



ANNUAL REPORT 2022-2023

OF
WOMEN ENTREPRENEURS INTERNATIONAL
TRADE AND TECHNOLOGY CENTRE
(WE ITTC)



WE ITTC can provide inspiring leadership in fuelling women's entrepreneurial determination coupled with their talent and technologies to help them build the next generation of competitive capital efficient companies

- Padma Vibhushan,
Padma Bhushan, Padma Shri
Dr. Raghunath A.Mashelkar.



WE ITTC
ANNUAL REPORT
2022-2023



**WOMEN ENTREPRENEURS INTERNATIONAL
TRADE AND TECHNOLOGY CENTRE
(WE ITTC)**

**ANNUAL REPORT
2022-2023**

CONTENTS

- **Notice**
- **Chairperson's & Sr. Vice Chairperson's Message**
- **Board of Directors Report**
- **Board of Directors**
- **Board Meeting Details for the year 2022-2023**
- **Other Committees**
- **Programs organised during 2022-2023**
- **Auditor's Report & Balance Sheet for the year 2022-2023**

NOTICE

Notice is hereby given that SECOND (02nd) Annual General Meeting of the Women Entrepreneurs International Trade and Technology Centre (WE ITTC) will be held on **30th September 2023** at **3:30 PM** IST through Video Conferencing and Other Audio-Visual Means, to transact the following business:

ORDINARY BUSINESS:

1. To receive, consider and adopt the audited accounts of the company for the year ended 31st March, 2023 and the reports of the Directors and Auditors thereon.

Place: Hyderabad
Date: 12-09-2023

By and Order of the Board of Directors
For Women International Trade and Technology Centre
SD/-
Smt. Padmaja Prabhakar Kamireddy
Director & Secretary
DIN: 06934364

NOTES:

1. The Ministry of Corporate Affairs vide its Circular No 20/2020 dated 5th May, 2020 read with Circulars 14/2020 dated 8th April, 2020 and 17/2020 dated 13th April, 2020 and subsequent circulars issued in this regard, the latest being 10/2022 dated December 28, 2022 (collectively referred to as 'MCA Circulars'), has introduced certain measures enabling companies to convene their Annual General Meetings (AGM) through Video Conferencing (VC) or Other Audio Visual Means (OAVM) without physical presence of Members at common venue and also send notice of the Meeting and other correspondences related thereto, through electronic mode. In compliance with the said requirements of the MCA Circulars, electronic copy of the Notice along with the Annual Report for the financial year ended 31st March, 2023 consisting of financial statements including Board's Report, Auditors' Report and other documents required to be attached therewith (Collectively referred to as Notice) have been sent to those members whose email ids are registered with the Company and no physical copy of the Notice is sent by the Company to any Member. The Notice has also been hosted on the website of the Company.

2. The members who have not yet registered their e- mail ids with the Company may contact the Program Coordinator on weittc21@gmail.com or 8978988004 for registering their e- mail ids immediately. The Company shall send the Notice to such members also whose e-mail ids get registered with the company to participate in the meeting and cast their votes.

3. If there is any change in the email ID already registered with the Company, members are requested to immediately notify such change to the Company.

4. In terms of the aforesaid MCA Circulars, the businesses set out in the Notice will be transacted by the members only through the e-voting system provided during the meeting while participating through VC facility.

5. As per MCA Circulars, the facility of joining the AGM through VC will be made available to at least 1000 members on first come first served (excluding directors, auditors etc) basis. The Company has the required VC facility to the members for participating in the Meeting and voting at the Meeting through Inst poll. The members are requested to follow the following instructions in order to participate in the Meeting through VC mechanism:

- a. The login-id and password for joining the meeting will be shared separately through a follow up email to this Notice;
- b. The facility for joining the Meeting shall be kept open 15 minutes before the time scheduled to start the meeting i.e. 03.15 PM on 30th September, 2023 and 15 minutes after the expiry of the said scheduled time i.e. till 03.45 PM;
- c. Participation of single member shall only be allowed at a time;
- d. Queries on the accounts and operations of the Company or the businesses covered under the Notice may be sent to the company at least seven days in advance of the meeting so that the answers may be made readily available at the meeting;
- e. Members are requested to email at weittc21@aleap.org or call at +91 8978988004 in case of any technical assistance required at the time of log in/ assessing/ voting at the Meeting through VC;
- f. Instructions for e-voting at the AGM / remote e-voting through email for poll (if required) will be shared to all the members shortly by the follow up email.

6. In view of the MCA Circulars, no proxy shall be appointed by the members. However, corporate members are required to send to the Company, a certified copy of the Board Resolution, pursuant to section 113 of the Companies Act 2013, authorising their representative to attend and vote at the Meeting through VC.

7. The Register of Directors and Key Managerial Personnel maintained under Section 170 of the Companies Act, 2013 and the Register of Contracts and Arrangements in which Directors are interested, maintained under Section 189 of the Companies Act, 2013 shall be made available only in electronic form for inspection during the Meeting through VC which can be accessed upon request through email to weittc21@aleap.org.

8. The Annual Report for the financial year ended 2022-23 will also be available on the Company's website www.weittc.org

9. The results of e- voting shall be declared immediately on or after the Meeting of the Company by the Chairperson or by any other person duly authorised in this regard.

Place: Hyderabad
Date: 12-09-2023

By and Order of the Board of Directors
For Women International Trade and Technology Centre
SD/-
Smt. Padmaja Prabhakar Kamireddy
Director & Secretary
DIN: 06934364

CHAIRPERSON MESSAGE

Dear Members,

We have weathered the storm of COVID-19, thankfully, without much permanent damage to our businesses. However, no doubt, economic set-backs have been faced by many of the women. We need to now ensure that the women entrepreneurs are assisted in recovering from the economic set-back faced by them during this unprecedented global pandemic. We need to help the women entrepreneurs become more resilient so that, in future, they are in a better position to face such unexpected calamities.

WEITTC has, during the past year, arranged a series of seminars and workshops, both physical and virtual for capacity- building of the women to diversify the markets available to them. During Covid19, it was realised that exploring new opportunities in both domestic and export markets offered strategic options to the women and the use of E-Commerce was a new opportunity for easy and cost-effective marketing of their products. So a number of our programs focused on these two aspects of marketing.

In April 2022, WEITTC organised a workshop on "Exports Made Easy - Basic Guidance Program to Start Exports". Opportunities for exports in UAE and in Thailand were presented in separate seminars when experts explained the products that could be exported to these emerging markets and the procedures and rules that need to be complied with by them. A webinar was organised in June 2022 with the support of EXIM Bank on the cross-border Export-Import Payments System which is in place. In June 2022 a webinar was organised on "Unlocking Potential of MSMEs" in association with Factory Plus. The benefits of digital marketing was organised in June to explain how this new tool could be used by MSMEs to grow their business. A Supply Chain Management and Marketing was arranged in June 2022. Special focus on Agro exports was provided in a seminar in July 2022.

In future, WEITTC will continue to help women entrepreneurs in accessing new technologies in different sectors so that the products that they produce are competitive in global markets. Training programs will be conducted for women on the use of E-Commerce platforms. WEITTC also is trying to facilitate women entrepreneurs to participate in important trade fairs within India and also in foreign countries.

I extend my good wishes for a bright future to all our dear Members.

Best Wishes,

Thank You,

SD/-

Dr. Sheela Bhide,

Chairperson WEITTC

SR. VICE CHAIRPERSON MESSAGE

Dear Members,

Despite the policies and measures to promote gender equality, men still dominate India's entrepreneurial ecosystem. According to a recent report, most women-owned businesses in the country operate in low-revenue sectors, while men control the more profitable sectors like manufacturing, construction, etc.

Entrepreneurship is a long journey that involves a lot of learning, un-learning, and upskilling. An environment that exudes a strong entrepreneurial spirit is crucial for a person to become a successful business owner. However, many women often suffer from the lack of such a productive environment.

It is also true in the case of women's participation in international trade. According to the International Trade Centre (ITC), only 15% of exporting firms are led by women entrepreneurs, though 40% of SMEs worldwide are women-owned businesses. With the spread of education and the growing awareness among women, the women entrepreneurs have been increasing, not only in the kitchen extension activities i.e. the 3 Ps viz. pickles, powder (masala) and papad or the traditional cottage industries, such as toy-making, basket-making etc. as they require less technical know-how, but they are entering also into engineering, electronics and many other industries which require high technical Skill.

The digitalization of the economy is also creating new opportunities for women in developing countries. Harnessing the positive impact of digital technology, combined with the transformative power of female entrepreneurship could help accelerate wealth creation and poverty reduction in these regions.

WE ITTC is being established to create an impact in stimulating regional trade and investment for enhancing the pace of economic growth of women owned micro, smalls and medium entrepreneurs (MSMEs). COVID-19 pandemic has disrupted all the businesses extensively and WE ITTC has come up with an online ecommerce platform exclusively for women entrepreneurs to market their products, IWEKART.

WE ITTC has actively conducted various seminars to disseminate knowledge in areas like exports, supply chain management, cross border trade, growing business through Digital Marketing, WE for Green Planet, AGRO Exports, etc. We envisage that the women entrepreneurs can unlock their immense potential through knowledge obtained from these online/offline webinars.

I congratulate the team of WEITTC for creating a one stop platform for promotion of trade & technology and thank all the stakeholders for supporting us in this journey of economic empowerment.

