

A QUARTERLY E-NEWSLETTER PUBLISHED BY THE WOMEN'S FORUM



# NEWSLETTER



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# WOMEN'S FORUM

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**EDITORIAL'S DESK**

**Dr. Bharani S Sogali, Editor, APTI Women's Forum Newsletter**

Dear women forum members,

A warm welcome to all the members to the third issue of women's forum newsletter, 2018. My sincere thanks to Dr. Sarasija Suresh for her great inputs on Government Support for Women Entrepreneurship in India. I thank Dr. Deepali Bharadwaj for her suggestions on skin and hair care during monsoon season. I would like to thank Dr. Vandana Patravale for her continuous support and guidance in improving the quality of the newsletter. Apart from this, we have industry updates, pole to pole, women achievements & events and research grants information. Your suggestions and contributions will help us to improve further. Have a wonderful reading.

INVITED ARTICLE



**Dr Sarasija Suresh**

Director, RGV Research & Innovations Pvt Ltd (RGVRI),  
Bangalore

& Project Director,  
Institute for Drug Delivery & Biomedical Research (IDBR), Bangalore

**Government Support for Women Entrepreneurship in India**

The Government of India has attempted various measures and introduced policy initiatives to promote entrepreneurship in the country. Job creation is one of the paramount challenges facing India. With a distinct demographic advantage, India, however, has immense potential to raise entrepreneurs and create jobs. A far-reaching, broad range of new programs and opportunities to encourage innovation and help entrepreneurship have been created by the Government of India. Academia, industry, investors, small and big entrepreneurs, non governmental organizations to the most undeserved sections of society are encouraged in this journey.

Women entrepreneurship is an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. Women's entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women's empowerment, thus contributing to achieving Millennium Development Goals (MDGs).

Women constitute over 48% of Indian population. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks and many more. Thus, governments across the world as well as various developmental organizations are actively undertaking

promotion of women entrepreneurs through various schemes, incentives, and promotional measures.

Recognizing the importance of women entrepreneurship and participation in enabling the country's economic growth and prosperity, Government of India has ensured that all policy initiatives are geared towards enabling equal opportunity for women. In addition, to bring women to the forefront of India's entrepreneurial ecosystem, the government has adopted a few schemes and policies which provide access to loans, networks, markets and training. This article attempts to discuss several policies that promote innovation and entrepreneurship nationally. Initiatives specifically for women entrepreneurs including schemes and women entrepreneur associations has been discussed.

A few of India's efforts at promoting entrepreneurship and innovation are:

**Startup India:** Through the Startup India initiative, Government of India promotes entrepreneurship by mentoring, nurturing, and facilitating startups throughout their life cycle. Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. With a 360-degree approach to enable startups, the initiative provides a comprehensive four-week free online learning program, has set up research parks, incubators and startup centers across the country by creating a strong network of academia and industry bodies; and involvement of Union Ministry of Human Resource Development, various state governments, national and international banks. More

importantly, a 'Fund of Funds' has been created to help startups gain access to funding. At the core of the initiative is the effort to build an ecosystem in which startups can innovate and excel without any barriers, through such mechanisms as online registration of startups, Startup India Learning Program, Facilitated Patent filing, Easy Compliance Norms, Relaxed Procurement Norms, incubator support, innovation focused programs for students, funding support, tax benefits and addressing of regulatory issues.

**Make in India:** Designed to transform India into a global design and manufacturing hub, the Make in India initiative was launched in September 2014 to encourage companies to manufacture their products in India and increase their investment. The main objective of Make in India is job creation and skill enhancement covering 25 sectors of the economy. It came as a powerful call to India's citizens and business leaders, and an invitation to potential partners and investors around the world to overhaul outdated processes and policies and centralize information about opportunities in India's manufacturing sector. This has led to renewed confidence in India's capabilities among potential partners abroad, business community within the country and citizens at large. The plan behind Make in India was one of the largest undertaken in recent history. Among several other measures, the initiative has ensured the replacement of obsolete and obstructive frameworks with transparent and user.

**Skill India:** Launched in 2015, Skill India is a campaign which aims to train over 40 crore people in India in different skills by 2022. It includes various initiatives including the Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and National Skill Development Mission. PMKVY is the flagship initiative of the Ministry of Skill Development & Entrepreneurship (MSDE), this is a Skill Certification initiative that aims to train youth in industry-relevant skills to enhance opportunities for livelihood creation and employability. Individuals with prior learning experience or skills are also assessed and certified as a Recognition of Prior Learning. Training and Assessment fees are entirely borne by the Government under this program.

National Skill Development Mission aims to build synergies across sectors and States in skilled industries and initiatives. It is designed to expedite decision-making

across sectors to provide skills at scale, without compromising on quality or speed. The seven submissions proposed in the initial phase to guide the mission's skilling efforts across India are: (i) Institutional Training (ii) Infrastructure (iii) Convergence (iv) Trainers (v) Overseas Employment (vi) Sustainable Livelihoods (vii) Leveraging Public Infrastructure.

**Stand-Up India:** Launched in 2015, Stand-Up India seeks to leverage institutional credit for the benefit of India's underprivileged. It aims to enable economic participation of, and share the benefits of India's growth, among women entrepreneurs, Scheduled Castes and Scheduled Tribes. Towards this end, at least one woman and one individual from the SC or ST communities are granted loans between Rs.1 million to Rs.10 million to set up greenfield enterprises in manufacturing, services, or the trading sector. The Stand-Up India portal also acts as a digital platform for small entrepreneurs and provides information on financing and credit guarantee.

