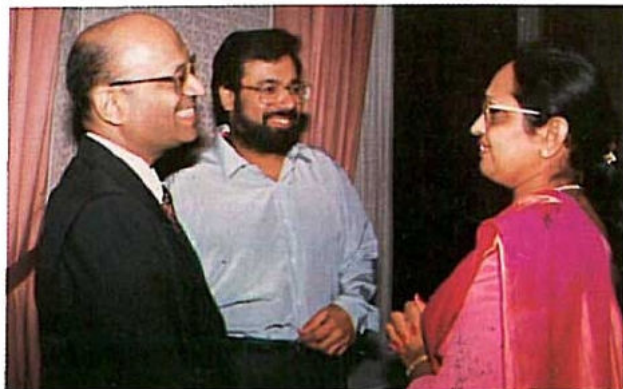
FLO-USAID Programme with Indian Merchant Chambers Ladies Wing at Bombay : 2nd April 1993

Bombay was not only the capital of commercial enterprise in India but also a centre for educational and economic enterprise, which was amply reflected in the multifaceted programmes of the IMC, Ladies Wing said Mrs. Indira Dutt and this was the motivating factor for arranging a jointly sponsored seminar on New Economic Reforms. Sri S.S. Nadkarni, Chairman Industrial Development Bank of India in inaugurating the programme highlighted the need for a new thrust to be given to boost the Indian economy. Mr. Jairam-Ramesh, OSD, Planning Commis-

sion gave a brilliant critical yet lucid presentation on the positive and negative aspects of the New economic policy which sparked a great deal of discussion among the participants. Other speakers included Mr. C.S. Venkatraman, Ms. Shilpa Joglekar and Ms. Patricia Erdman. Ms. Kiran Bajaj, Chairperson of IMC Ladies Wing outlined the various programs organized for its members. Mrs. Snehalata Podar, Governing Body Member FLO, thanked all the speakers and participants.



(L to R) Mrs. Dutt and Mrs. Bajaj Present a Memento to Mr. S.S. Nadkarni, Chairman, IDBI at Bombay



Mr. Kantikumar Podar, President FICCI with Mrs. Dutt at the Dinner Hosted by Mr. Harsh Goenka (Centre)



Participants at the Seminar

Entrepreneurship Development Programme Inaugurated by His Excellency Sri Bhisma Narain Singh, Governor of Tamil Nadu at Hotel Park Sheraton, Madras : 6th April 1993

Entrepreneurship Development Programme (EDP) for Women was being organized for the first time in Madras by FLO. Institutional support from the Small Industries Development Bank of India (SIDBI) and the Indian Bank had been sought and obtained for the purpose. Stating that Chief Minister Ms. J. Jayalalitha had extended all possible help to women entrepreneurs she hailed her proposal to offer self-employment programmes to cover one lakh women in the State.

Women are born entrepreneurs and can shine in hi-tech areas like computers, laser optics, electronics and communications said

Sri Bhisma Narain Singh in inaugurating the 6 weeks training programme. EDP is essential for employing usefully the unemployed and the under-employed. EDP's also have to be recognized as part of the objective to achieve economic progress and to eradicate unemployment.

In his special address Sri M.V., Arunachalam, M.D., Tube Investments Ltd. and Past President FICCI said that resourcefulness and skillful management were traits of women and these could be easily developed and used in entrepreneurial activity. Ms. Gita Banker of FLO proposed a vote of thanks.



(L to R) His Excellency Sri Bhisma Narain Singh,
Governor Inaugurates EDP at Madras

Andhra Pradesh Ministers Participate in Seminar on GEM Industry at Vuyyuru, Andhra Pradesh : 9th April 1993

Smt. E. Vasumati Jagannatha Rao, President of Ramakrishna Durgamba Mahila Seva Mandali thanked FLO for organizing the Seminar for gaining awareness and knowledge of the Gem industry. Mrs. Indira Dutt, President FLO, said that women entrepreneurs in the rural areas of Tamil Nadu had made an entry into this new area and had also proved to be successful. The gem industry has fetched foreign exchange of about 9000 crores in the year 1992-93. Andhra Pradesh had produced the world famous Kohinoor and she hoped that the synthetic gem industry would take root in Andhra Pradesh as it could create 1.5 lakhs new jobs in the next five years.

Sri Alapati Dharma Rao, Minister for Law and Courts and Transport inaugurated the Seminar

by lighting a lamp. Delivering the inaugural address he said that new employment opportunities are to be created in order to cater to the needs of the teeming millions. He asked the people to develop a work culture for individual and community prosperity.

Sri E. Jagannatha Rao, G.M. (Sugar Divn.) KCP Ltd., felicitated the Minister and said that India presented a paradox of India being a rich country with poor individuals. Vocations like gem cutting and polishing would help the rural poor.

The Ramakrishna Durgamba Mahila Seva Mandali felicitated Mrs. Dutt on becoming FLO President.



(Centre) Sri Alapati Dharma Rao, Minister for Law and Courts and Transport inaugurating gem industry seminar.

The first plenary session was conducted by Mr. Jaibalan of Karthic EDM Services which makes machinery for the gem processing industry and also imparts training to the artisans. Mr. Jaibalan explained the importance and need for the gem industry and that it would solve the employment problem while augmenting the income of women.

Mr. H.M. Sultan Mohideen in the second session explained that the gem industry in India is nearly 100 years old. This industry has been revived in Trichy where there are nearly one lakhs workers. Countries like HongKong, Korea, Thailand which entered the gem industry only 15 years ago have captured 85% of the world market while India's share is a meagre 0.02% ! The gem industry is

most suitable for rural women - it is free from pollution, production hazards, high technology and huge capital requirements.

In the third session the different stages of gem processing like sawing or slicing, pre-forming faceting and polishing were explained in detail. A film on gem processing was also shown. There is scope for earnings Rs. 60-70 per day by women at home itself was made known to the 200 participants of the Mahila Seva Mandali present at the seminar.

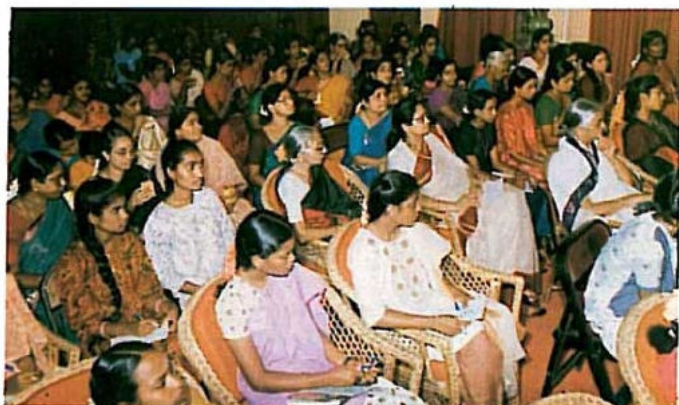
After lunch which was hosted by The KCP Ltd., the participants participated in practical demonstrations shown by the team of experts from Karthi EDM Services, Coimbatore.



Top L R The gem industry being explained to the chief guest



Members of the Mahila Mandali and experts



The large audience



Participants try their hand

Dr. George J Neelankavil on Human Resources Development - An Action Perspective at Federation House, New Delhi : 13 - 14 April 1993

In the national context a stage had come when it has to be presumed that human resources and management are synonymous, since the task of management is to manage said Mrs. Dutt inviting FLO members to participate in the two day training programme conducted by Dr. George J. Neelankavil, Director, Apex Personnel Panel and Dr. K. Sundari, Programme Director. Using videotapes and experiential exercises the participants were taken through four modules : managing self, managing performance,

managing relationships and managing growth . At the end of two days the participants after being sensitized through introspection, group discussions and lively question-answer sessions felt that self actualisation is achieved by persons who live creatively and actively, finding fulfilment in their lives. A fully functioning person is one who faces stress situations with self awareness, self confidence, flexibility and openness to all experience.



(L to R) Mrs. Madhu Kanoria, Mrs, Indira Dutt, Dr. George Neelankavil and Dr. Sundari.

FLO Delegation to Germany and USA Led by Mrs. Indira Dutt from 24 April - 15 May 1993

Germany : 24 - 30 April 1993

Travel opens our eyes and perceptions of places, people and products. If women are to get the feel of the market place the best way is to visit, experience and learn at first hand the market places in foreign countries. This was the main objective in an all women trade delegation visiting Germany and U.S.A.

Mr. K.S.Rana, India's Ambassador in Germany met the delegation on 26 April 1993 at Bonn and gave a detailed briefing on the present and future

trends in Indo-german trade. He advised the FLO members to study the consumer preference and quality standards as the German consumer was very quality conscious. After a lunch hosted by H.E. Mr. Karu Jayasuriya, Ambassador of the Democratic Socialist Republic of Sri Lanka, the FLO members visited the Gebeana Hat Factory at Wuppertal which had a turnover of DM 8 million per year. The day ended with a dinner hosted by Mr. K.S. Rana in which over 100 guests attended.



Mr. K.S. Rana, Indian Ambassador in Germany being presented a memento by Mrs. Indira Dutt at the dinner hosted at his residence.



Mr. Karu Jayasuriya, Ambassador for Sri Lanka in Germany hosted lunch at Bonn

The Association of German Chambers of Industry and Commerce (DIHT), Koln which is an umbrella organization of 83 Chambers of Industry and Commerce hosted a meeting and business lunch on 27th April 1993. The FLO delegation then met representatives of Verband Deutscher Unternehmerinnen (VDU) Koln . The German members had business interest ranging from steel roof tops, mattresses, fashion design, manufacture of dental apparatus to drugs and pharmaceuticals. It was pointed out that self employment has become the basis for German women to go out into society and fight for equality

with men. The German businesswomen showed keen interest in the samples exhibited by the FLO members. The FLO members also visited a Brauhaus or typical German Biergarten.

