



Issue 1

8th December, 2021



Chembaruthi

Newsletter of the District Chairman, IWD 323

My Dear Friends in Inner Wheel,

My tenure has begun like the dramatic Chembaruthi or the multi-hued Hibiscus flower, which is prized in cultures around the world and may symbolise youth, beauty, success, glory or femininity. This seems yet another way to describe the year going by.

"Say it with flowers" they say, but this year we 'hear' the language of the flowers! The fragrance has wafted into every avenue, leaving a distinct sweetness wherever it has bloomed. Roja, Thamarai, Malligai, Saamanthi, Sampangi, Manoranjitham, Alli, Vadamalli, Vilvam, Suryakanthi, Maghizhampoo, Thulir, Thazhampoo, Lavender, Iris, Tulips, Orchids, Daffodils, Beach Aster, Parijatham and now through Chembaruthi, our flowers will bind us together in memory for many more years to come.

"Leadership is having a compelling vision, a comprehensive plan, relentless implementation and talented people working together."

It has been my dream to bring together every member of our Inner Wheel District in a service activity, because I believe that collective effort and involvement is the best way to succeed. This is my dream now bearing fruition when amazingly, we have all 1800 Inner Wheel members nurturing this magnificent flower garden with their ongoing projects every day.

Life is not only about the steps you have taken but also about the footprints you leave behind. So let us all remain united in the true spirit of the Inner Wheel tradition of Service and Friendship.

"Pink First" being the theme given by our IIW President Ebe Martinez Panitteri and "SHEROES" being the goal given by the Association President Saroj Katiyar, our focus for the year has been on promoting Women Empowerment and Gender Equality through our various programmes. These are goals which I have always personally believed in and worked towards, so the enormous thought process that has gone into putting together the projects and activities for the year have culminated in the blooming of an array of meaningful and a colourful bouquet of flowers in a very short span of time.

Unique, innovative, exciting and exhilarating is how I would wondrously describe the five months that have flown by. Projects, events, competitions, new Clubs, friendship and service have all touched new heights. The enthusiasm, synergy and fun is palpable in every meeting and event of Inner Wheel District 323 and to be at the helm of affairs in such a harmonious scenario is a privilege and possibly the best thing that could happen to any District Chairman!

"The mind is like a flower. It does not bloom without the lights of appreciation, encouragement and love." I thank each one of you for showering me with all three in abundance!

Kamala Selvam
District Chairman
IWD 323





Saadhya

Incoming Chairman's Institute 2021
on April 9th, 10th & 11th April 2021

Saadhya -the ICI at Coimbatore was a very enriching experience. From the word go we were all excited as it was to be a physical meet in these troubled pandemic times and were elated when it really happened. Meeting up with batchmates gave a 'back-to-college' feel and we immediately bonded well in the next three days.

The Briefing sessions were interesting and interactive and we diligently lapped up all the information doled out to us by senior faculty members IIWP Bina Vyas,

PAP Gomathi Viswanathan, Association CCCC Rashmi Sharma, Association President Saroj Katiyar and Association Secretary Anuradha Chandak.

The entertainment performance by the Chairmen brought out the informal and fun side to them and we felt lucky to be amongst a highly talented group of ladies.

In all it was a memorable experience and one which we will cherish for a lifetime.





Ushering in an Era of Pink

Saturday, July 3, 2021 was a pink-letter day for all of us at IW District 323, as we



witnessed a glittering and star-studded yet well-planned District Assembly "Thamarai" that ushered in Kamala Selvam as the new District Chairman for 2021-22. The previous year had called for tremendous patience and perseverance from everyone in order to reach out and serve our fellow-citizens held in the deadly throes of Covid-19. This year we look forward with renewed hope and vigour to less challenges and better times ahead.



The glitterati and dignitaries of District 323 were all there in full strength to welcome special guest Association President Saroj Katiyar, Chief Guest Meenakshi Vijayakumar, Joint Director, Fire Services, Tamil Nadu, and the delegates and special invitees. Held at Hotel Crowne Plaza, Chennai, the



meeting was a hybrid one, due to the Covid imposed limitations on the



number of guests allowed. No matter, the assembled gathering hailed every announcement with enthusiasm, listened with heartwarming attention to every speech, and applauded the incoming team with great aplomb. The colourful and meticulously planned Assembly session struck all the right notes and stayed on schedule

every stage, we can expect this year to be very special with her at the helm of affairs. Kamala is a powerhouse of energy and determination when it comes to achieving her goals and along with the Special Projects team she has planned out a whole host of flower-themed projects that would impact our environment and society.

