



# SI AWED

**SOUTHERN INDUSTRIAL ACADEMY**

**FOR WOMEN ENTREPRENEURS DEVELOPMENT**

ESTD - 2013



**"A nation will be empowered only when its women population got empowered."**

**- DR. A.P.J. ABDUL KALAM**

**"I measure the progress of a community by the degree of progress which women have achieved"**

**- DR. B.R. AMBEDKAR**



## WHO WE ARE

**Southern Industrial Academy for Women Entrepreneurs Development (SIAWED)** is a non-governmental, non-profit organisation founded in 2013 in Chennai. Our mission is to foster economic empowerment among women, transcending socio-economic boundaries.

At SIAWED, we believe in the power of collaboration and collective growth. We bring together women from diverse backgrounds, enabling them to enhance & share their **skills, knowledge, and entrepreneurial spirit** for mutual benefit.





## OUR VISION

A nation where every woman is treated with dignity and empowered to reach her full potential—at home, in the workplace, and in society.



## OUR MISSION

To strengthen entrepreneurial skills in urban and rural women and promote entrepreneurship as a preferred career path.



## WHAT WE DO

- Entrepreneurship Development Programs (EDPs)
- Skill Training & Soft Skills Workshops
- International Logistics Training (with Vista Expedition)
- Business Consultancy & Legal Compliance
- Digital Marketing & Business Promotion
- Corporate Business Outsourcing
- Rural & Heritage Product Development
- Women Networking & Leadership Building

## MEET OUR FOUNDER

The President of SIAWED is a MBA graduate from Bharathiar University.

A serial entrepreneur and logistics leader with 30+ years in service industry, Ms. Vanadhi is an inspiring changemaker from rural Tamil Nadu who built a global business while empowering thousands of women through her NGO, **SIAWED**.

### **Ms. T. Vanadhi Devi**

Founder President – SIAWED  
Partner – Vista Expedition  
Director – Tradewell Cargo Pvt. Ltd.  
Managing Director, WENBA Pvt. Ltd.

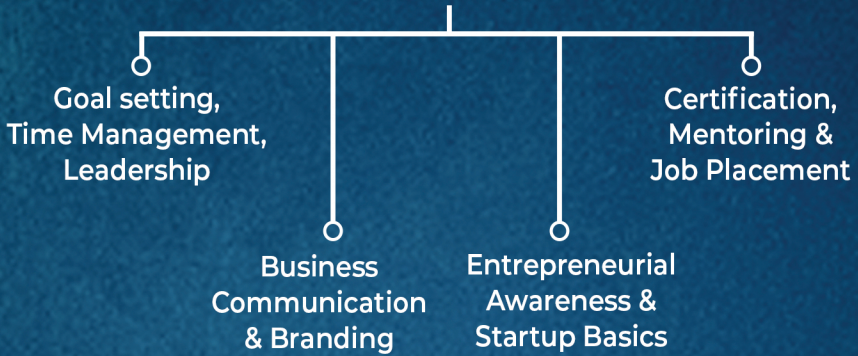
## AWARDS



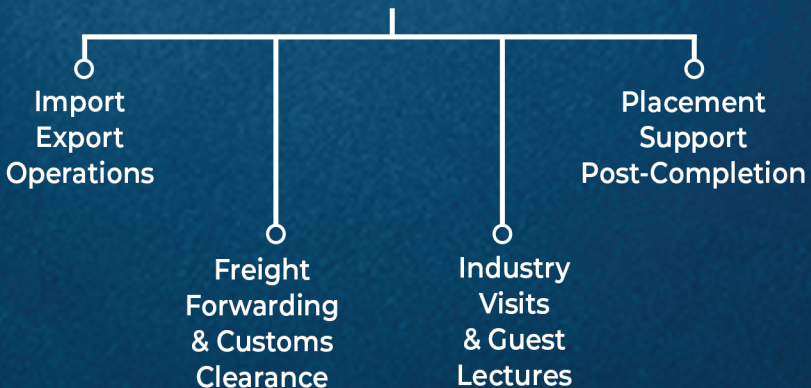
**INSPIRING WOMAN ENTREPRENEUR (2014)**  
**OUTSTANDING EDUCATOR & SOCIAL WORKER (2015)**  
**SEVAI NAYAKI AWARD (2015)**

## OUR TRAINING MODULES

### FOR STUDENTS & ASPIRING ENTREPRENEURS:



## INTERNATIONAL LOGISTICS TRAINING:



## KEY EVENTS & INITIATIVES

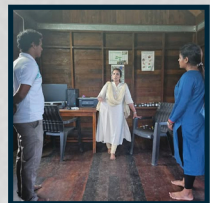
### WE POWER – SHRISTI 2022

As part of International Women’s Day celebrations, SIAWED hosted “ WE POWER – SHRISTI 2022,” a vibrant five-day virtual event exclusively for students of women’s colleges across Tamil Nadu. Featuring 10 engaging competitions, the event aimed to nurture entrepreneurial thinking, communication, creativity & leadership—fostering both personal and professional growth among young women.