At Dusseldorf on 28 April 1993 Mr. Marrion Knodler, Minister for Equal Rights for Men and Women met the FLO members and discussed the various genderbased issues like equality of opportunity, equal pay for equal work etc. The Mayor of Dusseldorf, MS.A.Smeeth gave a reception to the FLO delegation.



Business meeting with DIHT at Bonn, 27-4-1993



Mrs. Dutt presents a memento to Mrs. Gudreu Lassen, Chairperson of VDU meeting, Koln.

On 29 April at Hamburg the FLO delegation met about sixty independent Lady entrepreneurs whose business interests ranged from corrugated automobile industry to heavy Industry. Mr. W.V. Der Schulenburg, Manager, Projects of OAV, Chairman, Asia Pacific Business Association stated that there should be more publicity of the existing conditions and requirements of both the countries.

The FLO delegation called on Mrs. Traute Muller, Senator of Hamburg on 30 April 1993 who said that she was interested in keeping track of legislations that had an impact on women. In spite of legislative protections women in Germany

tend to be employed in lower paid occupations than men.

Mr. S.K.Uppal, Counsellor, consulate of India in Berlin accorded a grand reception to the FLO delegation at Berlin in which Indians living in Berlin, business people, administrators and social leaders were present.

The members of the FLO delegation had opportunities to go sightseeing and visited museums, looked at the remnants of the Berlin Wall and cruised down the River Rhine before they left for U.S.A.



FLO Delegation with Minister of Cooperation at Hamburg



Meeting and dinner with independent Lady Entrepreneurs at Hamburg.



Sightseeing at Heidelberg



Mr. S.K.Uppal with FLO Members.

U.S.A., Allentown : 3 - 5 May 1993

The FLO delegation arrived at Allentown on 3rd May 1993 for a three day programme at Cedar Crest College, an independent comprehensive liberal Arts College for women founded in 1867. Initiated and sponsored by Mr. Elmer D. Gates, Vice - Chairman, Fuller Company and under the able guidance of Dr. Dorothy Blaney, President Cedar Crest College the FLO delegation toured the campus and met distinguished alumnae of Cedar Crest College at dinner at the Tomkins Centre.

The second day, 4 May 1993 started with a slide presentation by Dr. K. Sundari, Professor from

Stella Maris College, Madras University on the culture of India, the evolution of language and literature, dance, music and religion in India over an incredible five thousand year span. This was followed by a panel discussion in which Mrs. Indira Dutt spoke on Indian women in Industry ; Mrs. Anuradha Khanna discussed Indian women and education ; Mrs. Sudha Jhunjhunwala, Past President FLO traced the evolution of Indian women in Politics ; Mrs. Chander Talwar spoke on Indian women in science while Mrs. Indu Punj, past President FLO described the role of Indian women on environmental issues.



Mrs. Dutt, Dr. Sundari with Mr. Elmer D. Gates, Vice-Chairman, Fuller Company.



Mrs. Dutt with President Dorothy Blaney

After lunch with the faculty and students of Cedar Crest the FLO members visited the classrooms and had an insight into teaching in religion jewellery and metalsmithing; music and ceramics. Dinner was with multicultural student groups who hoped to gain insight into the diversity of India.

The last day, 5 May 1993 started with a video on american women's entry into many areas which earlier had been male dominated, orchestrated

by Prof. Don Stinner, Associate Professor of Business, Ms Helena Lindquist, Asst. V.P. of PR at Merchants Bank and Mr. Kathy Frazier, Prog. Director, Small Business Development Centre shared their experiences. After lunch with the faculty and students, the FLO delegation toured the Crayola factory. Dr. Dorothy Blaney, President, Cedar Crest College, hosted a dinner at her residence, presented mementos to the FLO delegation and honoured Mrs. Indira Dutt for bringing the group to Allentown.



Dean of the Student Mr. Allen, Mrs. Indira Dutt
Dr. Sundari, Mrs. Chandra Talwar, Don Stinner
and Faculty of Cedar Crest College Allentown.



Dr. Sundari, Mrs. Jane Ward (Dean of the Students
CCC) Mrs. Shipra Chatterjee, Students of (CCC)
Kavitha Dutt and Anshu on the Campus .

Indian Delegation Explores Culture and Commerce at Cedar Crest

"We are living in interesting times today," writes V.L. Indira Dutt. "If institutions and nations are to survive, they have to adopt, adapt, and assimilate knowledge, skills and technology to keep pace with the changing times."

As an educational leader in these changing times, Cedar Crest College has encouraged and promoted understanding of other cultures. In early May, the College's commitment to promoting multi-culturalism continued with the visit of Dutt, the president of the Federation of Indian Chambers of Commerce and Industry Ladies Organization, who brought her message and seven members of the Federation to Cedar Crest for the three-day Seminar on International Perspectives on Women's Leadership in Business.

The seminar was orchestrated by Don Stinner, chair of the business department, in conjunction with the delegation's visit to commercial centers in Germany and the United States. At Cedar Crest, Indian and American women were brought together to examine the social and economic aspects of the lives of U.S. businesswomen. The foreign delegation, entrepreneurs with international business interests, looked to adapt what they learn here to the Indian lifestyle. Initial contact for the visit was arranged by Elmer Gates with support from the Fuller Company.

"Their visit continues Cedar Crest's commitment to providing students with opportunities to explore and understand all cultures," says President Dorothy Gulbenkian Blaney. "This seminar also allowed the women and their western counterparts to make a connection with ideas that often go unexplored — particularly the international role women can play in commerce and entrepreneurship."

Dr. Allen Richardson, assistant professor of philosophy and religion and head of Cedar Crest's multi-cultural efforts, teaches a course on the religions of India. He says that the delegation's visit was an important tool in reinforcing the curriculum taught at Cedar Crest.



Cedar Crest student Kavitha Dutt and Dr. Sundari Krishnamurthy, a member of the Federation of Indian Chambers of Commerce and Industry Ladies Organization, chat during Cedar Crest's seminar on International Perspectives on Women's Leadership in Business.

"The seminar was an opportunity to learn from them," says Richardson, who brought several of his students to the morning session. "One afternoon the women came to my class and provided a lot of insight. There was much talk about the political climate in India and the difficulties of Indian life — not only the difficulties of being a woman, but also the common difficulties provided through their communal life and through their politics."

According to Richardson, the perspectives of the visitors were interesting because they were all well-traveled, leading businesswomen whose families have acquired considerable influence in India.

"They come from families that have risen to a place of power in India. They have begun to operate their own small businesses or sometimes work alongside their husbands," says Richardson. "And the nature of women's work in India is much more difficult than in the United States."

At Cedar Crest discussions addressed women's roles in American government and commerce. Lehigh County Com-

missioner Jane Baker '67 addressed the delegation on women in politics, while several prominent local businesswomen, all members of the Lehigh County Chamber of Commerce's Executive Women's Committee, shared insight and experiences about their roles in business.

Dutt, who is also the mother of Cedar Crest student Kavitha Dutt, has for a number of years been issuing a call to her countrywomen to arm themselves with the skills to start businesses of their own.

Her organization strives to update women's business skills, develop entrepreneurship, provide information about exporting products, sponsor business delegations abroad, and lobby governments to give women's programs greater thrust and direction. Ultimately, however, their study at the College presented the campus with the opportunity to continue expanding the cultural education of its students.

"On Tuesday one of the women, Sundari Krishnamurthy, gave a presentation of an overall view of India, its religion and cultural life," says Richardson. "All three days were a very rich cultural experience."

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* **EXTRACT FROM** *
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* **CONVERSATIONS** *
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* **Vol.4, No.1 Summer 1993** *
* **Page 10** *

Washington D. C. : May 9 - 15 1993

After being briefed by Mr. Niraj Shrivastava, First Secretary, Commerce and Ms. Meera Shanker Minister for Commerce the FLO delegation on 10 May 1993 had a meeting with the members of Small Business Administration in which Dr. Sundari made an audio-visual presentation on the new economic reforms in India. Mrs. Sudha Jhunjhunwala and Mrs. Dutt described the structural changes being brought about in India.

The FLO delegation was taken on a very exclusive tour of the Capitol by Mrs. Mary Johnston and then had lunch which was hosted by the wives of Senators. After lunch the FLO delegation met members of the prestigious National Women's Business Council, who are drawn from leading private sector and public sector organizations in the U.S. Headed by Mrs. Mary Ann Campbell, who has been nominated by President Clinton, it was pointed out that this Council reviews the status of women in business and makes annual policy recommendations to the President of U.S.A. and the Congress.

The FLO delegation had tea with Mrs. Ray and Mr. S.S. Ray, Indian Ambassador to U.S.A. and met his colleagues. Ms. Ina Ginsburg, a leading Washington journalist hosted a dinner for the FLO members at her residence.

After touring the White House on 11 May 1993 the FLO delegation attended a speech given by Justice Sandra Day O'Connor at the Meridian International Center and had lunch hosted by Ms. Meera Shankar, Minister for Commerce. The FLO delegation met Congresswoman Corriene Brown who shared her apprehensions of the gross acts of social cruelty practiced against Indian women as shown in the western media and expressed her happiness in meeting Indian women. She also expressed hope of expanding Indo-US trade and business relations.

After meeting Mr. Jeffrey Hallett at the Indo-US (JBC) Chamber of Commerce the FLO delegation attended a barbecue dinner at the residence of Ms. Esther Coopersmith, Social Worker, Political



FLO Members with Ms. Mary Ann Campbell
(third from right) -



FLO members with Mr. S.S. Ray, (on top step)
Indian Ambassador to U.S.A.

Campaigner and a delightful hostess, who alongwith the Senators' Wives presented delightful mementos to the FLO delegation.