The addresses of both Association President Saroj Katiyar and Chief Guest Meenakshi Vijaykumar were powerful and aimed at motivating the audience. Felicitations from PDC Nallammai Ramanathan for IWD 323, PDC Swarnalatha Jothikumar on behalf of the home club, DG Nirmal Raghavan of RI Dist. 3231 and President Vikram Jindal



throughout. As District Chairman Usha Saraogi demitted her post to a standing ovation, Kamala swept gracefully into her position as the 36th President with just the right blend of verve and humility that bodes well for the days to come. The Chairman's Newsletter and District Directory were also released in accordance with protocol.

Kamala Selvam, brings a good deal to the table of the District Chairman. An excellent all-rounder in both academics and extra-curricular activities, leadership came naturally to her, both in her school in Nazareth Convent in Ooty and subsequently at Stella Maris College and LIBA, Chennai.

Known for her organizational skills and passion for progress and innovation at

of RCMM, RI Dist. 3232 were followed by a humorous and candid felicitation by Rtn Selvam Alagappan on behalf of the Chairman's family. The Vote of Thanks by District Secretary Nasira was followed by the National Anthem and then a sumptuous lunch to round off a morning well spent.



Suryagandhi

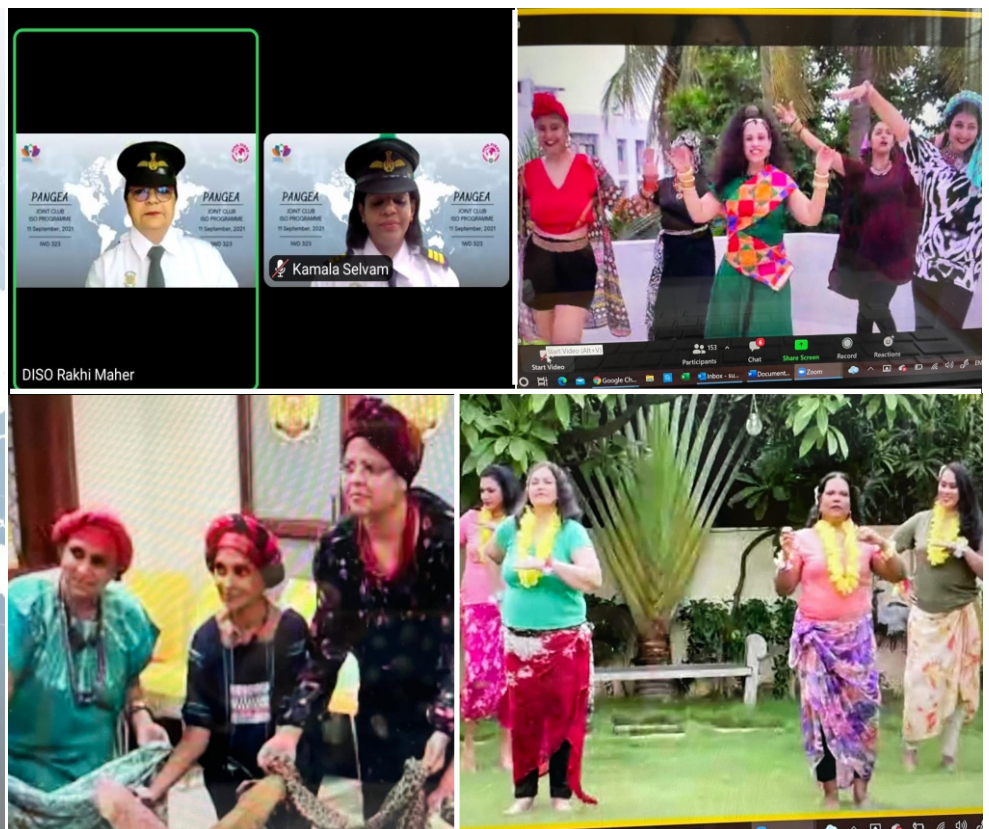


The Club officers Training institute held virtually on 5th, 6th and 7th of June with our eminent PDCs as the faculty provided the necessary inputs that the Club Presidents, Secretaries, Treasurers and ISOs needed. For the first time the manuals for the four office bearers were included in the District Directory which serves as a ready reckoner for the leaders at the Club level.