#### **Trade Related Entrepreneurship Assistance & Development (TREAD) Scheme for**

**Women:** TREAD from Development Commissioner, Ministry of Micro, Small and Medium Enterprises envisages economic empowerment of illiterate and semiliterate women through trade related training, information and counselling extension activities related to trade, products, and services. Further, to address the critical issues of access to credit among India's underprivileged women, the TREAD program enables credit availability to interested women through non-governmental organizations (NGOs). As such, women can receive support of registered NGOs in both accessing loan facilities and receiving counselling and training opportunities to kick-start proposed enterprises, in order to provide pathways for women to take up non-farm activities.

**Atal Innovation Mission:** AIM is a component of National Institute for Transforming India commonly known as NITI Aayog. It is the Government of India's endeavor to promote a culture of innovation and entrepreneurship. It serves as a platform for promotion of worldclass Innovation Hubs, Grand Challenges, start-up businesses and other self-employment activities, particularly in technology driven areas. To foster curiosity,

creativity and imagination right at the school, AIM recently launched Atal Tinkering Labs (ATL) across India. ATLs are workspaces where students can work with tools and equipment to gain hands-on training in the concepts of STEM (Science, Technology, Engineering and Math). Atal Incubation Centers (AICs) is another program of AIM created to build innovative startup businesses as scalable and sustainable enterprises. AICs provide world class incubation facilities with appropriate physical infrastructure in terms of capital equipment and operating facilities. These incubation centers, with a presence across India, provide access to sectoral experts, business planning support, seed capital, industry partners and trainings to encourage innovative start-ups. Atal New India Challenges and Grand Challenges to promote technology driven innovation and product creation for social and commercial impact is another program of AIM. It is promoting collaboration between government, academia, industry, global partners, individuals, and societal focused NGOs. AIM has set up one of the largest mentoring networks in India called Mentor India from the professional and industry community who can help mentor students at ATL and AIC Incubators / startups.

**Support to Training and Employment Programme for Women (STEP):** STEP was launched by the Government of India's Ministry of Women and Child Development to train women with no access to formal skill training facilities, especially in rural India. The Ministry of Skill Development & Entrepreneurship and NITI Aayog recently redrafted the Guidelines of the 30-year-old initiative to adapt to present-day needs. The initiative reaches out to all Indian women above 16 years of age. The program imparts skills in several sectors such as agriculture, horticulture, food processing, handlooms, traditional crafts like embroidery, travel and tourism, hospitality, computer and IT services.

**Biotechnology Industry Research Assistance Council (BIRAC):** BIRAC is a not-for-profit Public-Sector Enterprise, set up by Department of Biotechnology to strengthen and empower emerging biotechnology enterprises. It aims to embed strategic research and innovation in all biotech enterprises and bridge the existing gaps between industry and academia. The goal is to develop high-quality, yet affordable, products with the use of cutting edge technologies. BIRAC is an industry-academia interface and implements its mandate through a

wide range of impact initiatives, be it providing access to risk capital through targeted funding, technology transfer, IP management and handholding schemes that help bring innovation excellence to the biotech firms and make them globally competitive. In its five years of existence, BIRAC has initiated several schemes, networks and platforms that help to bridge the existing gaps in the industry-academia Innovation research and facilitate novel, high quality affordable products development through cutting edge technologies. BIRAC has initiated partnerships with several national and global partners for building capacities of the Indian biotech industry, particularly start-ups and small & medium scale enterprises (SME's) and has facilitated several rapid developments in medical technology.

BIRAC has several programs and partnerships to meet its objectives and provide support and funding for capability enhancement and diffusion of innovation. For instance, BioNEST (Bioincubator Nurturing Entrepreneurship for Scaling Technologies) for biotechnology incubation; BIG (Biotechnology Ignition Grant) and SITARE (Students Innovation for Advancement of Research Exploration) for supporting ideas to early stage proof-of-concept studies. BIG supports exciting ideas which have an unmet need and mentorship for funding. Scientist entrepreneurs from research institutes, academia and start-ups. Development of ideas to late stage development support is provided by SBIRI (Small Business Innovation Research Initiative) and BIPP (Biotechnology Industry Partnership Programme) grants. Translational research leading to development of new products/technology is supported by PACE (Promoting Academic Research Conversion to Enterprise). BIRAC has initiated SPARSH (Social Innovation Program for Product Affordable and Relevant to Societal Health) for solving society's most pressing social problems.

BIRAC has established national and global partnerships which provides various funds to foster and encourage innovation and enterprise. For instance, Grand Challenges India (GCI) provides funding opportunity in partnership with Bill and Melinda Gates Foundation to develop affordable and sustainable solutions to improve health in India and across the globe. other partnership programs include IIPME (Industry Innovation Program on Medical Electronics) and BIRAC-Welcome Trust partnership to

support innovation in translational medicine are few examples of partnership programs.

**Department of Science and Technology (DST):** The DST comprises several arms that work across the spectrum on all major projects that require scientific and technological intervention. DST offers several scientific programs including Women Scientist Programme and Science & Technology for Socio-Economic Programme among others. Women Scientist Programs include several fellowship opportunities for women including: Women Scientist Schemes fund women scientists to upgrade their qualification, undertake independent research after break in career due to challenges faced by women. “**KIRAN**” (**Knowledge Involvement in Research Advancement through Nurturing**) is addressing various issues related with women scientists such as unemployment, relocation and others, and aimed to provide opportunities in research (WOS-A), technology development/demonstration (WOSB), and self-employment (WOS-C). KIRAN is also actively involved in taking proactive measures, under the name CURIE (Consolidation of University Research for Innovation and Excellence in Women Universities) to develop state-of-the-art infrastructure in women universities in order to attract, train and retain promising girls students in S&T domain. Further fellowships are provided for advanced training exemplified by Indo-US Fellowship for Women in STEMM (Science, Technology, Engineering, Mathematics & Medicine).