The third day, 12 May 1993 was a very eventful day and started with a meeting of the Congressional Women's Caucus. The FLO delegation after seeing a rare exhibition of the French Impressionists attended a reception and lunch hosted by Mrs. Barbara Pryor at the Motion Picture Association. Mr. Jack Valenti, President of the American Motion Picture Association hoped that a more fruitful dialogue would emerge between the USA and India, which after Hollywood, produced the largest number of motion pictures. Mrs. Tipper Gore, Wife of the Vice President of U.S.A., who was the guest of honour, applauded Ms. Betty Bumpers and others who had so actively campaigned for immunizing all American children by the age of two. The FLO delegation was warmly welcomed and introduced after which they were invited to view "Lost in Yonkers".

The FLO delegation then had an interesting meeting with (NRI) Indian and American businessmen at the Fairfax Chamber of commerce at Virginia. After dinner hosted by

Mr. Niraj Shrivatsava, First Secretary of Commerce, the FLO delegation saw a delightful musical "Guys and Dolls" at the Opera House, Kennedy Centre.

Mrs. Indira Dutt had the proud privilege of being on the International Visitor Program sponsored by USIA, Washington and initiated by USIA Madras through USIS, New Delhi. Alongwith Dr. Sundari, Mrs. Dutt met leading administrators like Mrs. Patricia Bekele and Ms. Miranda Crowl of USAID and gained information on programs for people in developing nations.

Mrs. Dutt and Dr. Sundari also met officials of the Small Business Administration for women like Ms. Catherine Fletcher, Director of Information Service, Ms. Carol White, Acting Director of Women's Business Ownership and Ms. Colleen Allen, Export Development Specialist and Ms. Regina Tracy, Executive Director of Small Business Foundation of America. The last eventful meeting was with women officials of the U.S. Department of Labour - Ms. Cornelia Moore, Arline Easley and Roberta Mckay brought out several heartwarming similarities and differences between the lives of women in the U.S. and India.



Mr. & Mrs. Johnston (Centre) with FLO Members at the Capital

FLO Celebrated " World Environment Day "

at Madras : 5th June 1993

Tribal and village women are sensitive to environmental issues like deforestation, soil erosion, flash floods etc., as these effect their everyday life. Yet urban women have not become sensitive to the environment and should also get actively involved in community cleaning up and greening campaigns said Mr. Dutt in welcoming the experts to FLO's celebration of World Environment day at the Southern India Chamber of Commerce at Madras.

Ms. S. Geetha, Secretary Enviro Club demonstrated the use of a home adulteration kit, indigenously devised by her to help housewives to detect in tea, coffee, turmeric, cooking oil, dhal and other food items consumed daily. Since the housewife could conduct the tests at home she need not go to testing labs which are time and money consuming. Not only is the average housewife empowered now to stop buying from shops which sell such sub - standard items she can better control the quality of the food consumed by her family. The members became aware of the fact through this demonstration that the quality of life depends on the quality of air,

water and food we consume daily !

Mr. M.B. Nirmal, Founder Director of Civic Exnora, an organization devoted to cleanliness and cleaning up of civic neighbourhoods, shared his experience of cleaning Madras through organizing neighbourhoods. He found that garbage was a great democratic leveler and both the slums and up-scale neighbourhood needed to clean up their streets.

Mr. S. Shankaramurthy, Conservator of Forests, made an audio-visual presentation on the different methods used in greening not only the rural areas but also the cities. He invited women's organizations to get actively involved in this campaign.

Earlier inaugurating the seminar Dr. M. Rafi, Joint Director, Tamil Nadu Pollution Control Board said that pollution has become one of the by-products of industrialization and has to be tackled in a realistic manner before it reached horrifying proportions.

Mrs. Maya Reddy proposed a vote of thanks.



(L to R) Ms. S. Geetha, Mr. M.B. Nirmal, Mr. M. Rafi, Mrs. Dutt, Mr. S. Sankara Murthy



Ms. Geetha Demonstrating the use of the home adulteration kit.



(L to R) Ms. Miriam Guichard, Director, USIS, Madras, Mrs. Dutt and Mr. M. Rafi

Valedictory of EDP Programme at Madras : 6th June 1993

A six weeks EDP programme had been organized by FLO in collaboration with SIDBI and Indian Bank with ITCOT providing the technical and training inputs said Mrs. Indira Dutt. More than 300 applications had been obtained in response to the advertisement given in the popular dailies. The participants were selected after a screening interview by a panel and were drawn from a variegated social, economic and educa-

tional background, weightage being given to the action plans already prepared by the budding women entrepreneurs. A follow-up programme after a month was to be arranged. Many participants had already started approaching financial institutions for assistance. Mr. Thiagarajan SIDBI and Mr. Kota Krishnamurthy, Indian Bank provided advice and guidelines to the entrepreneurs.



(R to L) Mrs. Dutt, Mr. Thiagarajan, SIDBI and Mr. Kota Krishnamurthy, Indian Bank.



Mrs. Dutt hands over Certificate to an Entrepreneur.

Mrs. V.L. Indira Dutt Speaks at The World Telugu Convention and 9th Tana Conference at New York, USA : 1 - 5th July 1993

Mrs. Indira Dutt, FLO President was convenor of the Women's Forum at the Telugu Association of North America's Seminar in which nearly 8000 delegates from all over the world participated. In this session accomplished women from different fields spoke on the historical, cultural, religious and literary achievements of women and also the status accorded to Indian women in all these fields. Women experts in Yoga, Spirituality, Poetry, Social Service, Environment and Ecology also shared their views and experiences.

Mrs. Dutt then made a presentation outlining the achievements of women entrepreneurs in the southernmost State of India, Kerala as also the intrepid women of the North-Eastern Hill Regions. She discussed the governmental schemes

and strategies used by women entrepreneurs to enter the market place in Andhra Pradesh, Goa, Gujarat, Maharashtra among other places. She ended by quoting a story from ancient Indian Mythology : "When Durga was created by the Gods she had to slay Mahisasura who was older, knowledgeable and more experienced. She prayed and obtained special weapons from Adipara Sakti, Brahmini, Vaishnavi and a host of female Goddesses.

Let us take a message from this. Let all women unite, network, support and share information and skills. Let us take up educational and financial arms to slay the demons of ignorance, poverty and lack of development and show the world that we are the 'Shakti-Salinis' the true source of energy in the world".



Mrs Dutt being welcomed at the Tana Conference

Inter - State Meeting of FLO Members at Hyderabad : 16-18 July 1993

The organisers of the Hyderabad Inter-State meeting had been very resourceful in arranging a series of meetings and visits which were not only informative but also extremely interesting, said Mrs. Indira Dutt, while thanking Mrs. Lalitha Prasad and Mrs. Anjana Somany, FLO Governing Body Members. The FLO members had exposure to the rich cultural heritage of Andhra Pradesh when they witnessed a leather puppet show, Kalamkari painting demonstration and a slide show on paintings at Sainikpuri. The FLO

members visited places of historical interest like the Golconda fort, Salar Jung Museum, Charminar and Purani Haveli. Visits to the Administrative Staff College, ICRISAT and Science Museum highlighted the achievements in management, agriculture and modern science while the strides made in business was seen in the visits to the Deccan Exporters and Allwyn Watch Factory. All in all it proved to be a highly educative and enriching experience for the FLO Members.



Mrs. Anjana Somany, Mrs. Dutt, Mrs. Lalitha Prasad & FLO members at the Inter-State Meeting.

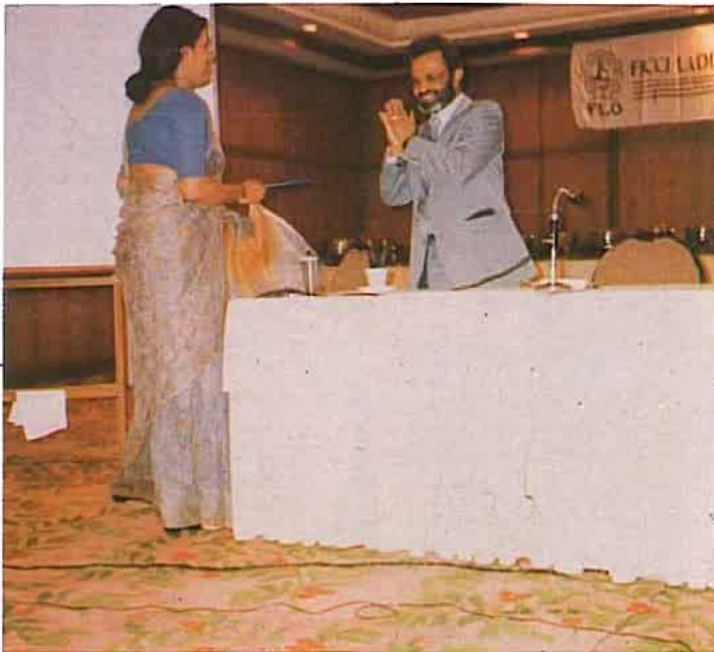


At the Golden Threshold, Arts College.

Training Workshop on Communication Skills by Dr. George Neelankavil at the Holiday Inn Krishna, Hyderabad : 19 - 20 July 1993

FLO encouraged a pro-active role for women said Mrs. Indira Dutt, while welcoming 25 members, to a two day training workshop conducted by the nationally and internationally acclaimed management expert, Dr. George J. Neelankavil. The need for women leaders to play a more meaningful role in facilitating human and organizational development was emphasized. The

need for developing effective communication skills for empowering women was therefore of paramount importance. Action-learning and feedback techniques paced the participants and at the end of two days they could speak not only with more confidence but also with more clarity and brevity.



(L to R) Dr. George Neelankavil awards prize to one of the best speakers.