PANGEA

PANGEA - The joint ISO program saw almost 163 participants from all Clubs and this was meticulously piloted by District ISO Rakhi Maher.



***"There is no tool for development more effective than the empowerment of women."* – Kofi Annan**

As women achieve power, the barriers will fall. As society sees what women can do, as women see what women can do, there will be more women out there doing things and we will all be better off for it!

Empowerment is raising a woman's status through education, career, literacy, skill training and all the other aspects that would complement her in this mission to strengthen the social fabric of society to recognize India as a progressive nation. We do not need magic to transform our world. *"We carry all of the power we need inside ourselves already,"* said JK Rowling.

Our Pink Presidents stand testimony to this. The last six months have seen them exploring every avenue of service with a secret ingredient called passion that drives them to excellence.

Come pandemic, come rain, come storm, our Pink Presidents are out there, out of their comfort zones and the safety of their homes, braving the weather to unite as one group, one force, to radiate that compassion, understanding and giving to the hapless and bereft.

Woman Empowerment is best described in a pictorial depiction through the Language of Flowers seamlessly merging with the Association President Saroj Katiyar's acronym SHEROES.



Suryakanthi

SURYAKANTHI : like the unique Sunflower that looks up to the Sun for sustenance and to one another in it's absence, women from the marginalised section of society are being empowered to earn a dignified, sustained and independent livelihood.



Alli

We celebrate the beauty of those who identify as transgenders and our efforts to create a life of opportunities through care, healthcare and emotional support.





ROSE : The pink rose symbolizes gratitude to God for giving one the strength to conquer Cancer, to relegate the experience to the back of the mind and the resultant peace to move forward.

Apollo Proton & IWC Adyar
Cordially invite
Dt Chairman Kamla Selvam and the
Presidents of IWD 323

Awareness Program on Breast Cancer
Date: 20/10/2021
@ 3pm

Apollo Proton Cancer Centre
Cordially welcomes
Dt. Chairman Ms. Kamala Selvam
and Presidents of Inner Wheel 323
Awareness Program on Breast Cancer
DATE: 20th OCTOBER, 2021
TIME: 3.00PM - 5.00PM

Dr. Sapna Nangia
Senior Consultant
Radiation Oncology

Dr. Bhavna Sirohi
Lead
Medical Oncologist

Dr. Mangula Rao
Consultant
Oncoplastic Breast Surgeon



CANSTOP
Rose Day Celebration
22nd September
Supported by
Inner Wheel Club of Madras
Charitable Trust

INNER WHEEL CLUB OF MADRAS DISTRICT



IWC Chennai Presidency has contributed Rs.5000/- to The Adyar Cancer Institute towards raising awareness for early detection.

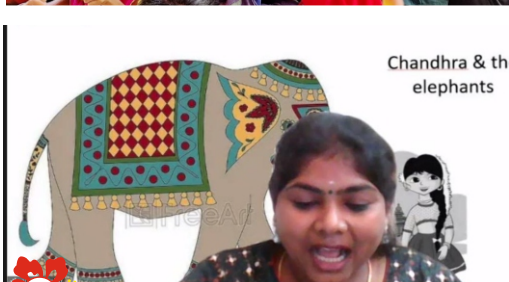


Children paint for children in Adyar Cancer Institute



Vadamalli

Vadamalli is a bright and colourful basket of fun-filled learning experiences through stories and exciting activities for children in orphanages and shelter homes to keep them engaged and connected to the world outside while helping them realize their own potential.



Spreading the wings of knowledge...

Thulir
Value Education



We focus our attention on empowering the young and budding students in Govt-aided schools, through sports and other activities that would mould and prepare them to be proud and responsible citizens of tomorrow.





Club Secretaries programme

Sustainable Cleaning solutions program by District Secretary Nasira helped to add to the momentum of Earth care and was well received by all the participants.

Sustainable Cleaning Solutions

Sep 25th 3.30pm

Workshop by Club Secretaries IWD 323

Sustainable Cleaning Solutions Workshop by Club Secretaries

TURNING KITCHEN WASTE TO BIO-ENZYMES

Saturday 25th Sep 3.30 pm

Save The Date



VILVAM : Earth Care has become a revolution in our District. Members are into terrace gardens, igniting young minds with kitchen gardens in schools, old age homes and orphanages and planting saplings and trees in abundance. Many others have taken up composting with a passion, awaiting the Black Gold in anticipation!