Best Wishes,

Thank You,

Sd/-

Rama Devi Kanneganti,

Sr.Vice Chairperson, WE ITTC.



WE ITTC
ANNUAL REPORT
2022-2023

BOARD REPORT

Dear Members,

Your director has pleasure in presenting this 2ND Annual Report on the affairs of the Company together with the Audited Statement of Accounts for the year ended on 31ST March 2023.

OPERATING RESULTS OR PERFORMANCE OF THE COMPANY:

The company's revenue from operations during the year under review was Rs. 1,02,504.00 (Previous year Rs.33,068.00). The Company has excess of expenditure over income amounting to Rs. 17,07,518.00 (Previous year excess of expenditure over income Rs. 12,83,318.00).

DETAILS OF THE BOARD OF DIRECTORS AND THEIR MEETINGS

BOARD OF DIRECTORS FOR THE YEAR 2022 - 2023.

OFFICE BEARERS:

- Dr. SHEELA BHIDE - CHAIRPERSON
- Smt. K.RAMA DEVI - SENIOR VICE CHAIRPERSON
- Dr. JYOTHI RANI PIDIKITI - VICE CHAIRPERSON
- Smt. K.PADMAJA PRABHAKAR - SECRETARY
- Smt. Y.TRIPURAMBA - TREASURER

OTHER MEMBERS:

- Smt. A.DURGA BHAVANI
- Smt. V.SREEDEVI
- Smt. B.APARNA
- Smt. K.SRI MAHALAKSHMI
- Ms. VATSALA MISHRA

DETAILS OF THE BOARD OF DIRECTORS MEETINGS HELD DURING THE YEAR 2022-2023

4 (Four) Board of Directors Meetings were held during 01st April 2022 to 31st March 2023. The following are the dates of the meetings:

• 05.05.2022	-----
• 18.07.2022	-----
• 08.09.2022	-----
• 09.11.2022	-----

Details of the Attendance of
Board of Directors Members for the Year 2022-2023
(01st April 2022 to 31st March 2023)

S.No	Name of BD Members	Total No. of BD meetings held during the tenure of the member	No. of meetings Attended by the BD Members
1.	Dr.Sheela Bhide	4	3
2.	Smt. Rama Devi Kanneganti	4	3
3.	Dr. Jyothi R Pidikiti	4	4
4.	Smt. K.Padmaja Prabhakar	4	4
5.	Smt. Y.Tripuramba	4	4
6.	Smt. A.Durga Bhavani	4	4
7.	Smt. V.Sreedevi	4	2
8.	Smt.B.Aparna	4	3
9.	Smt. K.Sri Mahalakshmi	4	4
10.	Smt.B.Kavitha Rajesh	4	4
11.	Ms.Vatsala Mishra	4	3

DETAILS OF THE ADVISORY COMMITTEE MEMBERS

List of Advisory Committee Members of WE ITTC	
S. No	Authorised Representatives
1	Mrs. Sheela Bhide, IAS (retd.), Chairperson, WE ITTC
2	Mrs. Rama Devi Kanneganti, Sr. Vice Chairperson, WE ITTC
3	Ms. Pramila Acharya Rijal, President, SAWDF
4	Ms. Chime Wangdi, Chairperson, BEES Network
5	Ms. Rangadass Prabhavathi, DGM, Hyderabad Regional Office, SIDBI
6	Sri N.Nataraj Deputy Director and Branch Head Indian Institute of Packaging Hyderabad
7	Sri Krishan Kumar, Sr. Manager, ITPO
8	Dr. Chindi Vasudevappa, Director and Vice-Chancellor, NIFTEM, Haryana
9	Dr. C. Anandharamakrishnan Director, Indian Institute of Food Processing Technology, (IIFPT) Thanjavur

10	Dr. Toolika Gupta, Director, Indian Institute of Crafts and Design Rajasthan
11	Smt. K. Ratna Prabha IAS (Retd), President UBUNTU
12	Dr. Ratnakar Adhikari, Executive Director, Enhanced Integrated Framework (EIF), Geneva, Switzerland
13	Dr. Manisha Premnath, General Manager and Chief Operations Officer, Venture Centre, Pune.

WOMEN ENTREPRENEURS INTERNATIONAL TRADE AND TECHNOLOGY CENTRE (WEITTC)

Women Entrepreneurs International Trade & Technology Centre (WEITTC) is registered under Sec.8 of the Companies Act, 2013 exclusively for women entrepreneurs for promotion of MSMEs [Micro, Small & Medium Enterprises] in India and marketing network facilities in India & abroad. WEITTC is guided by the Association of Lady Entrepreneurs of India (ALEAP) with all its 29 years of rich experience, expertise and visionary leadership for a successful journey ahead together **supported by the Ministry of MSME GoI and Government of Telangana**. It is the first of its kind marketing hub in India establishing at ALEAP Industrial Estate, Nandigama, Patancheru Mandal, Sangareddy District, Telanagana under the MSE CDP Scheme of the Ministry of MSME GoI exclusively for the women entrepreneurs.

WE ITTC is an organization which facilitates women with right resources to realize their big dream. WE ITTC, begins with empowering women and bring to them to futuristic vision through up-skill program with corporate orientation, assimilation and on hand experience. WE ITTC focuses on global trade and improve the trade participation and performance of women MSMEs.

AIM

To support women of SAARC and ASEAN countries to market their products and access the benefits of globalized economy.

Objective

- Working at the regional, national, and global level.
- Providing women entrepreneurs training and to prepare them for International business.
- Facilitate with infra and technology support.
- Balance economy and environment by Promotion of green & sustainable manufacturing technologies.



WE ITTC
ANNUAL REPORT
2022-2023

ABOUT PROGRAMS

PROGRAMS ORGANISED DURING 2022-2023

Following events programs were conducted during the year 2022-2023.

Data of Seminar 2022 -2023				
S.No	Seminar Topic	Physical/Webinar	Date	Total Number of Registration
1	Export Made Easy-A Basic Guidance Program to Start Exports	Physical	15th and 16th April	41
2	Business Opportunities and Benefits at UAE (With SAIF Zone)	Physical	14th May	28
3	Supply Chain Management and Marketing	Webinar	7th June	162
4	Awareness Program of IWEKART	Physical	13th June	45
5	Cross Border Platform for Export-Import Payments with EXIMPE	Webinar	15th June	23
6	Unlocking Potential of MSME's in Association with Factory Plus	Webinar	16th June	22
7	Grow Your Business Through Digital Marketing	Physical	17th June	98
8	E Brochure	Webinar	6th July	75
9	We for Green Planet	Physical	18th July	-
10	How to Start AGRO Exports	Physical	21st July	36
11	E Trade: Transform your Business - 360° Approach	Webinar	30th August	132
12	Export Opportunities in Thailand	Hybrid	21st October	132



Export Made Easy- A Basic Guidance Program to Start Exports

Date: 15th April 2022 to 16th April 2022

Time: 10:00 AM to 5:00 PM

Mode: Physical

Beneficiaries: 41 Attendants

Speakers: Mr. Amit Budhiraja Global Export Professional, Mr. N.C.Lohakare, Assistant General Manager from APEDA and Mr.S.Periasamy CEO AIC NIFTTAE Incubation Centre for Textiles. Experts from SBI Bank, Experts from ITPO

Content: WE ITTC has organised a designing course for entrepreneurs, who have the objective of reaching the global market. The course has been designed for the entrepreneurs to guide and help in Exporting the manufacturing goods. In this Course we have given the guidelines to export and to establish and grow in the international markets.

Chief Guest for the seminar was Mr.D.Krishna Bhaskar,IAS,Director Commissionerate of Industries (COI), Telangana.

The topics which we have covered in the seminar were as follows:

Simplifying Exports , Cross Border eCommerce and Global Trade 4 SME's, Enhancing Agri Exports, Global Selling, Freight Forwarding, Shipping, Customs, SEZ, FTA, Trade Compliance, Logistics, Product Export Readiness, Introduction to Export Documentation and also spoke about Quality and Insurance, Customs, Ports Shipping and International Transport. He told about customs documentations, Registration and approval for shipping your products and International Transport like Flights and documentation and registration with airports for exporting and importing the goods, Opportunities for Exports of Agro food products and role of APEDA in promoting such Exports, Export Opportunities in Apparels and Textiles in national and international, the importance of participating in national and international exhibitions and Trade Fairs for export and import, Banking and Finance, how banking works for Export and Import also helps in documentation and financial transactions and documentation.



Business Opportunities and Benefits at UAE (With SAIF Zone)

Date: 14th May 2022

Time: 10:30 AM to 12:00 PM

Mode: Physical

Beneficiaries: 28 Attendants

Content: At SAIF ZONE, they offer you the attractive tax-friendly benefits combined with complete ownership in a designated free zone at an unmatched strategic location. With every detail thoughtfully structured and robust service support, they provide plenty of opportunities to connect and collaborate so you can focus solely on growing your business.

SAIF ZONE Benefits that give your business the Extra Edge:

1. Established since 1995
2. 100% Recruitment of Expatriates.
3. State-of-the-art facilities tailored to your needs.
4. 24/7 hotline and emergency service
5. Well-connected network of highways, airports & seaports
6. Only industrial zone in UAE with lush greenery
7. 1st ISO 9001 certified airport free zone in the world
8. Collaborate with existing business communities
9. On site custom for rapid clearance of goods
10. Telecom, it, medical clinics & pharmacy services available

Free Zone at UAE:

A free zone, also known as a free trade zone, is a defined geographical area within each emirate. It may exist as the result of a mutual agreement between several countries to create a customs-free zone in a designated area. No taxes or duties are levied in the free zone making it the key to promote trade especially in the import and export of all kinds of goods.