(L to R) Mrs. Anjana Somany, Mrs. Indira Dutt and participants with the faculty leader, Dr. Neelankavil

Inauguration of Entrepreneurship Development Programme Jointly Organised with SIDBI and Indian Bank at Delhi : 23rd July 1993

Urging the Government to evolve a policy to help women entrepreneurs in marketing, getting finance and for improving the infrastructure, Mrs. Indira Dutt also said that certain industries should be reserved exclusively for women entrepreneurs. Also they should be given space at concessional rates by ITPO for holding exhibitions / trade fairs in India and abroad.

Mr. S.L. Kapur, Secretary, Small Scale Industries and Food Processing, in inaugurating the six weeks EDP at the Federation House, called on Women entrepreneurs to start with business

ventures which are less risky but at the same time rewarding and less-capital intensive like garments, jewellery, semi-precious stones and food processing. Giving details about the various packages being given by SIDBI, financial institutions and banking sector for women, he urged them to approach these institutions with a well prepared project report.

Mr. S.N. Kapur, Dy. General Manager, SIDBI said that the success ratio of women entrepreneurs at 47 per cent was way ahead of the national average of 32 per cent.



(L to R) Mr. S.L. Kapur, Secretary, Small Scale Industries & Food Processing, New Delhi being welcomed by Mrs. Indira Dutt.



(L to R) Inauguration of 6 weeks EDP Programme at New Delhi

Meeting with Visiting Faculty of the Fulbright Summer Abroad Programme at the Hotel Taj Coromandel at Madras : 26th July 1993

A group of 16 teachers from American Colleges and Schools are in India on a seminar "Continuity and change in India". This project of the Fulbright Foundation (USEFI) is part of the U.S. Department of Education's efforts to internationalize school and college curriculum by providing teachers with first hand experience of foreign cultures. This programme is being co-sponsored by the Ministry of Education, New Delhi.

The teachers actively questioned Mrs. Indira Dutt who had just returned after leading an all women trade delegation to USA and Germany and therefore could offer more insight into the business culture of India. Mrs. Dutt gave a profile of the FLO programme which aimed at educating, training and opening channels of employment for women. The visiting faculty continued their discussions with the FLO Members of Madras over tea at Hotel Taj Coromandel, Madras.



Mrs. Dutt Addresses Fulbright Teachers.



Visiting Faculty and FLO Members share tea and views.

Seminar on Quality Control for Women Entrepreneurs at Ramakrishna Buildings, Madras : 31 July 1993

In very early times, mankind found that it was dependent on environment for its food, clothing and shelter and the quality of the environment determined the quality of life said Mrs. Dutt, welcoming, the gathering at the Offices of The KCP Ltd. , at Ramakrishna Buildings, Madras . However as mankind slowly evolved through the agricultural and industrial ages he found that he was dependent for goods and services from different organizations and he was powerless to control the quality of these. Quality Control thus became a necessity in the ,modern age so that we are assured of good quality goods and services.

Sri S.M.Sundara Raju, UNIDO expert, using audio-visuals made a detailed presentation on the evolution of quality circles and total quality management. He showed how the emphasis is now on the customer and has shifted from its earlier focus on the product, process etc.

Sri C.Y.Krishnamurthy, Prof., Indian Statistical Institute, Madras presented case studies on how quality control was implemented by several or-

ganizations manufacturing consumer products - the most interesting being the training of women beedi/cigarette workers in Tamil Nadu and Andhra Pradesh.

Dr. K.Sundari, Prof. Stella Maris College, Madras pointed out that contribution to two-thirds of the nation's economy-both in USA and India are made by the service industries so these should also emphasize quality control. Using audio-visuals she outlined the problems in setting and attaining quality standards. For example in a hospital she said that not only is it labour intensive, various services have to be provided to the customer patient : completion time is important, the services rendered to the patient are not storable or transportable, the output is created as it is delivered and the primary benefit is not a physical product. In spite of all these difficulties, service organizations can define quality standards and evaluate whether they are being achieved.

Mrs. Nirmala Mohan Rao proposed a vote of thanks.



(L - R) Dr. Sundari, Mr. S.M.Sundara Raju, Mr. C.Y.Krishnamurthy and Mrs. Indira Dutt.

Programme on Make - Up at Federation House, New Delhi : 13th August 1993

A modern women should think - fast and accurately - like a man, work - loyally and hard - like a dog and look - elegant and fresh - as a woman, said Mrs. Indira Dutt welcoming the FLO members to a talk-cum-demonstration of make-up usage at the Federation House, New Delhi on 13th August 1993.

Ms. Monica Palta, a popular beautician had done a beauty therapy course in Switzerland.

She revealed her long experience in the field as she quickly outlined Information on contour of the face and the techniques in highlighting or playing down certain facial features.

The participants, could make the maximum use of Ms. Palta's professional expertise as they questioned her on wrinkles, under-eye make-up and other beauty and cosmetic problems.

Seminar on Holistic Health and Ayurvedic Products for Women Entrepreneurs in Collaboration with AVREFA at Coimbatore : 21st August 1993

Dr. Alexis Carrel, the famous physician who wrote the book "Man, the Unknown" marveled that "it is not sickness but health that is a miracle"! Our ancient thinkers also emphasized that health is the cornerstone of life and that is why we have "ayurveda" which is a science (veda) of health (ayuh). Everywhere else in the world we have systems of health which propagate detection and cure of diseases but here in India prevention of diseases along with promotion of health was encouraged, said Mrs. Indira Dutt in welcoming everyone at the Seminar organized jointly with the A.V.Rama Varier Education Foundation, at their office on Trichy Road, Coimbatore on 21st August 1993.

Dr. K.P.Muralidharan, Principal, Ayurveda College explained that ayurveda as a service was based on the Sankhya School of Philosophy. He said that the panchabhutas of earth, water, fire, wind and space are the five basic physical states of matter. Both man, the microcosm and the world, the macrocosm evolved out of these five elements. He went on to explain ayurvedic

principles of health and disease.

Dr. K.T.Jayakrishnan, Lecturer, Ayurveda College described the three dosas of vata, pitta and kapha and the relationship of these three dosas to the five elements. Ayurveda advises people to eat the right quantity and quality of food at the right time and it should be appropriate to the seasons in nature.

Dr. G.G.Gangadharan, Dy.Chairman, AVREFA said that there was a skewed distribution of financial resources in the Health programmes for the nation. One premier Government hospital in New Delhi received funds for one year which was equal to the total financial outlay for all the indigenous systems in all the states in India. He also pointed out that India has a very rich bio diversity but even ayurvedic physicians used only about 500 standard ayurvedic preparations. He encouraged women entrepreneurs to enter and promote ayurvedic products, which are highly user-friendly.



Mrs. Chandrasekhara Warier being thanked by Mrs. Dutt.



(L-R) Dr. K.P.Muralidharan, Dr. G.G.Gangadharan and Mrs. Dutt.

Awareness Seminar on Electronics and Telecommunication for women at the Federation House, New Delhi : 27th August 1993

As a community progresses its communication media grows and when communication media advances in outreach and technology then the community grows, said Mrs. Dutt in welcoming everyone to the one day seminar. Since the growth of communication and community are closely interlinked, India has to grow in both areas and that is why this seminar should be of interest to women entrepreneurs.

Sri. N.Vittal, I.A.S., Chairman designate, Office of Telecommunications, New Delhi said that women could benefit from telecommunication which covered a wide spectrum of communications. He suggested that women entrepreneurs could enter the manufacturing and maintenance services in the telecom industry. A world

business of US\$ 12 billions exists in bibliographic data-base services and many women in Philippines have entered this field, which Indian women should try to enter.

Mr. R.K.Srivastava, Sr. Director, Department of Electronics said that 1993 could be the watershed year for women to enter the field of telecommunications in the areas of communication technology, transmission technology and networking technology. The world telecommunication market was estimated to be about US\$ 150 billion in 1992 and is expected to grow at the rate of 10% per year to reach about \$ 360 billion by 1997, so women cooperatives and individual entrepreneurs will find this a good field.



Mrs. Indu Punj, Mr. N.Vittal, Mrs. Indira Dutt & Ms. Shipra Chatterjee.

From electronic watches, clocks to games, there was a huge domestic and international market which women should do well to enter said Mr. S.N.Zindal, Director, Dept. of Electronics. Women entrepreneurs should strive towards attaining international standards and become quality conscious, export oriented and competitive.

Mrs. S.Srivastava, Senior Consultant EIP Division, Department of Electronics described the Project Vivek Darpan wherein selected villages of Uttar Pradesh,, Madhya Pradesh, Rajasthan and Bihar, Colour Television sets

with a VCP combination, (the Sanghamitra sets) produced by ET&T, were installed and more than 900 films made by ET&T, were shown to the villagers. These films deal with social themes like women's welfare, removal of superstition, adult education and so on. This project has been found effective in encouraging women to adopt better practices for child care or better population control techniques, education etc.

After a lunch hosted by Mrs. Dutt, the participants watched Dr. S.K.Agarwal's audio-visual presentation on Telematic Infrastructure for Computer Software Exports.



Mr. Zindal being welcomed by Mrs. Punj.



Experts at the seminar.

Valedictory of EDP Programme at the Federation House, New Delhi : 2nd Sept. 1993

A large number of enquiries were being received from Indians settled abroad for importing traditional food items, Indian ethnic dresses and accessories said Mrs. Dutt sharing her insight with the participants of the six weeks EDP programme jointly organised with SIDBI and Indian Bank.

The FLO Entrepreneurship Development Programme is being attended by around 40 women, who are drawn from diverse educational, regional and social backgrounds. The selection

had been done, from over a 300 applications received, on the basis of interviews and aptitude tests.

Participants gave feed back on the training received. Some participants shared the project reports prepared by them and their hopes for the future.