Spreading the ideals of Inner Wheel - Hyacinth




Bringing in happiness and comfort for the old and infirm





Mazhalai Oli 2021

Enjoy Joy of Giving



Inner Wheel District 323
Presents
Tulips
An Event For Women Entrepreneurs
4th Edition
November 27, Saturday 2021
5 PM Onwards
In the presence of Our Chief Guest
Ms. Archana Stalin
Founder, myHarvest Farms
&
Ms. Kamala Selvam
Chairman, Inner Wheel District 323
Participating Clubs
IWC Chennai President | IWC Ajoy | IWC Chennai Korattur
IWC Chennai Hattur | IWC Chennai Raylton | IWC Chennai Sengottai







Inner Wheel District 323

PROMOTELY PRESENTS

Tulips

An online exhibition to promote female entrepreneurs amidst us

IN PRESENCE OF

Saroj Katiyar
Inner Wheel Association President +

Kamala Selvam
District Chairman, District 323

PARTICIPATING CLUBS

- IWC CHENNAI VIKRAM
- IWC CHENNAI UNIQUE
- IWC MADRAS BAY CITY
- IWC MADRAS CENTRAL
- IWC CHENNAI
- IWC GUINDY

Show on 16TH Sept
4 pm onwards
Zoom ID - 8627 3155 5414
Password - IWD 323





**INNER WHEEL DISTRICT 323
PRESENTS**

Tulips

An event of our arrangements
3rd edition


16 Oct 2021
5pm to 7:30 pm

In the presence of
 Past International Inner Wheel President
 Kamala Kumarabharathi
(District Chairperson)
 Chairperson, Inner Wheel District 323




The icing on the cake on the ESO front has been the formation of three new Clubs – Inner Wheel Club of Chennai Daffodils with 41 members, Inner Wheel Club of Chennai Beach Aster with 20 members and Inner Wheel Club of Chennai Rhythm with 23 members.

Tulips virtual Inner Wheel Bazaar, an undoubted success, is a wonderful initiative wherein six participating clubs showcase the products and services of their own entrepreneurs every month. It provides a common awareness platform to connect, source and buy and is a great way for us to buy from one another before looking elsewhere.



ORCHID- THE CONFIDENT INVESTOR



A WORKSHOP ON FINANCIAL FITNESS
WITH
PIIWP KAMALA RAMAKRISHNAN

IN THE PRESENCE OF
KAMALA SELVAM
DISTRICT CHAIRMAN IJSD32

WOMEN WINGED, CLIMB ON
DIVERSITY 3.0
PLAYERS HEART GUN
CHAMPIONS GILL TEAM
CHAMPIONA BASKET
CHAMPIONA WRESTLE
CHAMPIONA CHESS

MEET US AT JOMT

MEETING 13TH, 2021 @ 06.00 PM IST
MEETING ID: 855 4524 1688
PASSCODE: 100323

*Orchid - The Confident
Business Woman*

A Workshop on

**"How to Start a
Business:"**

with
Girija Raghavan
Journalist / Entrepreneur

In the presence of
Kamala Selvam
District Chairman,
Dist 323

17TH SEPTEMBER
6PM ONWARDS
ROOM PLATFORM

Meeting ID:- 817 5098 6924
Passcode:- IWD323

PARTICIPATING CLUBS
TWC CHENNAI UNIQUE, TWC
CHENNAI VISHALAKA, TWC MADRAS
BAY CITY, TWC MADRAS CENTRAL,
TWC CHENNAI, TWC GUNDOY



Ochrid:
The Confident Business Woman
Oct 8, 2021
6 pm on Zoom

Topic:
Angel investors (Funding & Investing)

In the presence of Kamala Selvam,
District Chairman,
Inner Wheel Chapter 323

 **Vidya Ragunathan**

**Vice Chair BIG Strategy(CB),
President India Finland Business
Council WICC, District Co-
Chairperson Entrepreneurship III
District 2322, Angel Investor
with IBA Investors III
Founder Hallymalla calling & SGC
International Speaker
One of India's leading Behavioral
& learning strategist, Certified
business mentor**

Sponsoring Clubs:
IFFC Madurai
IFFC Chennai
IFFC Bangalore
IFFC Mysore
IFFC Chikmagalur
IFFC Kuvempur
IFFC Srirangapatna
IFFC Hosur
IFFC Tumkur
IFFC Bidar

Zoom details will be shared
on WhatsApp group link.