Science & Technology for Socio-Economic Programme includes National Science & technology Entrepreneurship Development Board (NSTEDB) & Science for Equity Empowerment & Development (SEED) among other programs. NSTEDB is an institutional mechanism to help to promote knowledge driven and technology intensive enterprises. The board, having representatives from socio-economic and scientific industries/ Departments aims to convert “job-seekers” into “job-generators” through Science & Technology (S&T) Interventions. Broadly classified into Training Programs and Institutional Mechanisms for Entrepreneurship Development, NSTEDB has several programs to train, promote and develop entrepreneurship. Entrepreneurship Development Programs (EDPs) under Training Programs provides funds for training and specially encourages women entrepreneurship development programs. Under

Institutional Mechanisms for Entrepreneurship Development funds are provided to support entrepreneurship development under Innovation & Entrepreneurship Development Centre (IEDC), Science & Technology Entrepreneurship Park (STEP) and Technology Business Incubators (TBI) schemes.

SEED aims to provide opportunities to motivated scientists and field level workers to undertake action-oriented, location specific projects for socio-economic gain, particularly in rural areas. Efforts have been made to associate national labs and other specialist S&T institutions with innovations at the grassroots to enable access to inputs from experts, quality infrastructure. SEED emphasizes equity in development, so that the benefits of technological accrue to a vast section of the population, particularly the disadvantaged. It has many schemes including Socially Relevant Technological Innovation (SRISTI) and National Award for Women Development through Application of Science & Technology.

### **Policies and Schemes Specifically for Women Entrepreneurs in India**

The Micro, Small & Medium Enterprises (MSME) development organizations, various State Small Industries Development Corporations, the Nationalized banks and some NGOs are conducting various programs including Entrepreneurship Development Programs (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills. The Office of DC (MSME) has also opened a Women Cell to provide coordination and assistance to women entrepreneurs facing specific problems.

There are also several other schemes of the government at central and state level, which provide assistance for setting up training-cum-income generating activities for needy women to make them economically independent. Small Industries Development Bank of India (SIDBI) has also been implementing special schemes for women entrepreneurs.

In addition to the special schemes for women entrepreneurs, various government schemes for MSMEs also provide certain special incentives and concessions for women entrepreneurs. For example, under **Prime Minister's Rozgar Yojana (PMRY)** preference is given

to women beneficiaries. The government has also made several relaxations for women to facilitate the participation of women beneficiaries in this scheme. Similarly, under the **MSE Cluster Development Programme** by Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention, but in the case of clusters owned and managed by women entrepreneurs, contribution of the MSME could be up to 90% of the project cost. Similarly, under the **Credit Guarantee Fund Scheme for Micro and Small Enterprises**, the guarantee cover is generally available up to 75% of the loans extended; however, the extent of guarantee cover is 80% for MSEs operated and/or owned by women.

### Women Entrepreneur Associations

The efforts of government and its different agencies are supplemented by NGOs and associations that are playing an equally important role in facilitating women empowerment. List of various women associations in India is provided below:

#### List of Women Entrepreneur Associations

1. Federation of Indian Women Entrepreneurs (FIWE)
2. Consortium of Women Entrepreneurs (CWEI)
3. Association of Lady Entrepreneurs of Andhra Pradesh
4. Association of Women Entrepreneurs of Karnataka (AWAKE)
5. Self-Employed Women's Association (SEWA)
6. Women Entrepreneurs Promotion Association (WEPA)
7. The Marketing Organisation of Women Enterprises (MOOWES)
8. Mahakaushal Association of Woman Entrepreneurs (MAWE)
9. SAARC Chamber Women Entrepreneurship Council
10. Women Entrepreneurs Association of Tamil Nadu (WEAT)
11. TiE Stree Shakti (TSS)
12. Women Empowerment Corporation

### Tips for Women Entrepreneurs

- Start a business that works for you and your personal life
- Research the product/service
- Assess the market
- Start business with adequate funds
- Do networking
- Consult with professionals

Read more start-up tips for women entrepreneurs:

- Tips by Peri H. Pakroo J.D, Author of The Women's Small Business Start-Up Kit: A Step-by-Step Legal Guide
- Tips from John Pappajohn Entrepreneurial Centre, University of Northern Iowa

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## GENERAL ARTICLE



### Dr. Deepali Bharadwaj

Honorary Dermatologist  
at President Estate Clinic in  
Rashtrapati Bhawan.

## Skin & Hair care in Monsoon

During monsoons "*Ek garam chai ki pyali season...*"

Certain precautions can help you keep the glow on face and prevent the monsoon hair fall this season. During humidity and rains, don't think rain which means no sunscreen instead please make sure a sun block of SPF 20 plus at-least has to be applied 10-15 mins before leaving home. Also, with rains outside we may feel less thirsty, but the dehydration is similar as summers and hence hydrating ourselves is as important. So, for adults, drinking 4-5 litres daily is a must in rains too!