Top Reason to set-up your business at SAIF ZONE:

1. 100% Foreign ownership and repatriation of funds with no currency restrictions.
2. 100% Exemption from corporate and personal income taxes.
3. 100% Tax exemption from all import and export duties.
4. 100% Easy business set up with state-of-the-art infrastructure.



SAIF ZONE Advantages:

1. Free transfer and stable currency linked to the US \$.
2. State of the art facilities and tailored to your needs.
3. 8000+ Companies from 160 Countries.
4. Banks and Money Exchange.
5. Immigration and Custom Office
6. Telecom and Computer Services
7. On-Site Budget Worker Accommodation
8. Travel and Accommodation courier services
9. Medical Clinical and Pharmaceutical.
10. F&B outlet at SAIF Mall.
11. Multiple Plots size available.
12. Well Connected network of highways, airports and seaports.

Overview:

Becoming a member of the SAIFZONE family means becoming a member of a world class and quality jurisdiction which will provide you with unparalleled access to the world's key markets and a world of trading opportunities across all industry sectors. They offer multiple business benefits and competitive advantages in a regulatory environment that you can trust to adhere to the highest standards of international compliance.

Rules and Regulations:

AML Compliance - The United Arab Emirates (UAE) contributes to global anti money laundering efforts and combating financing of terrorism (AML/CFT) and strives to fully implement the standards set by the International Financial Action Task Force (FATF)

UBO Update - On 28th August 2020, the UAE Ministry of Economy published Cabinet Resolution No. 58 of 2020 (the 'Decision') on the "Regulation of Procedures Related to Real Beneficiaries".

ESR - The UAE introduced Economic Substance Regulation (ESR) on 30 April 2019 through a Cabinet of Ministers Resolution No. 31 of 2019.



Cross Border Platform for Export-Import Payments with EXIMPE

Date: 15th June 2022

Time: 4:00 PM

Mode: Webinar

Beneficiaries: 60 Attendees

Speaker: Mr.Dipankar Biswas Growth, Marketing and Development Sector EXIMPE.

Content: Introduction about EXIMPE to the Entrepreneurs of the exporters. EXIMPE was started by EXIM Bank. EXIM PE is for money transactions between exporter and importer.

Create your Multi Currency account with absolute ease Understanding of digitised workflows for exporters and importers to do cross border payments, compliances and access finance.

Powering Payments for Exporters:

1. Lowest FX Rates
2. Payment from 180+ Countries
3. Best Customer Support

Helping Indian MSMEs to do global business by empowering them with inward payments solutions so that they can focus more on their business.

EximPe Product for Exporters:

An all-in-one inward payments and FX platform designed specifically for Indian Exporters

1. Trade Remittance & FX Platform (for simplified export remittance)
2. Trade Finance solution (for exporters to US/Canada/ASEAN)
3. Trade Advisory Services (help exporters to do more business)

Special Product for Small E-commerce Exporters:

1. Virtual Bank Account (virtual account in customers local currency)
2. 50% Cheaper (50-60% cheaper than international payment gateways)
3. 95%+ Success Rate (95%+ success rate which means low customer drop)
4. Zero Dispute cases (no chargeback/dispute complaint from customer)

Exclusive Benefits to ALEAP Members:

1. Discount on FX (10p INR/USD discount on inward payments)
2. Discount on IEC Cost (5% subsidy on IEC registration cost*)
3. Dedicated Support Team (aleap@eximpe.com & phone number)
4. Faster Account Activation (account activation in shortest TAT)



Unlocking Potential of MSME's in Association with Factory Plus

Date: 16th July 2022

Time: 4:00 PM to 5:00 PM

Mode: Webinar

Beneficiaries: 60 Attendees

Content: FactoryPlus is a factory management app for MSME factories and can be used by factory owners and supervisors. FactoryPlus provides a fast and secure platform for factory owners to manage production and inventory on the go with a Mobile App and a web dashboard. You can make your factory smarter, faster and cost-effective with FactoryPlus.

FactoryPlus is a 100% free factory management platform for MSME factories. FactoryPlus is a cloud based platform that provides you with the live status of your factory by digitising its day-to-day operations. FactoryPlus is very easy to use and is available on Mobile as well. It can also be used by supervisors for specific tasks without any need of specialised training.

Data stored on FactoryPlus is 100% safe. No matter what happens to your phone, your data remains intact. Factory Plus systems are protected with 256-bit RSA encryption. FactoryPlus is completely Made in India product. FactoryPlus is built by a team with rich experience in MSME manufacturing as well as software technology. Most of the factories in India are operated through WhatsApp groups, whiteboards, sheets and registers, with FactoryPlus, a factory can be managed digitally through a mobile app.

Benefits:

1. 100% free - And always free platform available on Android, iOS and Web
2. Automatic data backup - Never lose your data, with unlimited cloud storage and 256 bit encryption
3. Simple to use - Even semi-skilled or unskilled workers can use the app with ease
4. Save time - Manage factory digitally, save time without the hassle of manual paperwork
5. Prevent theft - Keep a track of stock of different goods. Action by every user is recorded on app
6. Built by manufacturers - Built by engineers with background in manufacturing and technology



Grow Your Business Through Digital Marketing

Date: 17th June 20233

Time: 11:00 AM

Mode: Physical

Beneficiaries: 30 Attendees

Speaker: Mr. Amit Budhiraja Global Export Professional

Content: As consumers are searching for your product on the online medium, brands must be present.

eCommerce involves buying and selling products and services on an electronic device facilitated by the Internet. It is a no-brainer, the need for digital marketing in eCommerce. However, digital marketing is not limited to reaching out to customers, it is important to gain quality leads and reach to consumers who are in search of your products/services. The right digital marketing strategy can skyrocket an eCommerce business's growth.

Digital marketing company for eCommerce understands the challenges and creates strategies to overcome such challenges by grabbing customers' attention since they get distracted easily.

CHECK HOW DIGITAL MARKETING IS CRUCIAL FOR E-COMMERCE

1. MARKETING PRODUCTS ONLINE
2. INFLUENCING CONSUMER BUYING DECISIONS
3. ESTABLISHING BRAND IMAGE
4. E-COMMERCE DIGITAL MARKETING IS COST EFFECTIVE

ESSENTIAL DIGITAL MARKETING SERVICES FOR E-COMMERCE BUSINESS:

1. SEARCH ENGINE OPTIMIZATION (SEO)
2. SEARCH ENGINE MARKETING (SEM)
3. SOCIAL MEDIA MARKETING (SMM)
4. EMAIL MARKETING
5. CONTENT MARKETING



BENEFITS OF E-COMMERCE DIGITAL MARKETING SERVICES

1. Increased brand awareness
2. Improved brand credibility
3. Greater engagement
4. Boosts conversions
5. Drives more sales
6. Low-cost marketing
7. Gain a genuine audience base
8. Raise customer loyalty
9. Quality lead generation and nurturing
10. Measurable analytics
11. Higher Revenue

Logistics in E-Commerce:

Ecommerce logistics, sometimes referred to as e-logistics, is the process an ecommerce brand uses to get an order out the door and into the hands of the customer. After shoppers make an online purchase, the order is packed, shipped, delivered, and, in some cases, returned.

5 tips to improve logistics for your e-commerce

1. Make a tight stock control.
2. Set delivery deadlines well.
3. Choose the best packaging.
4. Have a good exchange and return system. Define exchange and return policies. Provide efficient service. Coordinate the process.
5. Offer shipping options.



Creation of E-Brochure through Sourcewiz

Date: 6th July 2022

Time: 3:00 PM

Mode: Webinar

Beneficiaries: 60 Attendees

Content: Sourcewiz wanted to help the Exporters and Importers and also with the Manufacturing business and to enhance their business. They have their offices in Bangalore, Gurugram, Abu Dhabi UAE, Delaware USA.

Sourcewiz is your digital fix - a platform that simplifies your pre-sales processes so that you can focus on bigger things that matter. 500+ businesses across multiple segments are using Sourcewiz to generate catalogues in minutes, organise their unstructured product information and accelerate their business.

Sourcewiz embarked on its journey with a mission to enhance B2B manufacturing business and to reanalyze the future of export. The COVID-19 pandemic pushed us to rethink the business operations as it was directly affected by it. They saw an opportunity to solve the problem at hand by digitising and automating their workflow. Their platform allows the businesses to streamline your work, automate the tedious and mundane tasks and amplify your growth.

Make Your Product Database Accessible Anytime, Anywhere

Effortlessly upload thousands of SKUs and speedily edit information directly on our system. Integrate our platform to your existing ERP to make your products and inventory easily accessible.

With smart search filters, image search and mobile access, your teams can search your products and inventory available, and close more sales anywhere, anytime.

Empower Your Sales Reps With The Right Information To Close More Orders

Sync product inventory in real-time. Enable your team to take orders only on products in stock, whether they're at trade shows or on the field through any device of their choice

AI based recommendations on the best upsell opportunities. Bestsellers and product bundles will enable your team to maximise every opportunity

Advanced customer analytics enables your reps to contact the right customers at the right time. Help them know who is most likely to reorder. Automate re-engagement for abandoned carts on your B2B ordering site



WE for Green Planet

Date: 18th July 2022

Time: 11:00 AM

Mode: Physical

Beneficiaries: 40 Attendees

Speaker: Mr.Amit Budhiraja, Consultant, Global Exports of WEITTC ALEAP, Dr.Sheela Bhide IAS (Retd),Chairperson of WEITTC.