Orchid
INTEGRATED MARKETING COMMUNICATIONS

Date : 16th November | Time : 5 pm

In the presence of Mrs. Kamala Selvam,
District Chairman,
Inner Wheel District 323

Speaker
VIDHYA SRINIVASAN

Brand Building & Implementation in Retail Management and Brand Building Strategy & Implementation, Training and Mentoring, Active Rotarian and has worked on many transformational projects for the community.

Participating clubs
IWC Chemical Korattur
IWC Adyar
IWC Chemical Presidency
IWC Chemical Harmony
IWC Chemical Symphony

(Meeting ID : 8646330000) | Passcode : IWD323



ORCHID



Manoranjitham

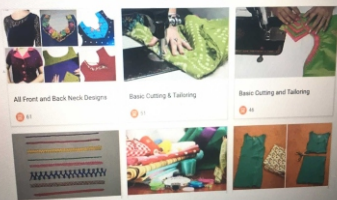
We bow with gratitude to the members of our faculty for having stood with us with willingness and commitment week on week for the last five months. MANORANJITHAM comprising of Suryakanthi, Lavender and Maghizhampoo owes it's success and reach to them.



Skill # 3 - Team work & Interpersonal s

- Interact with every member of the team - get to know professional front
- Be a Team Player – contribute to success of others
- Be yourself!
- Be Empathetic, Do Not Judge
- Seek Feedback constantly. Work on the feedback
- Find your mentor / mentors
- Take a conscious step to move out of comfort zone
- Volunteer for activities- Remember the Growth Minds

You need to transition from ME to WE



UDYOGINI LOAN SCHEME

Udyogini, meaning women empowerment, is a scheme that has been initiated for **empowering Indian women**. The scheme has been introduced under the Government of India by the **Women Development Corporation**. The funding under this scheme is granted in order to **support women in meeting their capital requirements for starting a business**.

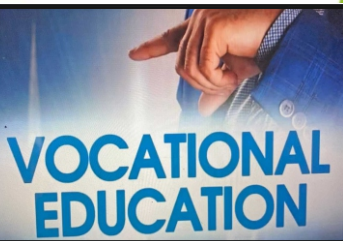
- Maximum loan granted - Rs. 300000
- Age criteria: 18 years to 55 years
- Annual income of family: Below Rs.1,50,000.
- Subsidy 30%
- No Income Limit for women who are physically challenged or widowed.
- No processing fee or collateral is required for availing loan under this scheme.
- Documents Required: Passport-sized photographs, birth certificate, Below Poverty Line Card, Aadhar Card, Caste Certificate, passbook or bank account, ration card and certification of income to avail of the loan.
- There are about 88 categories of businesses that are mentioned for which loans can be availed under Udyogini scheme.

LEARN ADVANCE EXCEL FORMULAS & FUNCTIONS



OTHER LOAN SCHEME BASIC DETAILS

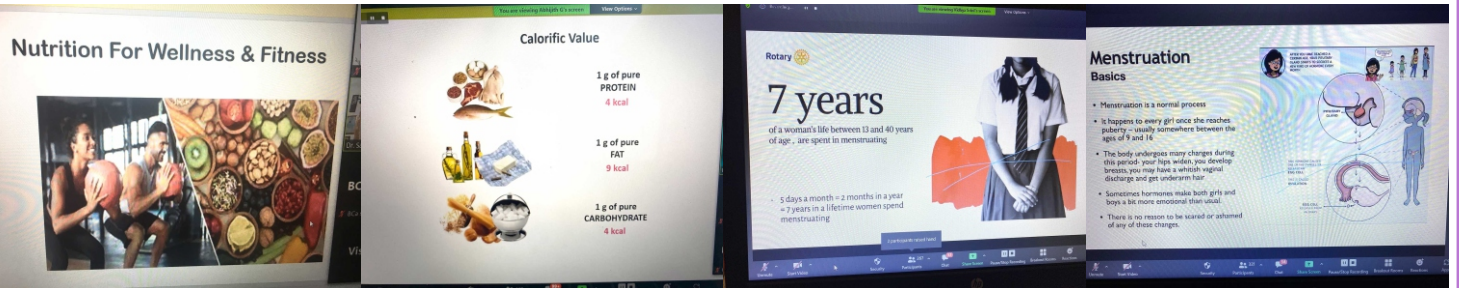
- REGP – RURAL EMPLOYMENT GENERATION PROGRAM
- KVIC – Khadi and Village Industries commission has launched REGP program for generation of employment in rural areas.
- TAHDCO – TAMIL NADU ADI DRAVIDAR HOUSING AND DEVELOPMENT CORPORATION LIMITED
- TITC – TAMIL NADU INDUSTRIAL INVESTMENT CORPORATION LIMITED
- GENERAL TERM LOAN / WORKING CAPITAL / EQUIPMENT FINANCE / BILL FINANCE
- Eligibility: Proprietorship / Partnership firms / Limited companies
- www.tisc.org