The valedictory closed with the participants being invited for a follow-up programme and distribution of certificates.



Mrs. Dutt Listens to EDP participants



All the EDP participants at the Valedictory

Teleconference on "The Culture of Entrepreneurship" with the editor Ms. Brigitte Berger in Washington and FLO at USIS, Madras : 8th September 1993.

Ms. Katherine Gunning, Deputy Director, United States Information Service, Madras welcomed the participants to a book review and discussion with Ms. Brigitte Berger in Washington and Mrs. Indira Dutt President, FLO and Dr. K.Sundari, FLO Member at Madras from 6-7 P.M. on 8th September 1993.

This teleconference had been initiated with FLO by Ms. Miriam Gulchard, Director USIS, Madras and Mrs. Indira Soman, Director, Library Services, Madras.

The discussion opened with Mrs. Dutt asking Ms. Berger as to whether the cultural dimensions of successful modern entrepreneurs elsewhere could be effectively transmitted and disseminated in India. Ms. Berger replied that Indians living in South Africa, Singapore and U.S.A. had become highly successful and their success stories could be analysed for insights which could be translated into the Indian context.

The first Chapter deals with the links between the family and the community at large, the women entrepreneur in India often finds herself caught in a cleft stick between the two, how can this problem be sorted out, asked Dr. K.Sundari to Brigitte Berger. Ms. Berger replied that better family support systems, child-care facilities and more networking among women were the only

facilities that any women, playing more than one role could draw upon for help.

Mrs. Indira Dutt's next few questions centred on the extended family, the Jhia, which cultural groups like the Chinese had used successfully to become successful entrepreneurs. Due to modernization and westernization, the younger generation in India were moving away from this system and so what would Ms. Berger answer on this issue. Ms. Berger replied that many of her studies in Thailand, Taiwan, HongKong and other places showed that familial support was one of the key factors which contributed to the success of certain entrepreneurs.

Dr. K.Sundari's next few questions focused on the individual, familial, economic, financial problems of women entrepreneurs, most of which were structural problems and could Ms. Berger share her experiences on these issues. Quoting the experiences of several of her colleagues in this field Ms. Berger proceeded to throw light on these topics.

Mrs. Dutt and Dr. Sundari then proceeded to ask several questions which were contributed by the audience. At the end of the stipulated hour the programme concluded, with a feeling of experiences being shared across the oceans.

Training Course on Performance Improvement Programme (PIP) Organised by FLO with the Entrepreneurship Development Institute of India (EDII) Ahmedabad at Federation House, New Delhi from 1 - 10 September 1993

FLO had the proud privilege of being able to send about ten of its members who are entrepreneurs for a specialised training programme on PIP at the Federation House itself. The PIP training is based on the philosophy that the entrepreneurial base is getting widened and for a country still waiting for the big industrial take-off this could be a positive force. The PIP training arose from a study which had been conducted on 29 successful entrepreneurs in the 1980's by the EDII. This study provided insights that today's successful entrepreneurs do not still come largely from among the traditional business communities and castes. Nor are they necessarily the products of

elitist schools or colleges. These have gone to show that the alchemy of success is such an elusive formula that through the ages success stories have been eagerly scanned to draw inspiration, insights and lessons for the future. This is specially true of the world of business where despite the vagaries of a number of economic factors, its importance has not only remained undiminished but has also acquired an extra mystique. FLO was happy in making this training facility available to some of its members as it served as one more method of empowerment.



Mrs. Madhu Kanoria with Faculty at the PIP programme

Meeting of Madras Chapter FLO Members at the Ramakrishna Building of KCP Ltd., Madras : 16th September 1993

The Madras based members had been actively participating in all the FLO programmes, right

from the launching of the first FLO programme of 1992-93.



(L to R) Mrs. Dutt Presides over FLO meeting at Madras

Reviewing all the programmes that they attended throughout the year in South India, the Madras FLO Members on 16th September 1993 resolved

to keep their interest in FLO alive in the South in the forthcoming year also.



Group Photo of Madras Chapter FLO Members.

Training Programme on "How to start an Export Business with Special Reference to Fruits and Vegetables" at the Southern India Chamber of Commerce, Madras : 16 - 18 Sept. 1993

India is the second largest producer of fruits in the world (after Brazil) and of vegetables (after China) with an estimated annual production of over 27 million tonnes and 50 million tonnes respectively. However less than 1 per cent of the production is commercially processed. This figure is in sharp contrast to the figures of 30 per cent for Ireland, 70 per cent for Brazil and the USA, 78 per cent for Phillipines and 83 per cent of Malaysia. These and other factors, said Mrs. Indira Dutt, was the motivating force behind organizing a three day training programme in collaboration with the Small Industries Service Institute and the Southern India Chamber of Commerce, Madras from 16-18 September 1993.

The expanding market in the West for fruits and vegetables cultivated without the use of fertilisers and pesticides, needed to be tapped for improving the country's exports of fruits and vegetables, according to Mr. P. Joy Oommen, Joint Director of Foreign Trade, Madras, who inaugurated the training programme.



(L to R) Mr. S RM P.L. Subramaniam, Mr. P. Joy Oommen, Mrs. V.L. Indira Dutt, Mr. A.D. Verghese and Mrs. Maya Reddy

Speaking on the occasion, Mr. A.D. Verghese, Deputy Director, Small Industries Service Institute, said that 25 per cent of the fruit and vegetable produce of the country was being wasted due to lack of transportation and storage facilities.

On the first day the different experts explained about processing machinery, role of additives in processing, export of AGMARK agricultural products and the mushroom industry. On the second day the participants were briefed on the role of NSIC for the promotion of fruit and vegetable processing industry, FPO regulations. The practical aspects of processing Mango for exports and Soft drink manufacturing as also Papaya and Tomato were discussed. The packaging of fruits and vegetables for exports was also dealt with.

On the last day participants were taken on factory visits to : Frooti, Annapurna Foods & Beverages, Mayura Cannings and Duke's J.M. Bottlings Pvt. Ltd.



Audience & Participants at the programme.

Dr. Krishna Raman on "Medicine and Yoga" at New Delhi : 20th September 1993

FLO has been actively engaged in not only promoting the spirit of entrepreneurship and managerial excellence among women but also in taking up socially relevant and contemporary topics, said Mrs. Indira Dutt in welcoming the participants at Federation House, New Delhi. Since ancient times the practice of Yoga has been recommended as a means of discipline of the mind and body. The aim of Yoga is to develop through gradual stages a quality of mind which can perceive reality and acquire self-knowledge through the healthy functioning of the mind and emotions. Dr. Krishna Raman, MBBS, PCCP., is not only a professionally qualified physician but is also a leading exponent of Yoga, being the student of the renowned teacher Sri B.K.S. Iyengar.

Dr. Krishna Raman made an audio/visual presentation on Yoga. He said that, Therapeutic Yoga is the clinical application of the science of Hatha Yoga for various medical problems, and the correct method of practice. Yoga is a science developed to culture the human physiology, and the mind and senses. Sage Patanjali, the father

of yoga, classified the subject into eight categories yama, niyama, asana, pranayama, pratyahara, dharana, dhyana and samadhi. The metaphysical concepts can be visualised thus : the roots of the tree form the first step, yama; the trunk forms the second, niyama; the branches in various directions form the third, asana; the leaves which aerate the tree represent pranayama; the bark, pratyahara; the sap, dharana; the flower, dhyana and the fruit represents samadhi.

It was also pointed out that Yoga can effectively supplement other forms of therapy like Allopathy, Homeopathy etc. which are mainly temporary in their effects on the body. For instance, a disease like arthritis, where the alignment of the bones have to be changed, homeopathy, magnetotherapy and acupuncture relieve mainly the pain and the inflammation. Yoga realigns the skeletal structure as well. Again, in a disease like migraine, other systems alleviate the pain, but yoga promotes the blood flow to the brain which lacks the perfusion during the attack says Dr. Krishna Raman.



Dr. Krishna Raman speaks on medicine and yoga to FLO members.
(L to R) Mrs. Snehlata K. Podar, Mrs. Madhu Kanoria, Mrs. Indira Dutt, Mrs. Shipra Chatterjee.

"Bio-Technology - its Potential for the Future" at Hyderabad in collaboration with the Andhra Chamber of Commerce : 30th September 1993

Mr. D. Seetharamaiah Vice President of Andhra Chamber of Commerce Organised the Programme at Hotel Golkonda at Hyderabad on 30th September 1993, the seminar was inaugurated by Sri Mohan Kanda, I.A.S., Secretary, Agriculture and Cooperation, Govt. of Andhra Pradesh.

Women entrepreneurs should venture into new areas like bio-technology, electronics, telecommunications and other fields, said Mrs. Indira Dutt, as trainers, bankers and other experts tended to advice women to stick to traditional

ventures like papad and pickle making, dress making, jewellery and so on.

Prof. Kunthala Jayaraman, Director, Centre for Bio-technology, Anna University, emphasized that bio-technology was definitely the science for the twenty-first century. She said that Bio-technology is a true confluence of modern sciences, in which the major actors are the genetic and bioprocess engineers. Unlike most of the other streams of science here, even fundamental research leads to commercial application. Biobusiness is today a 3.7 billion



(L to R) Mr. B. Seetharamaiah, Mr. Mohan Kanda, I.A.S., Mrs. Indira Dutt at the Inaugural Session of Bio-Technology

dollar market and is growing. There are several categories of products available ranging from low value, large volume to high value, low volume products. The products are in application in agriculture, health-care, industry and environment. While biofertilizers, citric acid, high fructose corn syrup, ethanol etc. form the lower end of the spectrum, diagnostic kits for diseases, biopesticides and enzymes fall into the middle level category while anti-cancer agents like interferons, immune elevators like GMCCF, TNF, vaccines for hepatitis and AIDS etc., are the million dollar blockbusters.