Besides, a healthy skin routine:

- Wash face at night and morning both times.
- Remove make up before sleeping.
- If rain water falls on your body or hair, wash it as soonest as possible under running water to avoid various bacterial and fungal infections.
- Don't wear skimpy, skin-tight clothes as they get wet in rain water and rain water settles nearer to skin for longer time leading to fungal infections.
- Taking a bath with antibacterial soaps like frolix, medsop or neem containing soaps is a good option specially for people more prone to be exposed to rain water.
- An umbrella and rain coat may not look fashionable to some but it's a must and to get wet is more silly than to have them.
- Eating right like fruits, nuts, vegetables will also help in keeping body immunity strong. Only consuming

fatty oily foods or sugar containing food items can surely lead to problem during monsoons which is avoidable.

- A night cream which is more gel based as humidity persists in the air even in normal and oily skin will help to keep the radiance.

### For hair:

- Washing hair regularly.
- No hair oil during monsoons is important and in very dry hair maximum once a week should be enough and using a conditioner should help.
- If hair is falling, increase biotin in diet, egg white, soya, paneer, tofu and lentils. Applying castor oil with crushed mustard seed powder to falling hair as a pack overnight or for few hours before shampoo is good. Ensure shampoo used is with least chemicals and suitable for your hair.
- If dandruff is there then monsoons is the only season when olive oil massage with lemon juice in it for creating the right pH of scalp is great to wash out the dandruff.

### 1. How to manage some common problems?

- Sore foot after wearing socks which are moistened in rainy water is a common problem in men. It can be met simply with precautions like leaving a spare shoe at work to wear to be able to remove the wet ones during day and sprinkling antifungal powder daily inside socks when one leaves for work. Also, applying a cream containing clotrimazole or luliconazole on the

first sign of redness helps and not using OTC creams which contain steroids instead.

- For skin insect bites, bug rash, slight erythema and redness could be seen at different places secondary to rain water causing itch too. For home remedy best is put curd stat on it a few times daily for 3-5 days else also, to prevent daily after bath applying lacto calamine and aloe vera containing lotions will help keep the skin smooth and soft and allergy free.
- Acne is common in monsoons for youngsters that's because of bacterial overgrowth on face which with rain water increase too. So, washing face twice at least is a must but during day to splash plain water on face a few times, or using mineral water sprinklers available at pharmacies during day is a good idea.
- Also, using antibiotic gel on the zit is best as generally in monsoons, the pimple is here to stay for long and hence, home remedies are also slow or don't act and instead face can have marks eventually.
- Antibiotic gels containing Adapalene, isotretinoin, azithromycin will surely help in this season.

### **2. What daily skin care regime would you suggest for the monsoon months?**

Splash clean water on face multiple times a day and take a bath twice a day preferably. Using antibacterial soaps and lime-based soaps is best in this season. Applying sunscreen even on a cloudy day is important and drinking water besides water everywhere is needed for a healthy skin glow. At night even in dry skin using a gel or serum-based night creams is a better option in this weather. Avoid make up as due to rains and humidity it's frequently going to cake up and not look great unless it's for a short while only and Matt finish.

For hair dryness due to humidity best is to go for a trim on monthly basis in the rains and also using home remedies like egg yolk on a weekly basis. Avoid excess oiling as that can lead to dandruff with the change of season.

### **3. Post getting wet in the rain, what steps should one take to protect one's skin?**

#### **For office goer men:**

- Remove shoes and socks if possible keep a cha he at work!

- If not possible to keep a change, at least remove and wash in running water and clean
- and keep open a few hours possibly to let your feet breathe!

#### **For women:**

- Wash your feet and wear open sandals always and preferably rubber or plastic and not leather or suede to avoid contact allergies.
- Open your hair and comb it! If really wet tresses try to splash some drinking water in the sink to throw away the chemicals and pollution hence the infections coming from rain water!

#### **If at home!**

- Best is take a Running shower or tap to wash it away.
- Always wash hands specially in this season several times and specially before eating snacks or putting hands on face.
- If you have itching on body somewhere after the rain first thing is to apply curd or lactocalamine on it and if itching is in feet or underarms it's good to sprinkle anti fungal powders on it for few days and if not resolves then visit a dermatologist nearby you.
- Washing hair for people with long hair is important as rain water harvesting in the scalp can lead to lice beside start a hair fall which takes 2/3 months to resolve.

### **4. Beauty home remedy for monsoons**

- Whatever beauty aid you decide to make use of, stick to it and do it regularly to get a lasting benefit.
- Rub a piece of lemon over your face if you have an oily skin and this will lessen grease and whiten your complexion.
- If dry skin, with the lemon please use 1/2 tsp honey.
- If normal, use lemon and tomato juice.

Otherwise another great home remedy this season is make a mask!

- Mix 3 teaspoons oatmeal with egg white and one teaspoon each of honey and curd.

- Ripe papaya pulp can be mixed with grated apple for normal skin and instead, water melon, pineapple for combination or sensitive skin. For oily skin don't add fruits to the mask, just increase lemon juice content instead!
- Leave on the mask for 20 mins and do it once in a fortnight before any big event.

**5. Diet in monsoons**

- For preventing hair fall, vitamin D, zinc and biotin

are important sources like egg white, soya tofu, wheat germ, potato, banana and tomato are important.

- For radiant skin go for orange, lime, amla, apple, green leafy vegetables and tomato, broccoli, salad leaves are essential.
- Basically all purple, lemon, orange colour fruits and vegetables are excellent to aid in monsoons for better immunity and health.