Content:

WE WE's join GREEN PLANET MOMENTUM - "LIVE GREEN TO SAVE MORE GREEN"

ALEAP and WE ITTC together working for environmental safety, transforming the heavenly earth (unique in having our existence along with plants, animals, air & water) greener by bringing awareness among entrepreneurs in conserving natural resources like water, energy, minerals, waste management etc. Since its beginning the earth has managed to maintain the natural order of sustaining its habitat. Due to our own acts & habits, the natural order is getting disturbed.

In reality the earth is getting polluted in various ways by contaminating the air, the water, the agricultural produce and the minerals which are the major resources for life though the technology helped us in the visibility of earth by presenting the beautiful high definition pictures.

Our aim, our mission, our goal is to conserve these natural resources and **"To Protect the Nature and to Save the Heavenly Earth"**.

Women are playing a good role in managing the biggest environmental threats from extinguishing of species to pollution. Keeping in view of this, we wish to bring all the women entrepreneurs under one platform and help them to join the Green Planet Momentum and make the earth the healthy livable habitat.

Under the broad umbrella of ALEAP, a series of programs are designed to bring a momentum towards transforming the earth a Greener Planet.



The topics to be covered:

- Produce, Prosper and wise utilization of waste, Leveraging technology to reduce waste
- Ecopreneur & green certifications, ZED certifications, Incentives, Eco Profit, Eco labeling & Eco Star, The role of Governments in shifting to green economies
- Ecofriendly solutions & practices, retrofitting the existing industries, multilateral solutions for industrial parks, Carbon footprints & carbon credits, Resolving the negative impact and sustainable use of natural resources;
- Resource management, Energy efficient machinery, Conservation of energy, alternate source of energy
- Agriculture: where there is a need to protect soil and provide harmless nutrition to the plants.
- Ayurveda: the ancient treasure: bringing awareness of natural products, natural ways of manufacturing. Eg: cold press oils, essential oils, pain balms etc
- People, Food & Nature –Formula for Ecological Food Chain; Awareness on food loss & waste;
- Digital transformation for environmental sustainability, Green Economy and Trade

This great initiative was launched on “18th July 2022” by the following eminent personalities:

Dr. Julie Reviere, Country Director, GIZ India as the Chief Guest

Sri Jayesh Ranjan , Principal Secretary, Govt of Telangana, Department of Industries and Commerce, Hyderabad, Telangana

Dr. Rodney Reviere, Programme Head, IGVET, GIZ India

Sri Punnam Kumar, Deputy, Director General of Foreign Trade (DGFT)

Opening Remarks on WE for Green Planet Initiative was spoken by Presentation on ALEAP Initiatives: WE for Green Planet was given by Team ALEAP.

Launch of WEITTC Website and Brochure and Address on Export Opportunities was done by Mr. Akshay Kumar, Joint Director DGFT, Hyderabad.

Launch of Coffee Table Book and Address on Importance of Green Initiatives of Government of Telangana was done by Sri Jayesh Ranjan, IAS, Prl. Secretary to Government of Telangana, Department of Industries and Commerce, Hyderabad.

Inauguration of Skill Training Program, Certificate Distribution and Special Address was given by Dr. Rodney Reviere, Programme Head, IGVET, GIZ India.

Launch of WE for Green Planet, Green Products of Start ups and Inaugural Address by the Chief Guest Dr. Julie Reviere, Country Director, GIZ India

Interaction with Women entrepreneurs, startups and MSMEs

Honouring of Chief Guest and Guests of Honour



Export Compliance in Agro Exports:

The key compliance requirements for exporting of agricultural products are: Obtain and Update Importer-Exporter Code (IEC) every year: Any Exporter Company must obtain a 10-digit Importer-Exporter Code from the official website of DGFT by registering under it.

Documents are needed for agriculture export:

1. Application Form duly signed by the applicant.
2. Import-Export Code (IEC Code)
3. Bank Certificate.
4. Bank Statement (Past 2 Months)
5. Cancelled Cheque.

The commercial documents required for shipment of export goods:

With documents like a Certificate of Origin, Commercial Invoice, Export Order, Letter of credit, Certificate of Inspection and Marine Insurance Policy in place, the cargo can enter the port and onto the dock. Once the shipment is loaded into the carrier, the Mate's Receipt is issued, confirming the same.

Commercial Documents in International Trade:

1. Sales contract. The sales contract is the initial document that specifies the sellers obligation to deliver the agreed-upon goods and the buyer's obligation to pay for them.
2. Pro forma invoice.
3. Commercial invoice.
4. Packing list.
5. Letter of credit.
6. Certificate of insurance.

Letter of Credit

A Letter of Credit is a contractual commitment by the foreign buyer's bank to pay once the exporter ships the goods and presents the required documentation to the exporter's bank as proof. As a trade finance tool, Letters of Credit are designed to protect both exporters and importers.



E Trade: Transform your Business - 360° Approach

Date: 30th August 2022

Time: 10:30 AM to 1:30 PM

Mode: Webinar

Beneficiaries: 76 Attendees

Speaker: Smt.K.Rama Devi, President of ALEAP, Chairperson and CEO of AIC ALEAP WE HUB, Senior Vice Chairperson of WE ITTC, Dr. Sheela Bhide Rtd IAS, Chairperson, WE ITTC and Mr.Amit Budhiraja, Consultant, Global Exports of WEITTC ALEAP.

Content: Digitalization in Business Process, Benefits of Digitalization, Manufacturing Process - Innovation and Customer Satisfaction, Education Transformation - Vendor, Supplier on Boarding, Business across the Board, Financial Transformation - Fraud Deduction, Flexibilities, Unlocking Global Opportunities with Cross Border ECommerce, Driving Business Growth with Digitalization, Tools to make your Business Go Digital - Be a Digital Entrepreneur, Roadmap for scaling your Enterprise using Technology,, Logistics and Fintech for Cross Border ECommerce, Selling on Global ECommerce Marketplaces, Creating a Website for Global Customers - Improving Traction, Mapping Regulatory Ecosystem for Etrade, Introduction to Financial Transformation - Fraud Detection, Flexibility.



Export Opportunities in Thailand

Date: 21st October 2022

Time: 3:00 PM

Mode: Hybrid

Beneficiaries: 86 Attendees

Speaker: Mr. Sridhar Dharmapuri, FAO, UN, Thailand.

Content: Food and Agri based Exports and Opportunities. Thailand is Largest exporter for Natural Rubber, Frozen Shrimps, Canned Tuna, Canned Pineapple, Cooked Poultry, Cassava. Thailand is a leading food Exporter Rice is the chief export, accounting for about 17.5% of all food exports, followed by Chicken, Sugar, Processed Tuna, Tapioca Flour and Shrimps. Thailand's Largest Export markets are Japan, China, Vietnam, Indonesia, Myanmar, Cambodia, Malaysia and the Philippines.

Major exports by India to Thailand are in the following sectors : Fresh aquatic animals, chilled, frozen, processed and instant, Electrical machinery and parts, Medicinal and pharmaceutical products, other metal ores, metal waste scrap, and products, Vegetables and vegetable products, Chemicals, Jewellery including silver bars and gold, Machinery and parts, Parts and accessories of vehicles, Iron, steel and products, Yarn and fibres, Fabrics, Metal manufactures and Fertilizer and pesticide., Coffee, tea and spices, etc.

Major Indian Exports to Thailand: Jewellery including silver bars & gold; machinery and parts; metal waste scrap and products; chemicals; Vegetables and vegetable products; medicinal and pharmaceutical products; fresh aquatic animals, chilled, frozen, processed and instant, parts & accessories of vehicles; Iron, steel and products; electrical machinery & parts; coffee, tea and spices; electrical household appliances; Fabrics etc.

Major Indian Imports from Thailand: Animal or vegetable fats and oils; chemical products; polymers of ethylene, propylene, etc. in primary forms; precious stones and jewellery; iron and steel and their products; machinery and parts thereof; motor cars, parts & accessories; copper and articles thereof; aluminium products; spark-ignition reciprocating internal combustion piston; automatic data processing machines and parts thereof; air conditioning machine and parts thereof; rubber products; rubber etc.

As the second largest economy in the ASEAN region and with a population of around 66 million, Thailand offers good business opportunities for Indian companies. Cost-effectiveness and good after-sales support could work in favour of Indian companies in the Thai market. Indian industry can look to Thailand not only as a thriving market, but also as a gateway for doing business more widely in the region.



AMOUNTS PROPOSED TO BE CARRY FORWARD TO RESERVES:

The Company has no amounts to carry forward to reserves during the year under review.

DIVIDEND:

As the Company being Section 8 Company, the declaration of dividend is not applicable.

STATUTORY AUDITOR & AUDIT REPORT:

At the 01st Annual General Meeting of the Women Entrepreneurs International Trade and Technology Centre, M/s. B Nagaraja & Co., Chartered Accountants bearing Firm Registration Number 006935S were appointed as Statutory Auditors of the Company to hold office from the conclusion of 01st Annual General Meeting till the conclusion of the 6th Annual General Meeting of the Company to be held in the year 2027.