Dr. Padma Sreedharan, Reader, Department of Microbiology, Osmania University spoke on "Bio-technology from Farms to Super Markets".

Case studies from various industries were presented. Mr. A.K.Sadhukhan, Vice-President, Dr. Reddy's Research Foundation presented on: "Bio Technology on Human Health Care". Mr. K.Venkataramani, T.T.K. Pharma Ltd., spoke on "Bio-degradation of Industrial Waste". Dr. K.C.Raj, Deputy Manager, Production, Stangen Immuno Diagnostics spoke on "Mono Clonal-Anti Bodies for the Health Care".

Summing up the day's proceeding Dr. K.Koteswara Rao, Transgene Biotek Ltd. thanked all the resource persons for their generous contribution of their time and knowledge. Mrs. Lalitha Prasad proposed vote of thanks on behalf of FLO. Dr. K.R.Das, Managing Director, Vantech Pesticides Ltd., hosted the Lunch.



(L to R) Mr. Mohan Kanda, Mrs. Indira Dutt and Dr. Kunthala Jayaraman in Conversation at the Programme.

Dr. Karan Singh on "Vivekananda, Aurobindo and Gandhi - Tricentennial Celebration" at the Federation House, New Delhi : 1st October 1993

There comes a moment in our lives when we must pause for a moment and take stock of where we have come from and where we are headed said Mrs. Indira Dutt welcoming Dr. Karan Singh at the Federation House, New Delhi on 1st October 1993. The world is changing at such a rapid pace that nothing seems to be permanent except change itself. At such moments and times it is good to get in touch with our cultural, ethnic and spiritual roots which was the reason for inviting such an eminent speaker.

Distinguished statesman and speaker, Dr. Karan Singh spoke on the rich contributions made by intellectual giants like Vivekananda, Aurobindo and Gandhi. Celebrating as we are the centenary of the Chicago Congress of World Religions it is well worth reflecting on the courage and conviction

with which Swami Vivekananda plumbed the depths of the Vedanta philosophy. Coming as it did at a time when the western world was rebuilding its society on its economic and industrial fronts, this clarion call from the East awoke people to become aware of the moral and spiritual fronts which have to buttressed in any society. Drawing upon the Sankhya Philosophy of material and mental evolution, Aurobinda believed that man could evolve into a superman with proper mental, ethical and spiritual discipline. Gandhi, showed by precept and practice that fortitude, courage and persistent endeavour could achieve impossible goals. All of us in India now need to understand from these giants that the greatest source of strength lies within us - ourselves, our culture, our nation.



(L to R) Dr. Karan Singh, Mrs. Indira Dutt and Mrs. Shipra Chatterjee

Dakshinpuri Projects of FLO at New Delhi

The FICCI Ladies Organisation (FLO) is a wing of Federation of Indian Chambers of Commerce and Industry (FICCI) exclusively looking after the interests of women entrepreneurs. From small beginnings this organisation has grown in dimensions and is now engaged in a wide range of activities. FLO imparts training and motivates women entrepreneurs; networks with counterparts in other countries; pursues and promotes related social causes like employment of women in industry, etc.

Apart from the main line of activities of promoting entrepreneurship and professionalism among women, FLO has been actively engaged in programmes which are socially relevant such as income generating activities for women from the weaker sections, family welfare programmes, vocational training course, etc. Quite a few women who have undergone training under FLO's guidance have set up their own units in various fields and have become self reliant.

FLO has implemented a vocational training programme in Dakshinpuri, Delhi directed at young girls and women of the weaker sections. Necessary skills have been imparted in cutting and tailoring under the supervision of a trained teacher hired by FLO. Sewing machines, Sewing Kits and other necessary infrastructure have been provided by FLO. Around 200 women have already been trained under this programme.

A typewriting training School for women at Dakshinpuri Village has started functioning. The Typewriters were donated by Mrs. Abha Dalmia, Mrs. Snehalata K. Podar, Mrs. Nima Anand and Mrs. Pushpa Singh. FICCI said they will supply two Typewriters. A Training Programme on Candle making was a new additional course added on at Dakshinpuri

The premises where the training programme sponsored by FLO is presently held are at Community Centre, Dakshinpuri, Delhi.



FLO Office Bearers and Members at the Dakshinpuri Project

"Rare at the Top : Women Achievers in Different Fields" Seminar at Federation House, New Delhi : 6th October 1993

Women in general and working women in particular face a great deal of familial, economic, cultural and other barriers said Mrs. Indira Dutt in welcoming the resource persons. Women often find it difficult to get off the sticky floor and if they manage to launch themselves into economic activity often find that they are hitting the glass ceiling. This seminar had been organized by inviting resource persons who have in their personal, professional and social lives have achieved levels which can aspire and motivate other women.

Dr. Vyjanthimala Bali, Member of Parliament (Rajya Sabha) eminent social worker and renowned dancer inaugurated the Seminar.



Mrs. Rita Singh, Managing Director of M/S. Mideast (India) Ltd., is truly a self-made first generation lady entrepreneur of the decade. Blessed with qualities of leadership not commonly found, her pioneering efforts have taken her to enviable

height and her enterprising group on the path of success. The achievement is all the more creditable as despite several set backs in her initial learning years, her never say die approach to life held her in good stead and has resulted in wide recognition of her efforts and enterprise.

Mrs. Rita Singh is actively involved in the activities of Trade and its development. She is a member of the Board of Trade Executive President of the Indian Chamber of Leather Industry, Chairperson Northern Region of the Council of Leather Exports

and member of the Managing Committee of Assocham. She also represents Industry on committees and task forces formed by the Government from time to time.

Mrs. Rita Singh has won a number of awards in recognition of her performance and contribution in the competitive field of exports, a few of which are given :

1. SHIROMANI award in 1988
2. IBC OUTSTANDING LADY ENTREPRENEUR OF THE DECADE 1978-1988
3. Inclusion in "INTERNATIONAL DIRECTORY OF DISTINGUISHED LEADERSHIP" of the American Biographical Institute of USA.
4. UDYOG PATRA for self made Industrialist by the Institute of Trade and Industrialist Dev. in 1989
5. BHARAT NIRMAN AWARD 1989 for Women for Excellence in the field of Entrepreneurship.
6. FICCI AWARD for BEST WOMEN ENTREPRENEUR 1989-90
7. COMMENDABLE EXPORT PERFORMANCE AWARD 1991-92.

Ms. Lila Tyabji addressed on "Community Development and Income generation for Rural Women". She is richly qualified to do so being Chairperson and Founder Member of DASTKAR, a Society for Crafts and Craftspeople. DASTKAR provides a variety of support services to traditional artisans; including training, product development; design and marketing and helping traditional

Indian crafts their place in the economic mainstream.



Over the past 12 years it has evolved from a part-time voluntary group to a professional organization working with over a 100 producer groups all over India. DASTKAR strongly believes in craft as a social, cultural and

economic force of enormous strength and potential. Helping crafts people learn to use their own inherent skills as a means of employment, income generation and economic self sufficiency is the crux of the DASTKAR programme.

With a brilliant academic record of Ph.D., Biochemistry from IIS Bangalore, Prof. Kunthala

Jayararnan was a Post Doctoral Associate at Indiana University, USA. A research officer at Harvard Medical School, a Fullbright Fellow at N.I.H. Washington a Maitre'd Recherche at France and a DBT Overseas Associate at New England Biolabs USA.



Starting her academic career at University of Agriculture, Bangalore, she was Head Dept. of Molecular Biology at Madurai and is now Director, Centre for Bio-Technology at Anna University, Madras.

She is working on several research programmes and has published several articles and books. She was awarded the SICO-National Academy of Sciences Award (1986) and the ICMR MOT-Iyengar Award (1986). She is the holder of a process patent for Bio-pesticides. She is a member in leading professional organizations.

Physical fitness, mental toughness, discipline, hardwork combined with sensitivity to people and issues have been revealed by women who

enter the police and Mrs. Kiran Bedi, DIG is an example of one such as she spoke on inducting socially ostracized people into the mainstream of society.

Shahnaz Hussain, thrice recipient of the "Udyog Rattan" Award is solely responsible for putting



India on the world cosmetic map. Shahnaz Hussain is unique to the extent that she is perhaps the only women in the world to use precious herbal extracts as a cure and an answer to the human need to acquire

and preserve beauty. Her singular efforts have helped to life the curtain of obscurity and mystique from herbal therapy and bring it into the realm of modern cosmetology. India has always been the home of herbal therapy and today, Shahnaz Hussain has given India her rightful place in the international cosmetic sphere.

Mass Media has become ubiquitous in modern society. On the positive side Mass Media provide news and entertainment, imparts education and promotes commerce, integration and development. On the negative side mass media propogates materialism, sensualism, commercialism, creates apathy and passive-watching among youth and glamourises violence and aggression. The effect of mass media on children is therefore an appropriate topic which is discussed by Mrs. Jaya Bachchan, Past President of the Children's Film Society of India.

In the green hills of the Nilgiris live a simple tribe, the Todas, who have preserved their ancient ways, And it is to these people that Evam Piljain has dedicated her life. Helping them revive their traditional arts and finding markers for them, Evam is passionately involved in their upliftment.

The limitation of time was the only constraint the FLO organizers faced in drawing upon topics and speakers to enlighten the FLO members.