**A Look At Some Inspiring and Important Women Leading Major Corporations**

The corporate world will lose a prominent woman leader when Indra Nooyi steps down as CEO of PepsiCo in October, after a 24-year stint at the food and beverage giant. She was among the first of a handful of India-born executives to helm global companies. A look at some inspiring and important women leading major corporations:



**Mary Barra, chairman & CEO, General Motors**

- Started working for GM when she was 18 and is the first woman to run one of the Big Three auto firms
- Market cap: \$53 bn
- Revenue: \$146 bn (2017)

**Track record:** She was called a "lightweight" but Barra silenced critics by taking hard

decisions and transforming the company

**Challenges:** Keeping abreast of latest tech and consumer behaviour as the auto industry looks towards eco-friendly models



**Sheryl Sandberg, COO, Facebook**

- First woman to serve on Facebook's board
- Market cap: \$531 bn
- Revenue: \$41 bn (2017)

**Track record:** Boosted Facebook revenues; helped Google grow into the powerhouse it is today; was in World Bank and chief of staff to Treasury Secretary Larry Summers

**Challenges:** Steer FB through turbulent times of data privacy & regulatory glare



**Debra Perelman, CEO, Revlon Inc**

- The 44-year-old daughter of the company's controlling shareholder, Ronald Perelman, will be the first female CEO of the 86-year-old business
- Market cap: \$ 839 mn
- Revenue: \$2.7 bn (2017)

**Track record:** Became chief operating officer of the company in January and has served on Revlon's board since 2015

**Challenges:** Revlon has been struggling financially as it tries to keep up with changing consumer preferences amid rising competition.



**Marillyn Hewson, chairman, president and CEO, Lockheed Martin**

- Awarded 2018 Edison Achievement Award for her contributions to technology through her professional career, achievements and leadership.
- Market cap: \$90.2 bn
- Revenue: \$51 bn (2017)

**Track record:** Led the \$9bn acquisition of Sikorsky Aircraft & has closed lower-margin units; expanded overseas sales

**Challenges:** Navigate to lead Mars mission programmes, keep up innovation in defence products

**Women in Fortune 500 Companies**

- **% of women CEOs in the world's largest 500 companies, May 2018**
- **25% drop** in share of women CEOs in Fortune 500 firms in 2018
- There are **23 women** CEOs in Fortune 500 companies
- There were **32 women** CEOs in 2017, an all-time high
- **India ranks third lowest** in the proportion of business leadership roles held by women **38% of senior roles** held by women in Eastern Europe



### Some Women Stars In India Inc



**Kalpana Morparia**  
CEO, JP Morgan

All she wanted was to get married and have children but now has a storied career in finance



**Kiran Mazumdar-Shaw**  
Chairman & MD, Biocon Limited

The head of India's first biotechnology company had harboured dreams of becoming a brew master



**Neelam Dhawan**  
MD, Hewlett-Packard India

After successful leadership stints at HCL, IBM and Microsoft, she is now helping HP shape its business agenda and strategy



**Roopa Kudva**  
MD, Omidyar Network India Advisors

She was instrumental in transforming CRISIL from a rating to a premier analytics company



**Chanda Kochhar**  
CEO, ICICI Bank

Though Kochhar is on leave till a probe on her conduct is completed, the first Indian woman to receive the prestigious Woodrow Wilson. Award for Global Citizenship guided ICICI Bank to greater heights.



**Shikha Sharma**  
MD and CEO, Axis Bank

After helping ICICI Bank set up several business units, she moved to Axis and rallied the top management in her efforts to strengthen the bank. She is to demit office in December.



**INDUSTRY ROUND UP**

**Axiostat: India's first USFDA-approved wound dressing product**

Being touted as the first US Food and Drug Administration (USFDA) approved wound-care product from India, Axiostat stops uncontrolled bleeding from wounds. Easy to use, it is a handy pack of about 8X8 centimetres. The patch when applied on a wound, reacts with blood and within a minute of application forms a clot and becomes an extremely sticky adhesive. Talking about the product, Leo Mavelly, founder and CEO of Bengaluru-headquartered Axio Biosolutions, says, while the company was set up about a decade ago, it went commercial only in 2014. It got the approval from the US drug regulator in February this year.

**Lupin teams up with Mylan to sell arthritis drug**

Drug major Lupin Limited has teamed up with the global drug company Mylan to commercialise Enbrel (etanercept), an autoimmune disorder drug, in select geographies. Mylan will commercialise Lupin's proposed etanercept biosimilar (an identical copy of a branded biologic drug) in Europe, Australia, New Zealand, Latin America, Africa and most markets in Asia.

Pfizer's Enbrel, currently one of the largest selling drugs in the world, was the first biologic treatment to get approval for moderate to severe Rheumatoid Arthritis (RA) in 1998 and is used in the treatment of five long-term inflammatory conditions - rheumatoid arthritis, plaque psoriasis, psoriatic arthritis, ankylosing spondylitis and polyarticular juvenile idiopathic

arthritis (JIA).

**USFDA nod to Sun Pharma's Halol plant a big boost for Indian pharma**

The development is a hugely positive development both for Sun Pharma and for Indian pharma. From a sentiment perspective, it is significant given that the company has been finally able to get its facility cleared after three years.