S
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Lavender



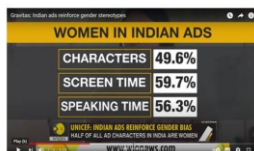
WHAT IS SEXUAL HARASSMENT?

பாலியல் வன்கொடுமை என்றால் என்ன?

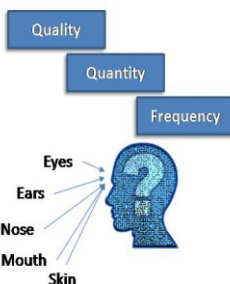
- Anything which is
1. Unwelcome advance - விரும்பத்தகாத வகையில் நெருங்குவது
 2. Sexual in Nature - பாலியல் சண்டல்
 3. Impact is what matters, not intent. - விளைவுகள் முக்கியம்
 4. Often occurs in a matrix of power - - பதவியில் இருப்பவர்கள்
 5. Subjective experience - நீங்கள் மட்டும் உணரமுடியும்
 6. Can be direct or by implication - நேரமுகமாகவோ மறைமுகமாக

Role of Advertising

- Messaging
 - Domestic work
 - Dependant
 - Insecure
- Typing
 - 2/3rd are fair
 - 9x stunning
 - 6x revealing
 - 5x objectified
- Brand Ambassador Vs. Brand commodity



Secret: Your Senses Feed Into Your Mind.



Maghizhampoo



Why is cybersecurity awareness important?

A CONFETTI OF MALLIGAI



Confetti, the South Zone meet, aptly named 'Malligai' to reflect Tamil culture and tradition, was hosted on October 30th and 31st, 2021 by District 323. Delegates from 7 districts led by their respective chairmen came together in a joyous culmination of friendship and bonding over two packed days at ITC Grand Chola, Chennai. Each day's schedule was meticulously planned and carried out under the dynamic leadership of DC Kamala and team under the watchful and experienced eyes of Convenor PIIWP Kamala Ramakrishnan and Co-convenor PIIWT Azhagu Annamalai. Valuable contributions from the PDCs of District 323 added to the glamour and excitement of the event, held again in Chennai after a hiatus of 7 years. Association President Saroj Katiyar and her executive team attended in full strength and interacted with all the delegates and attendees.

There was rich entertainment, varied cuisine, motivational speeches, goodie bags for participants and shopping galore in the stalls put up outside. Excitement mounted to heady heights as lucky winners were awarded dream prizes every so often, and a fabulous fashion show by title sponsors Maganlal Jewellers carried the day.

Emcees PDCs Seema Bhargava, Nallini Olivannan, Susha Natraj and Shama Prasanna ensured the smooth flow of events and minimal wastage of time. Chief Guest Dr.(Smt) Tamilisai Soundararajan, Hon'ble Governor of Telangana and Lt. Governor of Puducherry delivered a rousing address on Day 1. Hon'ble Justice Dr. Anita Sumanth delivered an inspiring keynote address on Day 2. The Sheroes Award was presented to Mrs Suneeta Reddy of Apollo Hospitals for her exemplary service to world-class healthcare in India. Another event of special interest was the panel discussion with seven young next-generation women entrepreneurs, one from each district,

moderated by Hemu Ramaiah, founder of the iconic bookstore Landmark. Each panellist spoke of the challenges faced along the way and the mindsets that prevailed in



helping them to succeed.

With never a dull moment, all too soon it was time to wrap up and say adieu. Another joyous event furthering the bonds of friendship had been carried off with aplomb, leaving behind lasting memories.