Contemporary Indian Art in the Last Decade An Assessment by a Panel of Prominent Women in the Field : 7th oct '93

Anjolie Ela Menon



Bachelor of Arts, Delhi University. Post-graduate studies, Ecole des Beaux Arts, Paris. Exhibitions Veridian Art Gallery, New York, 1991, 1990, Festival of India, Moscow 1990; Sao Paulo Biennale 1989; Winston Gallery, Washington 1988; Algiers Biennale 1987; Eight Indian Painters, Frankfurt Book Fair 1987; Indian Women Artists, National Gallery of Modern Art, Delhi, 1986; Gallery Radicke, Bonn 1985; Retrospective--6 Years of Painting Bombay, 1988, Blackheath Gallery, 1965, Twenty-eight solo shows between 1958 and 1991 in Bombay, Delhi, Madras, Calcutta.

Mrs. Uma Jain



Mrs. Uma Jain has been a practising Lawyer at the Delhi High Court and Supreme Court of India since 1965 and married Mr. Ravi Jain, who always treated the Dhoomi Mal Gallery as a centre for promotion of Art and not a place for selling Art work. As a result of her association with Shri Ravi Jain, Mrs. Jain also got involved in the activities of the Dhoomi Mal Gallery and became a part of the Art World. After the untimely demise of Shri Ravi Jain, Mrs. Jain with her son Uday is continuing the tradition of the Dhoomi Mal Gallery.

Latika Katt



ACADEMIC QUALIFICATIONS

1966-71 B.F.A. Bachelor of Fine Arts Banaras Hindu University
1973-75 M.A. (Fine) Faculty of Fine Art, M.S. University, Baroda
1975-78 National Cultural Scholarship, M.S. University, Baroda
1981-82 British Council Scholarship, Slade School of Art, London University, London

Ms. Geeti Sen, Art Critic Spoke on Women on women.

Ms. Sharan Appa Rao, owner of " The Gallery " Madras has a large clientele in India, Europe and USA and is therefore aptly competent to talk on " Art as an Investment.

Vasundhara Tewari



Vasundhara Tewari graduated with English Honours from Delhi University in 1976. Simultaneously she studied art under Rameshwar Broota at Triveni Kala Sangam; she was awarded a Cultural Scholarship by the Ministry of Culture, Government of India for the years 1982 - 1984.

She held her first solo exhibition in 1980, at Shridharani Gallery, New Delhi and subsequently in the years 1981 and 1991. She also held solo exhibitions in the University of Illinois, U.S.A. in 1984, the Calcutta Art Gallery - 1986 and the Pundole Gallery, Bombay - 1991.

She has participated in several important group exhibitions including 2nd Biennale, Havana, 1986, 6th Triennale India, 1986, Bharat Bhavan Biennale, Bhopal 1986, 1990, 1992, 1st Biennale Algiers 1987, Eclectics in Indian art co-sponsored by Sanskriti Paristhan and Festival of France in India, 1989, Birla Akademi Silver Jubilee Exhibition, Calcutta 1992 and A Journey to Asian Contemporary Art, Museum of Modern Art, Saitama, Japan 1992.

She was awarded by the AIFACS, New Delhi in 1981, by Sahitya Kala Parishad, New Delhi in 1982, 1987, by Chandigarh Museum in 1981 and 1985, by Sanskriti Paristhan, New Delhi in 1987. She won the Silver Medal in the 1st Biennale of International contemporary Art, Algiers in 1987.



Gayatri Sinha

Born in 1957, Gayatri Sinha was educated at the Lawrence School Sanawar, at Loreto College, Calcutta where she graduated in B.A. (English Honours) and Sophia Polytechnic Bombay, where she trained in Journalism and the Mass Media.

"Linking Women Together for Entrepreneurial Success" an Exhibition of Entrepreneurs' Products at Federation House, New Delhi : 7 - 8 Oct. 1993

FLO aimed to promote interaction between women entrepreneurs as also to encourage business contact between buyer, seller and supplier by organizing a two day exhibition titled "Linking Women Together for Entrepreneurial Success" on the lawns of Federation House, New Delhi on 7 & 8 October 1993. Members and

non/members displayed and sold a wide variety of products, ranging from traditional cultural based ones to contemporary business and export oriented products.

Mr. Steven P Mintz, Deputy Director (USAID) inaugurated the seminar.

The organizations and products displayed are given below:-

Sl. No.	Company	Products
1.	Ambala's	Home Furnishings
2.	Avantika	Silver items
3.	Communico Graphique	T-Shirt with corporate messages
4.	Cover-ups	Block printed Tassar Sarees
5.	Computer Vision	Computer Peripheral
6.	Dynastic Computers	Computer hardware/software
7.	FLO Dakshinpuri Project	Ready made garments
8.	Four Access Ltd.	Plastic Moulding Products.
9.	Honey Bee Natural Products Ltd.	Honey
10.	Indo-International Ltd.	Leather Products display
11.	Kalpana's	Sarees
12.	Rustique Collections	Exclusive Salwar Kameez
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16.	Sharadadevi Sevashram Dharma Sanstha	Handicrafts
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18.	Take & Talk	Sarees, Shirts & scarves
20.	Surya Prabha	Antique Jewellery
21.	Mrs. Pilgen	Todha Products
22.	Uma Singhania	Herbal Products & Soft Drinks

FICCI LADIES ORGANISATION

Activities held during : 1992-93

S.No.	Date	Programme
1992		
1.	Oct. 12	Governing Body Meeting New Delhi
2.	Oct. 13	Meeting with Bangladesh Deputy High Commissioner Delhi
3.	Oct. 30	Smt. Sunanda on "Stress Management", Madras
4.	Nov. 6	Dr. K.P. Misra on "How to Prevent Heart Attacks" New Delhi
5.	Nov. 14	Mr. N.C. Sridharan on "Role of Time Management" Coimbatore
6.	Nov. 15-19	FLO Meeting with ICC- CACCI Members, New Delhi
7.	Nov. 19	Governing Body Meeting New Delhi
8.	Nov. 23	Meeting with Madras based FLO Members, Madras
9.	Dec. 1	Prof. A.N. Malviya on "AIDS with Special Reference to the Economic Social & Cultural aspects of HIV", New Delhi
1993		
10.	Jan. 21-22	Tourism & Travel Workshop Calcutta
11.	Jan. 31	Mrs. Indira Dutt speaks at the Seminar on Agricultural Development in the 8th Five Year Plan organised by FICCI, Madras
12.	Feb. 2-4	"How to start an Export Business" FLO in collabora- tion with ITPO, New Delhi
13.	Feb. 5	Meeting with Mrs. Maya Choinker, New Delhi
14.	Feb. 15	Meeting with representatives of Australian delegation New Delhi
15.	Feb. 24	Inter-State Meeting of FLO Members, Madras

S.No.	Date	Programme
16.	Feb. 24	Governing Body Meeting Madras
17.	Mar. 3	Symposium on Union Budget 1993-94, Madras
18.	Mar. 6	Interview of Mrs. Indira Dutt for Doordarshan Kendra, Madras
19.	Mar. 9-19	Training Workshop on Tanjore Painting, New Delhi
20.	Mar. 15	Symposium on Union Budget 1993-94, New Delhi
21.	Mar. 28	Mrs. Indira Dutt speaks at the Annual Convention of Public Relations Society of India Madras
22.	Mar. 31	State Level Conference of FLO with USAID organised with the Karnataka Chamber of Commerce and Industry Bangalore
23.	Apr. 2	FLO-USAID Programme with Indian Merchant Chambers Ladies Wing, Bombay
24.	Apr. 6	Entrepreneurship Develop- ment Programme. Inaugu- rated by His Excellency Sri Bhisma Narain Singh, Governor of Tamilnadu Madras
25.	Apr. 9	Andhra Pradesh Ministers participated in Seminar on Gem Industry, Krishna Dist. (Vuyyuru)
26.	Apr. 13-14	Dr. George J Neelankavil on Human Resources Development-An action perspective, New Delhi
27.	Apr. 24 to May 13	FLO trade delegation abroad Germany & USA
28.	June 5	FLO celebrated World Envi- ronment Day, Madras
29.	June 6	Valedictory of EDP programme, Madras

S.No.	Date	Programme
30.	July 1-5	Mrs. Indira Dutt speaks at the World Telugu Convention and 9th TANA Conference, USA
31.	July 16-18	Inter-State Meeting of FLO Members, Hyderabad
32.	July 17	Governing Body Meeting Hyderabad
33.	July 19-20	Training Workshop on Communication Skills by Dr. George Neelankavil at The Holiday Inn Krishna Hyderabad
34.	July 23	Inauguration of Entrepreneurship Development Programme jointly organised with SIDBI and Indian Bank Madras
35.	July 26	Meeting with visiting Faculty of the Fulbright Summer Abroad programme, Madras
36.	July 31	Seminar on Quality Control for Women Entrepreneurs Madras
37.	Aug. 13	Governing Body Meeting Delhi
38.	Aug. 13	Programme on Make-Up Delhi
39.	Aug. 21	Programme on Holistic Health and Ayurvedic Products for women entrepreneurs with AVREFA Colmbatore
40.	Aug. 27	Awareness Seminar on Electronics and Telecommunication for Women, New Delhi
41.	Sep. 1-10	Training Course on "Performance Improvement Programme (PIP) for existing entrepreneurs" in collaboration with Entrepreneurship Development Institute (EDI) of India
42.	Sep. 1	Past President Meeting New Delhi
43.	Sep. 2	Validictory of EDP Programme, New Delhi

S.No.	Date	Programme
44.	Sep. 8	Satelite Conference on "The Culture of Entrepreneurship" Madras
45.	Sep. 14	Governing Body Meeting New Delhi
46.	Sep. 16	Dakashinpuri Project
47.	Sep. 16-18	Training Programme on "How to start an Export Business with special reference to Fruits and Vegetables, Madras
48.	Sep. 16	Meeting of Madras Chapter FLO Members
49.	Sep. 20	Programme on Medicine and Yoga - Dr. Krishna Raman
50.	Sep. 30	Bio-technology - Its potential for the Future" in collaboration with the Andhra Chamber of Commerce
51.	Oct. 1	Dr. Karan Singh on "Vivekananda, Aurobindo and Gandhi - Tricentinnial Celeberation", New Delhi
52.	Oct. 6	"Rare at the Top : Women Achievers in Different Fields"- Seminar, New Delhi
53.	Oct. 7-8	"Linking Women together for Entrepreneurial Success" an Exhibition of Entrepreneurs Products
54.	Oct. 7	Panel Discussion on Contemporary indian art in the last Decade
55.	Oct. 8	Annual Session Hon'ble Finance Minister DR. Manmohan Singh, New Delhi.