It is a big relief for Sun Pharmaceutical and a development Indian pharma has been keenly waiting for. On Tuesday, June 12, Sun Pharma, the largest Indian pharma company, announced that it has received the Establishment Inspection Report (EIR) from the US Food and Drug Administration (USFDA) for the inspection conducted at its Halol facility (Gujarat) during the period February 12-23, 2018. Sharing this in a note to the Bombay Stock Exchange, the company added that "the agency concluded that the inspection is now closed and the issues contained in the Warning Letter issued in December 2015 have been addressed." While, it is important for the company as analysts expect to see other companies also getting their plants cleared by the USFDA - the likes of Dr Reddy's, Lupin, IPCA. The development is a hugely positive development both for Sun Pharma and for Indian pharma. From a sentiment perspective, it is significant given that the company has been finally able to get its facility cleared after three years. The expectation is that Sun Pharma will start getting approvals for product launches from this plant. It will lift the revenues of the company in the US market.

## POLE TO POLE

No benefit to endometrial scratching pre-IVF: Is it time to abandon practice?

Endometrial scratching prior to in vitro fertilization (IVF) failed to improve live birth rates in the PIP\* study, challenging a practice currently embraced by gynaecologists to boost the chances of embryo implantation in subfertile women.

Scratching the uterine lining apparently disrupts the endometrium, inducing an inflammatory response that promotes repair or wound healing reaction which then improves the endometrial architecture and makes it suitable for embryo implantation and pregnancy. However, the biological process behind this procedure remains unclear and fertility experts are still locked up in debates as to the merits of performing an endometrial scratch.

Dr Sara Lensen from the University of Auckland in Auckland, New Zealand and her team sought to investigate whether endometrial scratching by pipelle biopsy increases live birth rates in women undergoing IVF. The trial included 1,300 subfertile women from 13 centres across five countries, who were randomized to endometrial scratching (n=690) vs no procedure (n=674). The study was conducted between June 2014 and June 2017. Women were eligible if they were undergoing fresh or frozen embryo transfer of their own oocytes and had no recent exposure to disruptive intrauterine instrumentation. Endometrial scratch was done between day 3 of the preceding cycle and day 3 of the IVF/embryo transfer cycle. Sample-size was calculated separately in women who had  $\geq 2$  unsuccessful embryo transfers, and those who had not tried IVF. [ESHRE 2018, abstract O139].

Live birth rates comparable at 26 percent At study end, endometrial scratching pre-IVF did not improve live birth or pregnancy rates, said Lensen. In the intent-to-treat analysis, the live birth rates were similar in both groups at 26 percent. The effect remained similar after adjusting for protocol deviations and despite observation that fewer women in the control arm underwent an embryo transfer. There was also no difference in the rates of biochemical pregnancy, ectopic pregnancy, ongoing pregnancy, clinical pregnancy, or multiple pregnancy between groups.

There was also no evidence of benefit either in women with recurrent implantation failure or those undergoing fresh or frozen cycles, and despite different timings of scratching.

Median pain score related to endometrial scratching was 3.5. Fourteen procedure-related adverse events were reported – vasovagal reactions (7), excessive pain (5), and excessive bleeding (2).

Previous studies have suggested a benefit from endometrial scratching prior to IVF, but many of these studies had a high risk of bias and only provided weak evidence, noted Lensen.

“There remains an uncertainty as to the beneficial effect.”

New evidence casts doubt on the technique. Given the adverse events and the little-to-no evidence of benefit in the current study, Larsen said fertility clinics should “reconsider” endometrial scratch prior to IVF. “Our results contradict those of many studies published previously, and although our trial was the largest and most robust study undertaken so far, it can be difficult for one trial to change practice,” she said. “However, I still think clinics should reconsider offering endometrial scratch as an adjuvant treatment.”

The procedure is like performing an embryo transfer and done by inserting a catheter through the cervix and to the uterine lining which may cause mild pain similar to period pain.

\*PIP: Endometrial scratching by pipelle biopsy in IVF: A pragmatic randomized controlled trial (Source:CIMS)

No safe level of alcohol consumption, study says Alcohol remains a major driver of global disease burden, ranking as the seventh leading risk factor for death and disability-adjusted life-years (DALY) in 2016, according to a recent systematic review.

“We found that the risk of all-cause mortality, and of cancers specifically, rises with increasing levels of consumption, and the level of consumption that minimizes health loss is zero. These results suggest that alcohol control policies might need to be revised worldwide, refocusing on efforts to lower overall population-level consumption,” said researchers.

In 2016, 2.4 billion people were current drinkers, corresponding to 32.5 percent of the global population. There were more male than female current drinkers (1.5 vs 0.9 billion), who respectively consumed 1.7 and 0.73 standard drinks per day. (Source:CIMS)

## WOMEN ACHIEVEMENTS

- Dr Bala Prabhakar, Dean, SPPSPTM, SVKM's NMIMS, Mumbai and Prof Vandana Patravale, Prof of Pharmaceutics, Institute of Chemical Technology, Mumbai were awarded Prof Indira Parikh 50 women in education leaders award during 7th World Education Congress, July 5-6, 2018 held at Hotel Taj Lands end, Mumbai.
- Dr. Bala Prabhakar was also awarded as best Dean during ABP News National Education awards, World education congress.
- Dr. Madhu Gupta selected for the award "**Education Icon of the Year-2018**" during International conference ICIPMBS-2018 that would be held at 29-30th Sept. 2018.



Inauguration of CEP by Registrar Prof N.Yadaiah, Dr. M.Venkata Reddy, Director, IST, Prof.Chandrakanth Kokate and coordinator Dr.M. Sunitha Reddy

- **Three day- continuing education program (CEP)** was conducted on inspirational teaching methods and research in pharmaceutical sciences-hands on training on analytical equipments –ITMRPS-2018 on 28th-30th June-2018 at **Centre for Pharmaceutical Sciences, Institute of Science and Technology, Jawaharlal Nehru Technological University, Hyderabad**, sponsored by **Pharmacy Council of India (PCI)**. Dr. M. Sunitha Reddy, BOS Chairperson, CPS, IST, JNTUH, Hyd, Telangana was the Coordinator-CEP Programme. The purpose of the programme was to enrich the knowledge about the latest trends in research and new teaching methodologies for effective transfer of information from a teacher to the students.