DEPOSITS

The Company is Section 8 Company. The Company has not accepted any deposits pursuant to the provisions of the Act.

CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION, FOREIGN EXCHANGE EARNINGS AND OUT GO—NIL

CORPORATE SOCIAL RESPONSIBILITY:

The Company is not required to constitute a Corporate Social Responsibility Committee as it does not fall within purview of Section 135(1) of the Companies Act, 2013 and hence it is not required to formulate policy on corporate social responsibility. However, the company being a Section 8 company, it promotes charitable objects.

DIRECTORS' RESPONSIBILITY STATEMENT:

Pursuant to the requirement under section 134(3)(C) of the Companies Act, 2013 with respect to Directors' Responsibility Statement, it is hereby confirmed that:

- i. in the preparation of the Annual Accounts for the financial year ended 31st March, 2023, the applicable accounting standards had been followed along with proper explanation relating to material departures;
- ii. the directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company as at 31st March, 2023 and of the income and expenditure statement of the company for that period;
- iii. the directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;
- i. the directors had prepared the annual accounts on a going concern basis; and
- ii. the directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

DECLARATION BY THE INDEPENDENT DIRECTORS:

The provisions of Section 149 for appointment of Independent Directors do not apply to the company.



PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS UNDER SECTION 186:

During the year under review, the Company has not given loans, guarantees or investments pursuant to section 186 of the Act.

PARTICULARS OF EMPLOYEES:

None of the employee has received remuneration exceeding the limit as stated in rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

PREVENTION OF SEXUAL HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT 2013:

The company has in place a policy for prevention of sexual harassment in accordance with the requirements of the Sexual Harassment of women at workplace (Prevention, Prohibition & Redressal) Act, 2013. Internal Complaints Committee has been set up to redress complaints received regarding sexual harassment. All employees (permanent, contractual, temporary, trainees) are covered under this policy. The Company did not receive any complain during the financial year 2021-22.

RELATED PARTY TRANSACTIONS:

Particulars of contracts or arrangements with related parties during the year referred to in sub-section (1) of section 188: Nil

ANNUAL RETURN

As per the MCA vide Notification dated 05th March 2021 amended the Rule 12 of the Companies(Management and Administration) Rules 2014 the exact of the Annual Return is posted on the company's website www.weittc.org. Accordingly MGT 9 is not attached hereto and Annual Return in prescribed MGT-7/MGT 7A as the case may be, will be filed with MCA as per the Statute

ACKNOWLEDGMENT

Your Directors take this opportunity to place on record their appreciation and sincere gratitude to the Government of India, Government of Telangana and Andhra Pradesh, and the Bankers to the Company for their valuable support and look forward to their continued co-operation in the years to come.

Your Directors acknowledge the support and co-operation received from the employees and all those who have helped in the day to day management.

Place: Hyderabad
Date: 12.09.2023

By and Order of the Board of Directors
For Women Entrepreneurs International Trade
And Technology Centre

Sd/-
Dr. Sheela Bhide
Chairperson & Director
DIN: [01843547](#)



WE ITTC
ANNUAL REPORT
2022-2023

Annexure-A

FORM No.MGT-9

EXTRACT OF ANNUAL RETURN AS ON THE FINANCIAL YEAR ENDED ON 31.03.2023

[Pursuant to section 92(3) of the Companies Act, 2013 and rule 12(1) of the Companies (Management and Administration) Rules, 2014]

I. REGISTRATION AND OTHER DETAILS:

i.	CIN	U85300TG2021NPL149272
ii.	Registration Date	04/03/2021
iii.	Name of the Company	WOMEN ENTREPRENEURS INTERNATIONAL TRADE AND TECHNOLOGY CENTRE
iv.	Category/Sub-Category of the Company	Company limited by Shares/ Company licences under Section 8 of the Companies Act 2013)
v.	Address of the Registered office and contact details	ALEAP Office, Sy No.342 ALEAP Industrial Estate, Near Pragathi Nagar Opp JNTU Hyderabad TG 500090 IN
vi.	Whether listed company	NO
vii.	Name, Address and Contact details of Registrar and Transfer Agent, if any	NOT APPLICABLE

II. PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY:

The Company being a Section 8 Company and hence not applicable

All the business activities contributing 10% or more of the total turnover of the company shall be stated:-

Sr. No.	Name and Description of main products/ services	NIC Code of the Product/ service	% to total turnover of the company
1	Services of Membership Organization Services to Women Entrepreneurs	99959950	100% Rs. 1,02,504.00



III PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES:

Sr. No.	Name And Address Of The Company	CIN/GLN	Holding/ Subsidiary /Associate	%of shares held	Applicable Section
1.	Association of Lady Entrepreneurs of India D NO. 8-2-120/86/9/A/30, ROAD NO. 2, BANJARA HILLS, HYDERABAD TG 500034 IN	U99999TG1994 NPL017022	Associate	49	Section 2(6)

IV SHARE HOLDING PATTERN (Equity Share Capital Breakup as percentage of Total Equity) :

i. Category -wise Shareholding

Category of Shareholders	No. of Shares held at the beginning of the year				No. of Shares held at the end of the year				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
A. Promoter									
1) Indian		1000	1000	100		1000	1000	100	
a) Individual/ HUF		510	510	51		510	510	51	
b) Central Govt									
c) State Govt(s)									
d) Bodies Corp									
e) Banks / FI									
f) Any Other		490	490	49		490	490	49	
Sub-total (A)(1):-									
2) Foreign		NIL							
g) NRIs-Individuals									
h) Other-Individuals									

i) Bodies Corp.									
j) Banks / FI									
k) Any Other....									
Sub-total(A)(2):-									
B. Public Shareholding		NIL							
1. Institutions		NIL							
a) Mutual Funds									
b) Banks / FI									
c) Central Govt									
d) State Govt(s)									
e) Venture Capital Funds									
f) Insurance Companies									
g) FIs									
h) Foreign Venture Capital Funds									
i) Others (specify)									
Sub-total(B)(1)									
2. Non Institutions									
a) Bodies Corp.									
(i) Indian									
(ii) Overseas									
b) Individuals									
(i) Individual shareholders holding nominal share capital upto Rs. 1 lakh									



(ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh									
c) Others (Specify)									
Sub-total(B)(2)									
Total Public Shareholding (B)=(B)(1)+(B)(2)									
C. Shares held by Custodian for GDRs & ADRs									
Grand Total (A+B+C)		1000	1000	100		1000	1000	100	

ii. Share holding of Promoters:

Sr. No	Shareholder's Name	Shareholding at the beginning of the year			Shareholding at the end of the year			% change in share holding during the year
		No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	
1.	Association of Lady Entrepreneurs of India	490	49		490	49		
2.	Smt. Jyothi Rani Pidikiti	510	51		510	51		
	Total	1000	100		1000	100		

iii. Change in Promoters' Shareholding (please specify, if there is no change: NIL)

Sr no		Shareholding at the beginning of the year		Cumulative Shareholding during the year	
		No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
	At the beginning of the year	NIL			
	Date wise Increase / Decrease in Promoters Share holding during the year specifying the reasons for increase / decrease (e.g. allotment / transfer / bonus/ sweat equity etc):	NIL			
	At the End of the year	NIL			

V. **INDEBTEDNESS:-**

Indebtedness of the Company including interest outstanding/accrued but not due for payment

	Secured Loans excluding deposits	Unsecured Loans	Deposits	Total Indebtedness
Indebtedness at the Beginning of the financial year				
i) Principal Amount	--	--	--	--
ii) Interest due but not paid	0	--	--	--
iii) Interest accrued but not	0	--	--	--
Total (i+ii+iii)	0	--	--	--
Change in Indebtedness during the financial year				
- Addition	0	--	--	--
- Reduction	0	--	--	0
Net Change	0	--	--	--
Indebtedness at the end of the financial year	0	--	--	--



A. Significant Accounting Policies

NOTE: Company registered with Registrar of Companies, Hyderabad on 04.03.2021 under Section 8 of the Companies Act, 2013.

1. Basis of accounting:-
These financial statements have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) including the Accounting Standards notified under Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014 and the relevant provisions of the Companies Act, 2013.
The financial statements have been prepared under the historical cost convention on accrual basis.
2. Use of Estimates
The preparation of financial statements in conformity with Indian GAAP requires the management to make judgments, estimates and assumptions that affect the reported amounts of revenues, expenses, assets and liabilities and the disclosure of contingent liabilities, at the end of the reporting period. Although these estimates are based on the management's best knowledge of current events and actions, uncertainty about these assumptions and estimates could result in the outcomes requiring a material adjustment to the carrying amounts of assets or liabilities in future periods.
3. Revenue Recognition: -
Expenses and Income considered payable and receivable respectively are accounted for on accrual basis.
Revenue is recognized to the extent that it is probable that the economic benefits will flow to the Company and the revenue can be reliably measured.
4. Property, Plant & Equipment :-
Property, Plant & Equipment including intangible assets are stated at their original cost of acquisition including taxes, freight and other incidental expenses related to acquisition and installation of the concerned assets less depreciation till date.