Governing Body meeting of FLO held during the year : 1992-93

Governing Body Meeting at New Delhi	12-10-1992	Governing Body Meeting at Hyderabad	17-7-1993
Governing Body Meeting at New Delhi	16-11-1992	Governing Body Meeting at New Delhi	13-8-1993
Governing Body Meeting at Madras	24-2-1993	Governing Body Meeting at New Delhi	14-9-1993

Governing Body Members : 1992-93

President	Vice -President	Treasurer	Immediate Past President
Mrs. Indira Dutt Madras	Mrs. Madhu Kanoria New Delhi	Mrs. Neelam Mohta New Delhi	Mrs. Shubhra Gupta New Delhi

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2. Mrs. Beena Khaitan
Calcutta
3. Mrs. Jyotsna Podar
Calcutta
4. Mrs Renuka Shah
Calcutta

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2. Mrs. Sarla Himat doshi
Bombay
3. Mrs. Darshana Jeet
Bombay
4. Mrs. Snehlata K.Podar
Bombay
5. Mrs. Indrani Ray
Bombay

North

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New Delhi
2. Mrs. Chandra Garodia
New Delhi
3. Dr.(Mrs.) Manju V.Mehta
New Delhi

4. Ms. Shirin Paul
New Delhi
5. Mrs. Nargis Raj Kumar
New Delhi
6. Mrs. Sarpraveen Kaur
New Delhi
7. Mrs. Kalpana Singhania
New Delhi
8. Mrs. Anjana Somany
New Delhi
9. Mrs. Chandra Talwar
New Delhi.

South

1. Mrs. Uma Aggarwal
Bangalore
2. Mrs. Gita Banker
Madras
3. Mrs. Usha Krishna
Madras
4. Mrs. L.Nagaswarna
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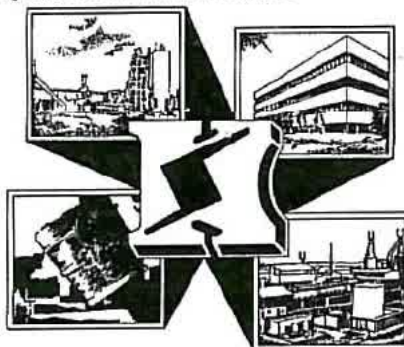
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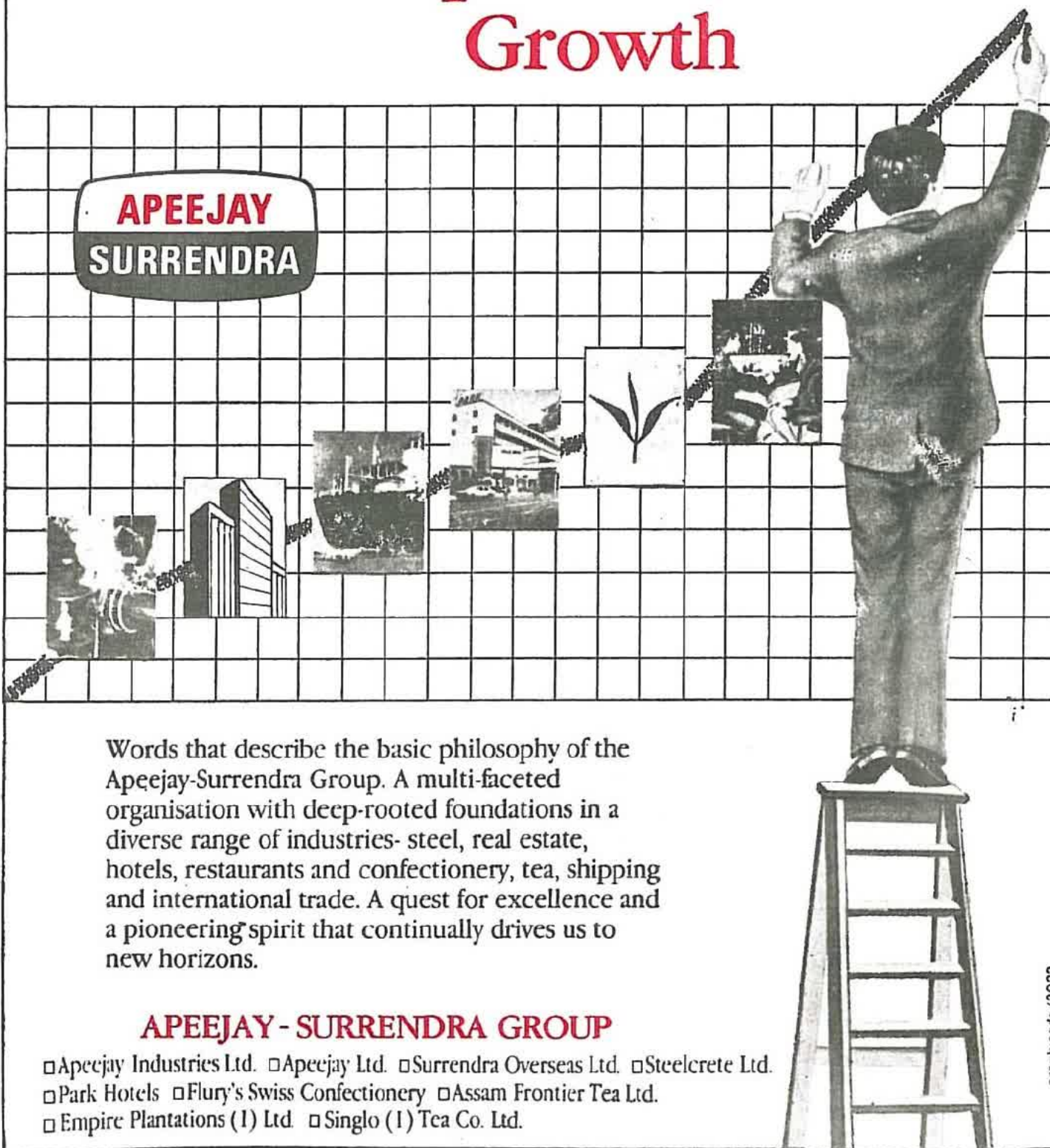


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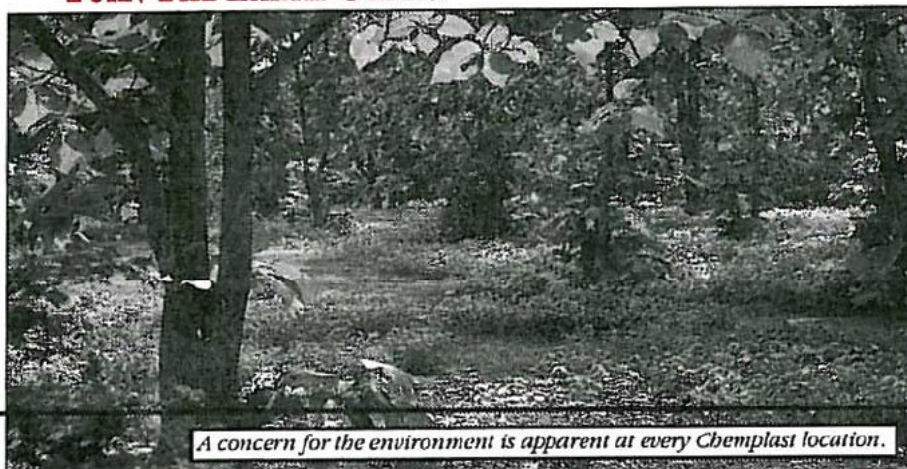
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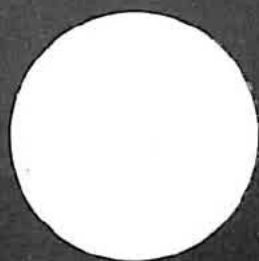
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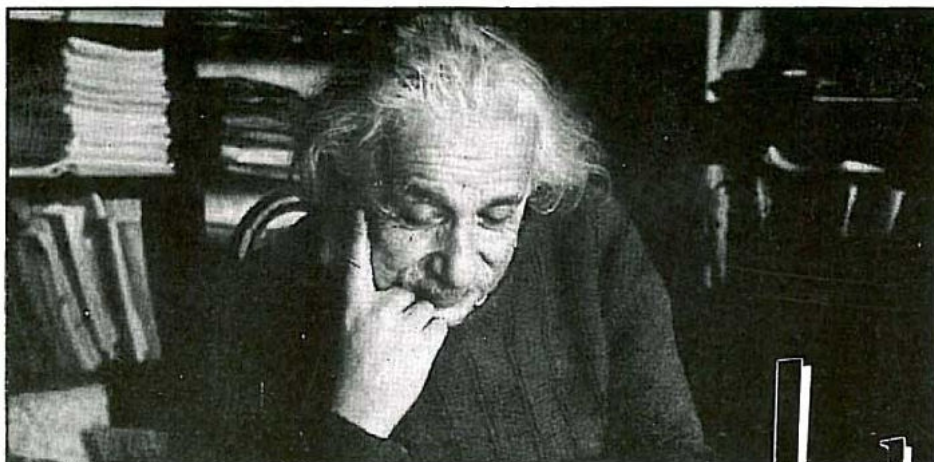
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