Inauguration ceremony was graced by special personalities like Prof. Chandrakanth Kokate as special guest, other dignitaries Dr. M. Venkata Reddy (Ex-Drug controller, PCI member), Dr. N. Yadaiah (Registrar, JNTUH), Dr. B. Venkateshwar Rao (Director, IST, JNTUH) and Convener of the programme Dr. M. Sunitha Reddy have shared their views regarding present pharmacy education system. Dr. Venkata Reddy praised the centre for conducting the first programme and highlighted that teachers play an pivotal role for handling the sophisticated instruments and he said teacher is a



Participants of CEP by Registrar Prof N. Yadaiah, Dr. M. Venkata Reddy, Prof. Chandrakanth Kokate and coordinator Dr. M. Sunitha Reddy



Participants of CEP with ZETA SIZER



CEP with Dr. Neeraj Raj



Participants of CEP with Dr. Y. Madhusudhan Rao

researcher. Prof. M. Ajitha, Prof., CPS, IST, JNTUH, delivered speech on Prodrug approach- A significant tool in pharmacy applications. Dr. D. Sunitha, Assoc. Prof., IASE, O.U, delivered a lecture on Effective teaching methods in education. She discussed different types of teaching methods and how to teach to students. and elaborate information on effective teaching like teacher clarity, class room discussion, feedback, formative assessment, learning objectives, performance objectives, micro teaching skills and meta cognitive strategies. Dr. M. Sunitha Reddy, Asst. Prof., CPS, IST, JNTUH had given a presentation on how to handle the instruments, their basic concepts and the working of the instrument which are present in the department and trained the participants to handle the sophisticated instruments like Fourier Transform Infrared Spectroscopy, Auto-analyzer and ZETASIZER. Dr. Devraj Rambhau, Director, Pulse Pharma enlightened with his speech on My journey of Nanotechnology from concept to commercial level. Dr. G. Krishna Mohan. Prof., CPS, IST, JNTUH. Dr. Lakshmi,

Educational Research Officer, VEDIC delivered lecture on Flipped learning and blended learning. Dr. Neeraj Raj, Founder and Director, Immertive virtual and augmented reality in healthcare discussed about ICT in higher Education- Medical Sciences, Dr. Pravin Karmuse, Scientific supporter, R & D, Novartis health care conducted Classroom/ laboratory discussion on Chromatography and advanced detectors. Dr. Y. Madusudhan Rao, Retd. Prof. KU, Director Vaagdevi group of institutions delivered speech on Novel approach in Research in Pharmaceutical Sciences. Mr. B. Srinivas Rao, Vice president, NATCO-IT discussed on IP Rights, patenting process, patent infringement, patent and ANDA filings

Valedictory function was graced by Dr. Y. Madusudhan Rao, Dr. S. S. Apte, Dr. Govardhan, Rector, JNTUH, Dr. B. Venkateshwar Rao, Dr. S. Shobha Rani, Dr. M. Ajitha, Dr. M. Sunitha Reddy. Some of the participants gave their feedback on this programme that it was very beneficial for their self-development and for gaining knowledge in various aspects of teaching and also in the Research.



Women forum of Nirmala College of pharmacy, Atmakuru, Mangalagiri in association with Guatham Buddha's Self defence Academy, Mangalagiri organised an awareness programme on self defence techniques, especially for increasing women safety during world karate day June 17th.



World Physiotherapy Day takes place every year on 8th September. The Day is an opportunity for physical therapists from all over the world to raise awareness about the crucial contribution the profession makes to keeping people well, mobile and independent. On occasion of World Physiotherapy day, School of Physiotherapy, Delhi Pharmaceutical Sciences and Research University

organized Symposium on the theme “**Recent Advancement in Physiotherapy**” and hands on workshop on “**Manual Therapy of Lumber Spine**” during 6th-7th September, 2018 at Dr. G. K. Narayanan Auditorium of the University. This annual event was planned and executed by Dr. Rajiv Tonk (Organizing Secretary), Dr. Jyoti Kataria & Dr. Parul Sharma (Joint organizing Secretaries), Executive co-ordinators (Dr. Shilpa Jian, Dr. Siddharth Sen & Dr. Varsha Chorsiya) and other experienced organizing committee members under the supervision of competent authorities of DPSR University.

The symposium was inaugurated by Mr. Vivek Seigell, Chief Guest; Mr. Ajay Dutt, Guest of Honour; Dr. (Prof) S. S. Aggarwal, Ex-VC of DPSRU; Dr. (Prof) R. K. Goyal, Vice Chancellor (DPSRU); Dr. Narkeesh Arumugam, Head Physiotherapy (Punjabi University); Prof. Raman Dang, Registrar (DPSRU); Prof. D. P. Pathak, Director, DIPSAR; Prof. Harvinder Popli, Director (DIFF).



Chief Guest, Mr. Vivek Seigell, Principal Director, PHD Chamber of Commerce and Industries, during his inaugural address emphasised on the role of Physiotherapist, Sports Physiotherapy and Neuro physiotherapy with special mention of requirement of Physiotherapy for geriatrics. He has also mentioned the importance of moral science education.