### SELF-EMPOWERMENT WORKSHOP – 2024

On October 19, 2024, SIAWED conducted a Self-Employment Workshop at BGC, targeted at the general public and persons with disabilities (PWDs) in Pothur village. The workshop focused on awareness building, skill identification, basic marketing techniques, and collaborative learning to inspire women to pursue self-reliance through entrepreneurship.



# WE POWER 2K19

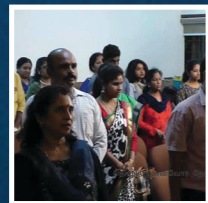
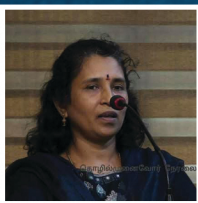
## GENDER EQUALITY IN THE WORKPLACE

Held on April 5, 2019 , in association with Dr. MGR Educational & Research Institute, this impactful event focused on gender equality at work. Renowned speakers including Mrs. Lath Pandian, Mr. C.K. Kumaravel, and Vanadhi madam addressed the audience on the critical role women play in business and leadership. The session empowered participants to envision a more inclusive and balanced workplace culture.



## SIAWED BUSINESS MEET 2020

A free business conference held on Feb 1, 2020, featuring seven industry experts who guided small & medium business owners on marketing, taxation & leveraging bank loans for business growth.



## WORK WITH DR. MGR UNIVERSITY

SIAWED has conducted various programs in association with their collaborative partners  
Had conducted WE POWER - 2017, 2018 and 2019, an intercollegiate Business Hackathon at Dr MGR University, Maduravoyal consequently for 3 years. Around **500 students** from various colleges have participated and the winners were selected by eminent entrepreneurs and business leaders.

### SOME OF THE KEY NOTE SPEAKERS WERE:

**Mr C K Kumaravel**

Founder  
Naturals Beauty Salon

**Dr Daniel Chellappa**

Eminent Nuclear Scientist,  
BARC

**Dr Srimathy Kesan**

Founder CEO Spacekidz

**Ms Madhu Saran**

ABC Clinic

**Ms Thelma Issac**

Aachi Masala

**Ms Latha Pandiarajan**

Mafoi Group



## OUR IMPACT

Trained over **2,500+** women and students.

Created **300+** successful women-led businesses.

Partnered with **12+** institutions & corporates.

Enabled rural marketing for **30+** heritage products.

Conducted **20+** workshops and bootcamps.

Generated employment through vendor outsourcing.



# SOME OF THE GUEST SPEAKERS

## of SIAWED Weekly Webinar



**Mr. Chandrasekaran J.**

Founder & Managing Director  
of Watsan Envirotech Private Limited



**Dr. S. Manimegalai**

Motivational Speaker,  
Ph.D



**Mr. R.S. Mani**

Founder of  
Wow Academy



**Vinusha MK**

10 year old Founder of  
Four Seasons Pastry Pvt. Ltd.



**Dr. E. Bhaskaran**

Joint Director of Department  
of Industries and commerce



**Vijayan Rengarajan**

Chartered Accountant,  
Investment Advisor



**Karthik Vijayakumar**

Founder of Futura Robotics



**Dr. J. Daniel Chellappa**

Eminent Nuclear Scientist

## **OTHER EVENTS AND CONTESTS**

Regular Entrepreneurship Training Program

Women's Marathon

Business Webinar

Soap Making Workshop

Writing Competition

Amazing Social Media Contest

Photography Contest

Eco Care by SIAWED

One-Day Skill Training Program

3-Day Achievement Motivational Program

For Final-Year students

Intra-Institutional Event

Vairapenne

The Program has been crafted with so much of care and concern, it's a great step towards entrepreneurship. I wish and hope SIAWED scale greater heights in the future.

My college and I will stand with you on every step you're taking in the direction of entrepreneurship.



**Prof Dr. Malathy Selvakkumar**

PRINCIPAL of S.A. College  
of Arts & Science

I'm glad to note SIAWED is contributing substantially towards economic empowerment of women by offering training on job skills, capacity building to suit corporate needs and securing business outsourcing opportunities from business owners and corporate world.

I wish them all success!



**Dr K Deepa Mala**

Founder & Chairperson  
Research and Action Centre  
for Local Democracy

SIAWED is a great platform for college students and aspiring women entrepreneurs to connect with industry professionals and entrepreneurs for business guidance and skill development.

I'm glad to associate with SIAWED for the past couple of years and would like to extend them our maximum support and patronage in the years to come as well!