Company has adopted cost model for all class of items of Property Plant and Equipment.
5. Depreciation :-
Depreciation on Fixed Assets is provided to the extent of depreciable amount on the SLM method. Depreciation is provided based on useful life of the assets as prescribed in Schedule II to the Companies Act, 2013..
6. Foreign currency Transactions: -
Transactions arising in foreign currencies during the year are converted at the rates closely approximating the rates ruling on the transaction dates. Liabilities and receivables in foreign currency are restated at the year-end exchange rates. All exchange rate differences arising from conversion in terms of the above are included in the statement of profit and loss.
7. Investments :-
Investments, which are readily realizable and intended to be held for not more than one year from the date on which such investments are made, are classified as current investments. All other investments are classified as non-current investments.
8. Inventories :-
Inventories are valued as under:-
 1. Inventories : Lower of cost or net realizable value
 2. Scrap : At net realizable value.

9. Borrowing cost:-

Borrowing costs that are attributable to the acquisition or construction of the qualifying assets are capitalized as part of the cost of such assets. A qualifying assets is one that necessarily takes a substantial period of time to get ready for its intended uses or sale. All other borrowing costs are charged to revenue in the year of incurrence. The amount of borrowing cost capitalized during the year is Rs.Nil.

10. Retirement Benefits:-

The retirement benefits are accounted for as and when liability becomes due for payment.

11. Taxes on Income:-

Provision for current tax is made on the basis of estimated taxable income for the current accounting year in accordance with the Income Tax Act, 1961. The deferred tax for timing differences between the book and tax profits for the year is accounted for, using the tax rates and laws that have been substantively enacted by the balance sheet date. Deferred tax assets arising from timing differences are recognized to the extent there is virtual certainty with convincing evidence that these would be realized in future. At each Balance Sheet date, the carrying amount of deferred tax is reviewed to reassure realization.

12. Provisions, Contingent Liabilities and Contingent Assets:- (AS-29)

Provisions are recognized only when there is a present obligation as a result of past events and when a reliable estimate of the amount of the obligation can be made.

Contingent Liabilities is disclosed in Notes to the account for:-

- (I) Possible obligations which will be confirmed only by future events not wholly within the control of the company or
 - (ii) Present Obligations arising from past events where it is not probable that an outflow of resources will be required to settle the obligation or a reliable estimate of the amount of the obligation cannot be made.
- Contingent assets are not recognized in the financial statement since this may result in the recognition of the income that may never be realized.

General:

Except wherever stated, accounting policies are consistent with the generally accepted accounting principles and have been consistently applied.

(B) Notes on Financial Statements

1. The SSI status of the creditors is not known to the Company; hence the information is not given.
2. Salaries includes directors remuneration on account of salary Rs.Nil /- (Previous Year Rs.Nil /-)
3. Trade receivables, Trade payables, Loans & Advances and Unsecured Loans have been taken at their book value subject to confirmation and reconciliation.
4. Payments to Auditors:

Auditors Remuneration	2022-23
Audit Fees	15,000
Tax Audit Fees	Nil
Company Law Matters	Nil
GST	Nil
Total	15,000

1. Loans and Advances are considered good in respect of which company does not hold any security other than the personal guarantee of persons.
2. No provision for retirement benefits has been made, in view of accounting policy No. 11. The impact of the same on Profit & Loss is not determined.
3. Advance to others includes advances to concerns in which directors are interested- Nil
4. Related Party disclosure as identified by the company and relied upon by the auditors:



(A) Related Parties and their Relationship

(I) Key Management Personnel

S.No	Name of Related Party	Designation
1	SHEELA BHIDE	Chair Person
2	RAMA DEVI KANNEGANTI	Senior Vice Chair Person
3	JYOTHI RANI PIDIKITI	Vice Chair Person
4	PADMAJA PRABHAKAR KAMIREDDY	Secretary
5	TRIPURAMBA YARLAGADDA	Treasurer
6	DURGA BHAVANI ADUSUMILLI	Member
7	SREEDEVI VEMULAPALLI	Member
8	APARNA BALIJEPALLI	Member
9	SRI MAHALAKSHMI KONDA	Member
10	VATSALA MISHRA	Member

Transactions with Related Parties - Nil

1. Expenditure in Foreign Currency Nil Nil
2. Earning in Foreign Exchange Nil Nil
3. Previous year figures have been regrouped/rearranged wherever necessary.

Signature to notes 1 to 12

In terms of Our Separate Audit Report of Even Date Attached.

For B NAGARAJA RAO & ASSOCIATES
Chartered Accountants
FRN: 006935S

For and on behalf of the Board of Directors

NAGARAJA RAO BACHIRAJU
Proprietor
Membership No. 022704

SHEELA BHIDE K.RAMA DEVI
Chair Person Senior Vice Chair Person
DIN: 01843547 DIN: 01571458

P.JYOTHI RANIK.PADMAJA PRABHAKAR
Vice Chair Person Secretary
DIN: 06938392 DIN: 06934364

Place: Hyderabad
Date: 12/09/2023

Place: Hyderabad
Date: 12/09/2023



WE ITTC
ANNUAL REPORT
2022-2023

Balance Sheet as at 31st March 2023

₹ in rupees

Particulars	Note No.	As at 31st March 2023	As at 31st March 2022
EQUITY AND LIABILITIES			
Shareholder's funds			
Share capital	1	10,000.00	10,000.00
Reserves and surplus	2	(29,90,836.00)	(12,83,318.00)
Money received against share warrants			
		(29,80,836.00)	(12,73,318.00)
Share application money pending allotment			
Non-current liabilities			
Long-term borrowings			
Deferred tax liabilities (Net)			
Other long term liabilities			
Long-term provisions			
Current liabilities			
Short-term borrowings			
Trade payables			
(A) Micro enterprises and small enterprises			
(B) Others			
Other current liabilities	4	1,78,10,260.00	9,24,451.00
Short-term provisions	3	7,56,428.00	3,96,428.00
		1,85,66,688.00	13,20,879.00
TOTAL		1,55,85,852.00	47,561.00
ASSETS			
Non-current assets			
Property, Plant and Equipment and Intangible assets			
Property, Plant and Equipment	5	98,00,000.00	
Intangible assets			
Capital work-in-Progress			
Intangible assets under development			
Non-current investments			
Deferred tax assets (net)			
Long-term loans and advances			
Other non-current assets			
		98,00,000.00	
Current assets			
Current investments			
Inventories			
Trade receivables			
Cash and cash equivalents	6	57,85,852.00	47,561.00
Short-term loans and advances			
Other current assets			
		57,85,852.00	47,561.00
TOTAL		1,55,85,852.00	47,561.00

The accompanying notes are an integral part of the financial statements 12
As per our report of even date

For B NAGARAJA RAO & ASSOCIATES For and on behalf of Board of Directors
Chartered Accountants
FRN: 006935S

NAGARAJA RAO BACHIRAJU
Proprietor
Membership No. 022704
UDIN:
Place: Hyderabad
Date: 12/09/2023

SHEELA BHIDE
Chair Person
DIN: 01843547

Place: Hyderabad
Date: 12/09/2023

K.RAMA DEVI
Senior Vice Chair Person
DIN: 01571458

P.JYOTHI RANI
Vice Chair Person
DIN: 06938392

K.PADMAJA PRABHAKAR
Secretary
DIN: 06934364



WE ITTC
ANNUAL REPORT
2022-2023

Statement of Profit and loss for the year ended 31st March 2023

₹ in rupees

Particulars	Note No.	31st March 2023	31st March 2022
Revenue			
Revenue from operations	7	1,02,504.00	33,068.00
Less: Excise duty			
Net Sales		1,02,504.00	33,068.00
Other income			
Total Income		1,02,504.00	33,068.00
Expenses			
Cost of material Consumed			
Purchase of stock-in-trade			
Changes in inventories			
Export Opportunities in Thailand	8	1140.00	
Employee benefit expenses	9	5,31,823.00	7,00,849.00
Finance costs	10	1,515.00	505.00
Depreciation and amortization expenses			
Other expenses	11	12,75,544.00	6,15,032.00
Total expenses		18,10,022.00	13,16,386.00
Profit before exceptional, extraordinary and prior period items and tax		(17,07,518.00)	(12,83,318.00)
Exceptional items			
Profit before extraordinary and prior period items and tax		(17,07,518.00)	(12,83,318.00)
Extraordinary items			
Prior period item			
Profit before tax		(17,07,518.00)	(12,83,318.00)
Tax expenses			
Current tax			
Deferred tax			
Excess/short provision relating earlier year tax			
Profit(Loss) for the period		(17,07,518.00)	(12,83,318.00)
Earning per share			
Basic			
Before extraordinary Items			
After extraordinary Adjustment			
Diluted			
Before extraordinary Items			
After extraordinary Adjustment			

The accompanying notes are an integral part of the financial statements.