The Guest of Honour, Mr. Ajay Dutt, MLA, Ambedkar Nagar Constituency of AAP during his address assured the support of various government hospitals of New Delhi for School of Physiotherapy, DPSRU. He has also emphasised on the role of physiotherapist in the welfare of society.

Vice Chancellor, Dr. (Prof) Ramesh K. Goyal in his address emphasised on the profession of Physiotherapy and their role in healthcare practices. While delivering the talk he mentioned the importance of collaboration of School of Physiotherapy, DPSRU with the government hospitals for providing the best healthcare services to the society. In this regard made a request to Mr. Ajay Dutt.

During the inauguration ceremony, Dr. Harvinder Popli, Director, DIIF with her team also announced the opening of Health Hack 2.



The renowned Keynote speakers in Physiotherapy field - Dr. Harpreet Singh (AIIMS, New Delhi), Dr. Kavita Behal (Sub Editor, IJPOT Journal), Dr. Arun Mozi (Assoc. Prof. SBSPGI, Dehradun), Dr. Abha Sharma (H.O.D., Holy Family Hospital, New Delhi), Dr. Narkeesh Arumugam (Professor, Punjabi university, Patiala) participated in Symposium & the well-known resource person Dr. Naveen Ganer gave training on “Manual therapy of Lumbar spine” from all over the India.

During valedictory function of symposium Prof. Arun Kumar Aggarwal, Member, BOG, DPSRU, encouraged delegates by his gracious presence and motivation address to the gathering. At the end of first day Certificates were also distributed to all the delegates and winners of physiotherapy Quiz. The main objective of two days Symposium/Workshop was to provide a professionally rewarding experience to all the delegates from the medical fraternity in addition to socializing with colleagues from other institutions. This event provided an excellent platform for various organizations to get updated information on key issues like Lumbo-sacral dysfunction, cardiopulmonary diseases or disorders and sports injuries. This event has allowed delegates to have issues addressed on the specified topics by recognized experts who are up to





date with the latest developments in their own field. The participants learned new manual therapeutic techniques by the renowned Resource person Dr. Naveen Ganer. He shared his expertise for the clinical examination of lumbosacral spine along with selective lumbopelvic manipulations through practical sessions. He taught latest mobilization techniques for treatment of lumbopelvic dysfunctions and back pain so that all the delegates get more updates with the latest therapeutic maneuvers for the treatment of various joint dysfunctions and any pathology underlying the joint. The learning environment

encouraged delegates to exchange experiences, ideas and practice from their own fields.

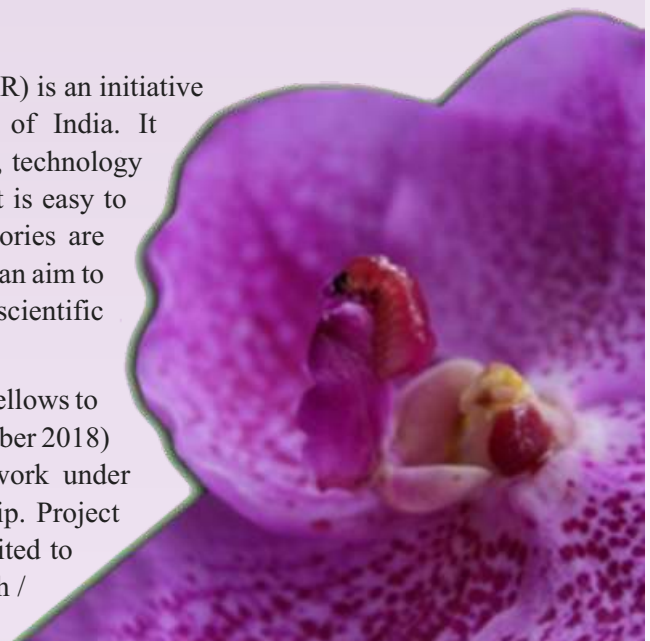
At the end of the workshop certificates were distributed to all the participants of the workshop and organizing committee members by Prof. Ramesh Goyal, Hon'ble Vice Chancellor, DPSRU and Prof. Raman Dang, Registrar DPSRU. Vote of thanks was given by Dr. Rajiv Tonk after the melodious quotation from Hon'ble Vice-Chancellor Prof. Ramesh Goyal.

## RESEARCH GRANTS

### OvAWSAR Award

Augmenting Writing Skills for Articulating Research (AWSAR) is an initiative of Department of Science and Technology, Government of India. It endeavours to disseminate Indian research stories of science, technology and innovation being pursued in the country in a format that is easy to understand and interesting for all the stakeholder. Lucid stories are invited from the Ph.D. scholars and Postdoctoral Fellows with an aim to strengthen ecosystem of science communication and inculcate scientific temperament in society.

It is highly desired that all the SERB-National Post-Doctoral Fellows to participate in this years Call for Entries (15 August - 30 September 2018) and submit a popular science story about their research work under AWSAR Award during the tenancy period of their fellowship. Project personnel working in the SERB funded projects are also invited to participate and submit the popular articles about their research / project work.



## LOTUS BACKGROUND STORY

As a lotus is able to emerge from muddy waters un-spoilt and pure it is considered to represent a wise and spiritually enlightened quality in a person; it is representative of woman who carries out their tasks with little concern for any reward and with a full liberation from attachment. Lotus-woman in the moern sense of women's qualities: she is superbly intelligent, highly educated, and totally committed to individualism. She is politically astute and works incessantly for a better and more humane society. She is exquisite in her taste for music, art and culture, abounds in social graces and performs brilliantly in communication.

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