**Prof. Dr Rama Vaidyanathan**

Director R & D Dr A P J Abdul Kalam  
Centre for Innovation and  
Entrepreneurship



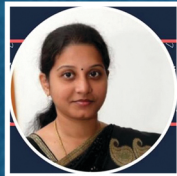
Our president Ms. Vanathi Devi mam She is very friendly, honest and uplifting! Willing to share experience, knowledge, and helping others!

I appreciate the support. I am so glad to be a member of SIAWED and can't wait to see what the future holds as we grow more as a group and as individual business women!



**Mrs. Manju**  
Founder of Arigni  
Herbal Products.

Here I have been able to expose my skills and talents as a Digital Marketer. Here I got an opportunity to give a guest lecturer in Vel's University with Vanadhi Mam- President of SIAWED for MBA Students on the topic "Career in Digital Marketing". I get many offers and leads through SIAWED partners for their online promotions. SIAWED has recognized my work and I got awarded as "Budding Entrepreneur of the year 2017".



**Ms. Deepika V**  
Digital Marketer Rajapalayam  
SIAWED Member & Awardee

After joining I found the President of SIAWED, Ms T Vanadhi Devi, very dynamic but very humble and friendly person. Members of SIAWED have given me many business referrals, shared my cookery workshops advertisements among their network and I find this group a very friendly community for business women to realise their dreams.





## VAIRAPENNE

“**Vairapenne**” (Diamond Woman) is a national-level virtual contest inviting women to showcase their skills, handmade products, and business ideas under **four traditional Tamil cultural themes** .



### KURUNJI

Hills: Nature based crafts, traditional art



### MARUTHAM

Plains: Agricultural products, wellness & nutrition



### MULLAI

Forest: Rural lifestyle, eco-products, organic creativity



### NEIDHAL

Coast: Marine-based crafts, textiles, coastal innovation

## CONTEST HIGHLIGHTS

3 winners per theme (Total **12 winners** )

Cash prizes worth **₹10,000** per theme

Final round (Live Online Event) – All 12 winners

## WILL COMPETE FOR THE TITLE OF “VAIRAPENNE”

Title Winner will receive **Seed funding support** to kickstart their venture, **Lifetime mentorship** from SIAWED’s distinguished panel of business advisors & recognition and media coverage via **SIAWED networks**.

## ALL PARTICIPANTS WILL RECEIVE:

Participation **certificates**

**Lifetime access** to SIAWED’s entrepreneur development services

**BE THE SPONSOR OF**  
**“VAIRAPENNE” VIRTUAL CONTEST**  
**FOR WOMEN ENTREPRENEURS**

**SPONSORSHIP TIERS**

<b>TITLE SPONSOR</b>	<b>5 Lakhs</b>
<b>GOLD SPONSOR</b>	<b>3 Lakhs</b>
<b>SILVER SPONSOR</b>	<b>2 Lakhs</b>
<b>BRONZE SPONSOR</b>	<b>1 Lakh</b>

**TAX BENEFITS FOR SPONSORS**

As a registered NGO, all contributions to SIAWED are eligible for tax exemption under Section 80G of the Income Tax Act. You will receive an official donation receipt and 80G certificate for your records.

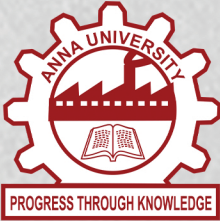
**LET'S EMPOWER**

**WOMEN ENTREPRENEURS TOGETHER**

Your support will be instrumental in nurturing grassroots women entrepreneurs and helping them access training, markets, and networks they truly deserve.

We sincerely invite you to become a sponsor or partner for the Vairapenne Contest and contribute to a future led by empowered women entrepreneurs.

## OUR PARTNERS



**ANNA UNIVERSITY**



**VELS UNIVERSITY**



**DR MGR UNIVERSITY,  
CHENNAI**



**AMET UNIVERSITY,  
CHENNAI**



**KALASALINGAM  
UNIVERSITY,  
VIRUDHUNAGAR**



**AVINASHILINGAM  
UNIVERSITY,**

# SOME SPECIAL MOMENTS



Inaugurating the women's day celebrations at S A Engineering College, Thiruverkadu on 13th March 2020!



With Prof Rajeshwari Subbiah of MOP VAISHNAV College for women, Chennai on 27th February 2020.



Siawed celebrating Womanhood March 4th 2017



A Pleasant Sunday mornin just after the rain morning the day of Women's Marathon on 6th August, 2017!



On the 2nd Anniversary of Dr. Kalam took all 3 global interns to MAFOI to Avadi!



**Empowering One Woman Empowers  
A Family, A Community And A Nation**

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 **www.siawed.org**

 **Chennai, Tamil Nadu**

**ESTD - 2013**