12

As per our report of even date

For B NAGARAJA RAO & ASSOCIATES
Chartered Accountants
FRN: 006935S

For and on behalf of the Board of Directors

NAGARAJA RAO BACHIRAJU
Proprietor
Membership No. 022704
UDIN:

SHEELA BHIDE **K.RAMA DEVI**
Chair Person Senior Vice Chair Person
DIN: 01843547 DIN: 01571458

P.JYOTHI RANI **K.PADMAJA PRABHAKAR**
Vice Chair Person Secretary
DIN: 06938392 DIN: 06934364

Place: Hyderabad
Date: 12/09/2023

Place: Hyderabad
Date: 12/09/2023



WE ITTC
ANNUAL REPORT
2022-2023

CASH FLOW STATEMENT FOR THE YEAR ENDED 31st March 2023

₹ in rupees

	PARTICULARS	31st March 2023	31st March 2022
A.	Cash Flow From Operating Activities		
	Net Profit before tax and extraordinary items(as per Statement of Profit and Loss)	(17,07,518.00)	(12,83,318.00)
	Adjustments for non Cash/ Non trade items:		
	Operating profits before Working Capital Changes	(17,07,518.00)	(12,83,318.00)
	Adjusted For:		
	Increase / (Decrease) in other current liabilities	1,72,45,809.00	13,20,879.00
	Cash generated from Operations	1,55,38,291.00	37,561.00
	Net Cash flow from Operating Activities(A)	1,55,38,291.00	37,561.00
B.	Cash Flow From Investing Activities		
	Purchase of tangible assets	(98,00,000.00)	
	Net Cash used in Investing Activities(B)	(98,00,000.00)	
C.	Cash Flow From Financing Activities		
	Increase / (Decrease) in share capital		10,000.00
	Net Cash used in Financing Activities(C)		10,000.00
D.	Net Increase / (Decrease) in Cash & Cash Equivalents(A+B+C)	57,38,291.00	47,561.00
E.	Cash & Cash Equivalents at Beginning of period	47,561.00	
F.	Cash & Cash Equivalents at End of period	57,85,852.00	47,561.00
G.	Net Increase / (Decrease) in Cash & Cash Equivalents(F-E)	57,38,291.00	47,561.00

The accompanying notes are an integral part of the financial statements.

12

As per our report of even date

For B NAGARAJA RAO & ASSOCIATES
Chartered Accountants
FRN: 006935S

For and on behalf of the Board of Directors

NAGARAJA RAO BACHIRAJU
Proprietor
Membership No. 022704
UDIN:

SHEELA BHIDE
Chair Person
DIN: 01843547

K.RAMA DEVI
Senior Vice Chair Person
DIN: 01571458

P.JYOTHI RANI
Vice Chair Person
DIN: 06938392

K.PADMAJA PRABHAKAR
Secretary
DIN: 06934364

Place: Hyderabad
Date: 12/09/2023

Place: Hyderabad
Date: 12/09/2023

Note:

1. The Cash Flow Statement has been prepared by Indirect Method as per AS-3 issued by ICAI.
2. Figures of previous year have been rearranged/regrouped wherever necessary
3. Figures in brackets are outflow/deductions



WE ITTC
ANNUAL REPORT
2022-2023

Notes to Financial statements for the year ended 31st March 2023

The previous year figures have been regrouped / reclassified, wherever necessary to confirm to the current year presentation.

Note No. 1 Share Capital

₹ in rupees

Particulars	As at 31st March 2023	As at 31st March 2022
Authorised :		
36000 (31/03/2022:10000) Equity shares of Rs. 10.00/- par value	3,60,000.00	1,00,000.00
Issued :		
1000 (31/03/2022:1000) Equity shares of Rs. 10.00/- par value	10,000.00	10,000.00
Subscribed and paid-up :		
1000 (31/03/2022:1000) Equity shares of Rs. 10.00/- par value	10,000.00	10,000.00
Total	10,000.00	10,000.00

Reconciliation of the Shares outstanding at the beginning and at the end of the reporting period

Equity shares

₹ in rupees

	As at 31st March 2023		As at 31st March 2022	
	No. of Shares	Amount	No. of Shares	Amount
At the beginning of the period	1,000	10,000.00		
Issued during the Period				
Other Issue			1,000	10,000.00
Redeemed or bought back during the period				
Outstanding at end of the period	1,000	10,000.00	1,000	10,000.00

Right, Preferences and Restriction attached to shares

Equity shares

The company has only one class of Equity having a par value Rs. 10.00 per share. Each shareholder is eligible for one vote per share held. The dividend proposed by the board of directors is subject to the approval of the shareholders in ensuing Annual General Meeting, except in case of interim dividend. In the event of liquidation, the Equity shareholders are eligible to receive the remaining assets of the company after distribution of all preferential amounts, in proportion to their shareholding.

Note No. 2 Reserves and surplus

₹ in rupees

Particulars	As at 31st March 2023	As at 31st March 2022
Surplus		
Opening Balance	(12,83,318.00)	
Add: Addition during the year		
Less: Loss for the year	(17,07,518.00)	(12,83,318.00)
Closing Balance	(29,90,836.00)	(12,83,318.00)
Balance carried to balance sheet	(29,90,836.00)	(12,83,318.00)

Note No. 3 Provisions

₹ in rupees

Particulars	As at 31st March 2023			As at 31st March 2022		
	Long-term	Short-term	Total	Long-term	Short-term	Total
Other provisions						
Rent & others Payable		7,56,428.00	7,56,428.00		3,96,428.00	3,96,428.00
		7,56,428.00	7,56,428.00		3,96,428.00	3,96,428.00
Total		7,56,428.00	7,56,428.00		3,96,428.00	3,96,428.00



Note No. 4 Other current liabilities

₹ in rupees

Particulars	As at 31st March 2023	As at 31st March 2022
Others payables		
Audit Fee Payable	15,000.00	15,000.00
Others Payable -Association of Lady Entrepreneurs of India	1,21,35,260.00	9,04,453.00
Others Payable- Autocracy Machine Pvt Ltd	10,000.00	4,998.00
Non Interest unsecured loans from Directors & relatives of directors	56,50,000.00	
	1,78,10,260.00	9,24,451.00
Total	1,78,10,260.00	9,24,451.00

Note No: 5 Property, Plant and Equipment and Intangible assets as at 31st March 2023

₹ in rupees

Assets	Gross Block						Accumulated Depreciation/ Amortization				Net Block		
	Useful Life (In Years)	Balance as at 1st April 2022	Additions during the year	Revaluation increase (decrease)	Deletion during the year	Increase (Decrease) through net exchange difference	Other Adjustment (Gross Block)	Balance as at 31st March 2023	Balance as at 1st April 2022	Provided during the year	Deletion / adjustment during the year	Balance as at 31st March 2023	Balance as at 31st March 2022
A Tangible assets													
Own Assets													
Land			98,00,000.00					98,00,000.00				98,00,000.00	
Total (A)			98,00,000.00					98,00,000.00				98,00,000.00	0

General Notes :

- No depreciation if remaining useful life is negative or zero.
- If asset is used less than 365 days during current financial year then depreciation is equals to w.d.v as on 31-03-2022 less residual value.
- Depreciation is calculated on pro-rata basis in case asset is purchased/sold during current F.Y.
- If above assets is used for any time during the year for double shift, the depreciation will increase by 50% for that period and in case of the triple shift the depreciation shall be calculated on the basis of 100% for that period.

Association of lady entrepreneurs of india allotted land of Rs.9800000/- to Women Entrepreneurs international Trade and Technology Centre as its contribution for establishment of Marketing Hub and Exhibition Centre and the company accepted to establish the same in the Schedule Property for the benefit of Women Entrepreneurs and MSME's.

Note No. 6 Cash and cash equivalents

₹ in rupees

Particulars	As at 31st March 2023	As at 31st March 2022
Balance with banks		
Balance with Bank	57,85,852.00	47,561.00
Total	57,85,852.00	47,561.00

Note No. 7 Revenue from operations

₹ in rupees

Particulars	31st March 2023	31st March 2022
Other operating revenues	1,02,504.00	33,068.00
Net revenue from operations	1,02,504.00	33,068.00

Note No. 8 Program expenses

₹ in rupees

Particulars	31st March 2023	31st March 2022
Export opportunities in Thailand	1,140.00	
Total	1,140.00	

Note No. 9 Employee benefit expenses

₹ in rupees

Particulars	31st March 2023	31st March 2022
Salaries and Wages	5,31,823.00	7,00,849.00
Total	5,31,823.00	7,00,849.00

Note No. 10 Finance costs

₹ in rupees

Particulars	31st March 2023	31st March 2022
Other Borrowing costs		
	1,515.00	505.00
	1,515.00	505.00
Total	1,515.00	505.00

Note No. 11 Other expenses

₹ in rupees

Particulars	31st March 2023	31st March 2022
Website Domain Charges		3,750.00
Committee Meeting Expenses		39,053.00
Rent Office	3,60,000.00	3,96,428.00
Professional expenses		20,000.00
Printing and stationery		3,980.00
Travelling Expenses	29,130.00	2,070.00
Audit fees	17,700.00	15,000.00
Preliminary expenses written off		4,651.00
ROC Fee & DSC Fee	1,500.00	3,100.00
Trade mark registration fee		9,000.00
Processing fee-DPR paid to TSIIC Ltd		1,18,000.00
Postage & Courier Charges	330.00	
AGM Expenses	984.00	
Late Fee for ITR	1,000.00	
Stamp Duty & Documentation Charges	7,50,350.00	
Capital fees	1,14,550.00	
Total	12,75,544.00	6,15,032.00

Additional Regulatory Information

(1) Ratios:

Particulars	items included in numerator	items included in denominator	Current Year		Previous Year	
			Ratio	change in the ratio by more than 25% as compared to the preceding year	Ratio	change in the ratio by more than 25% as compared to the preceding year
(a) Current Ratio	Current Assets	Current Liabilities	0.31	Yes	0.04	No
(b) Debt-Equity Ratio	Long Term Debt + Short Term Debt	Shareholder equity	0.00	No	0.00	No
(c) Debt Service Coverage Ratio	Earning Before Interest, tax, Depreciation & Amortisation	Total principal + Interest on Borrowings	0.00	No		No
(d) Return on Equity Ratio	Earning After Interest, tax, Depreciation & Amortisation	Average Shareholder's Equity	0.80	No	1.01	No
(e) Inventory turnover ratio	Turnover	Average Inventory	0.00	No	0.00	No
(f) Trade Receivables turnover ratio	Net Credit Sales	Average Trade Receivable	0.00	No	0.00	No
(g) Trade payables turnover ratio	Net Credit Purchase	Average Trade Payable	0.00	No	0.00	No
(h) Net capital turnover ratio	Total Sales	Average Working Capital	-0.01	No	-0.03	No
(i) Net profit ratio	Net Profit	Net Sales	-16.65	No	-38.81	No
(j) Return on Capital employed	Earning Before Interest & tax	Capital employed	0.57	No	1.01	No
(k) Return on investment			0.00	No		No



Chief Guest Sri.D.Krishna Bhaskar IAS Director, Commissionerate of Industries (COI), Telangana for the seminar “Export Made Easy-A Basic Guidance Program to Start Exports”



Speaker Mr.Amit Budhiraja for the Seminar “Export Made Easy-A Basic Guidance Program to Start Exports”



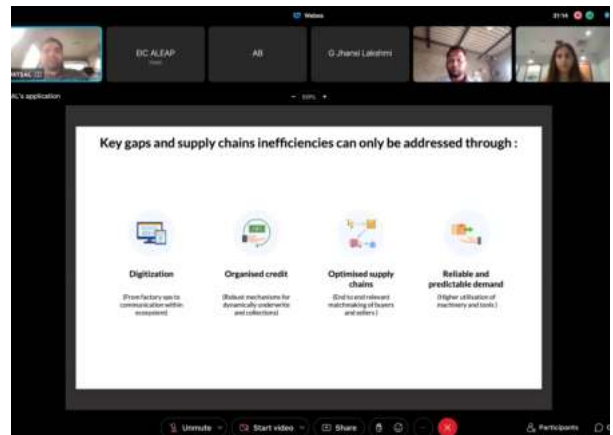
Group photo with the participants of the seminar “Export Made Easy-A Basic Guidance Program to Start Exports”



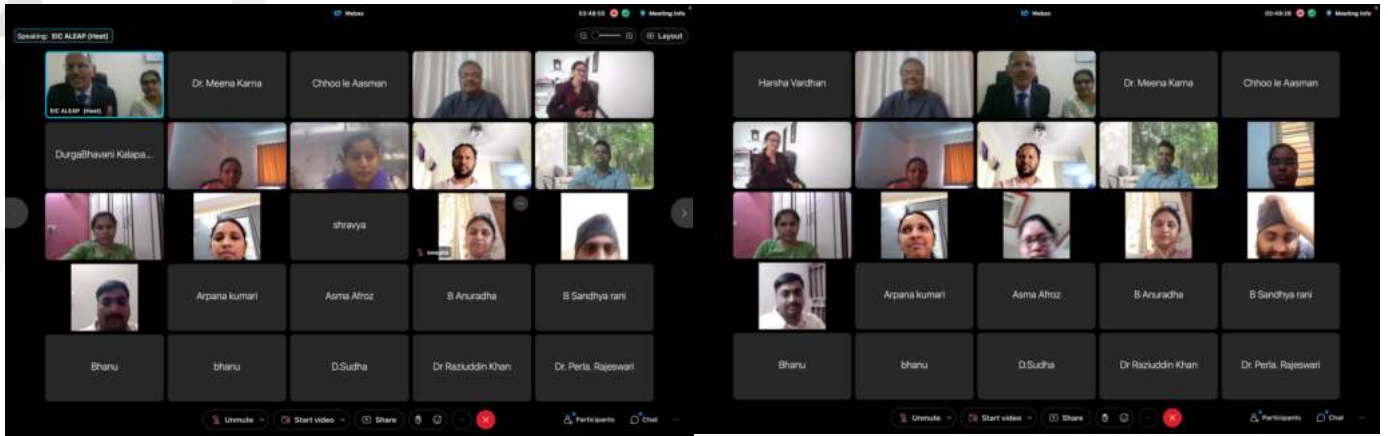
Saif Zone from UAE meeting with the Entrepreneurs



Mementos to one of the speaker of SAIF Zone UAE



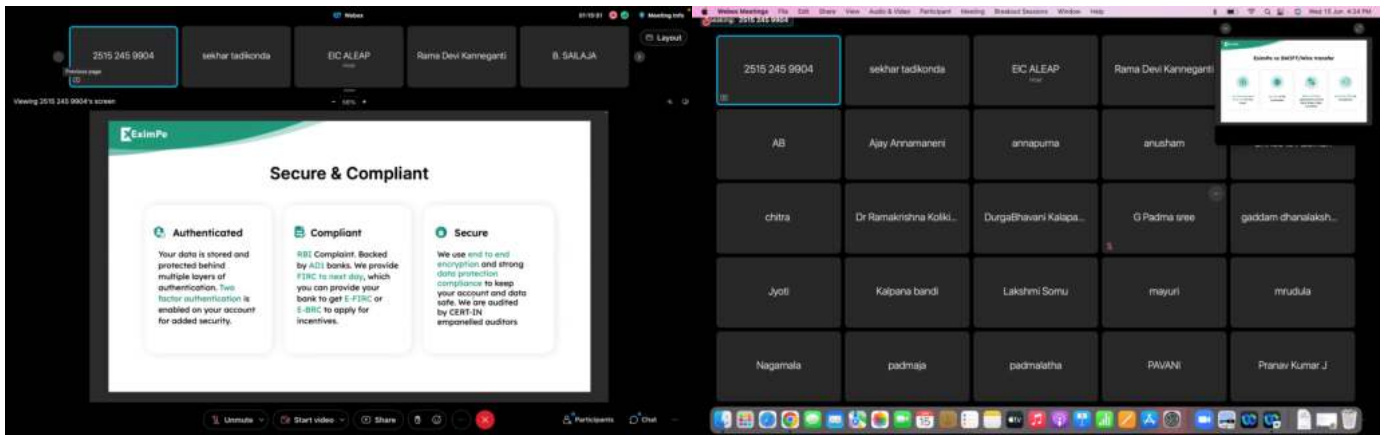
Seminar with Factory Plus



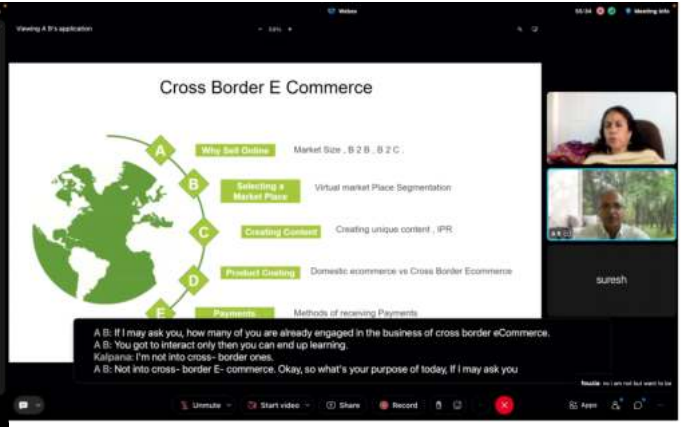
Seminar of Supply Chain Management



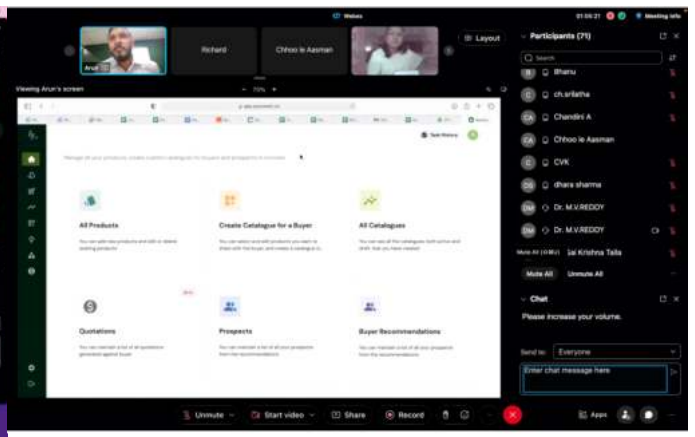
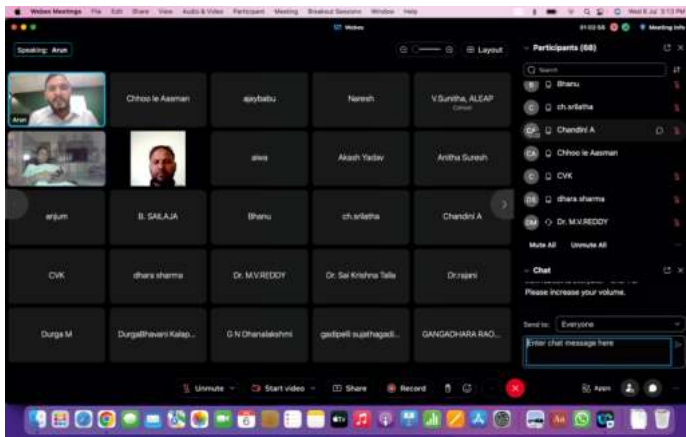
I WEKART



Seminar of EXIM PE



E Trade: Transform your Business - 360° Approach



Seminar with Sourcewiz



**WOMEN ENTREPRENEURS INTERNATIONAL
TRADE AND TECHNOLOGY CENTRE
(WE ITTC)**