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In a new design this new year
May the year 2019 bring you loads of 4Tune!!!
NEW YEAR - NEW PERSPECTIVES FOR WOMEN IN WORKPLACE

India has been ranked 108th in World Economic Forum (WEF) gender gap index and also ranked 142nd out of 149 countries in the economic opportunity and participation subindex in 2018. As an Indian, what can you do to better this?

Well, what we need is not reservation for women in workplace but embracing a better support system. This new year, let us rethink our approaches towards women in workplace and thereby enable better statistics in the coming year.

Firstly, women needs to change their perspectives about career. Most of the girls and young women end up choosing a career not out of their interest, but out of convenience or out of pressure from parents or peer. These wrong career choices end up uncomfortable for them later and many of them call it quits than trying to shift to a new career. It is high time that girls are given proper career guidance and helped well to understand their capabilities. They also need to enhance their employability skills and strive towards continuous learning. Secondly, family has to provide the necessary support to women who aspire to work. Unfortunately, we still live in a patriarchal society where women are expected to handle the major role of home management. This prevents them to take active roles in career. There are still many parents who spend considerable amount of their life savings on marriage of their daughter but forget to provide her the right career direction. Thirdly, our society has to provide her with safe and a conducive ecosystem for her to work or startup.

We also need to promote and glorify women leaders in business. All the above is easier said than done. It requires consistent efforts from individuals, organisations, the government and the society in general to enable this change. One of the key sustainable development goals of the 2030 is women’s economic empowerment and it is high time India’s half a billion population is rightly tapped to contribute to our economy.

Let 2019 be an year for change, for empowerment and for the women!

-CeeVee

WOMEN NEEDS TO CHANGE THEIR PERSPECTIVES ABOUT CAREER
The 7th edition of the Prayaana Trivandrum C2C was held on 18th December 2018 at Bhub, Nalanchira, Trivandrum. It was inaugurated by Dr. Chitra S, IAS, Director of Kerala IT Mission. Dr. Saji Gopinath, Director, Kerala Startup Mission gave the keynote address. Three of the chief mentors of Prayaana, Ms. Chandra Vadhana, Dr. Lalitha Mathew and Ms. Jessica Mundroina were actively engaged throughout the event. The highlight of the event was the official launch of the Startup called Creative Moms Hub, an online platform to bring out the creativity of Moms.

It was started by the Trivandrum Prayaana fellows Smita Nair, G.S. Jency Thomas, Beena Kassim and their friend Sreekumari, all four being Moms. This startup was launched very creatively by Smt. Padmaja Radhakrishnan, wife of the renowned musician late M.G. Radhakrishnan. It was followed by a panel discussion by speakers who are experts in their respective areas and reached these heights due to their entrepreneurial skills. The panel consisted of Dr. Anoop Lal of Zovo Technologies Pvt Ltd, Ms. Hima Manikandan of Chappathi Casa, Ms. Kumari B.S. founder of Bloomingdale, Smt. Minu Mathew of Minu and Thomas Charted Accountants and Smt. Rina Vivekanand, CEO of iScribes India. Jessica ma’am was the moderator. And the last part of the event was a Recruiter talk by a few companies mentioning their Openings and Opportunities. On the whole it was a very fruitful event.
Creative Moms Hub
Grow Your Wings

Six months back they attended Prayaana C2C meet and enrolled as Prayaana Fellows........
Today they have embarked on the journey of entrepreneurship with the launch of Creative Moms Hub

Dr. Saji Gopinath, CEO, KSM unveiling the logo of Creative Moms Hub on 18/12/2018
Panel Discussion on GenX Entrepreneurship at Bharathiar School of Management Studies Coimbatore

Entrepreneurship Orientation at PSG College of Arts and Science, Coimbatore
We have conducted a C2C meet in Pune on the 14-12-18, the sprawling city of Peshwas (Maratha Empire). The event was conducted with the support of SRKay Consulting Group Ltd. We found that interaction with the heart doesn't have language boundaries. Mr. SOORAJ KESWANI, Country Head SCIKEY, India gave a good speech about women empowerment and homeschooling. The programme was pretty interesting and we got great feedbacks in the Marathi language.
People leader's HR Forum Annual Meetup

With Dr. K Vasuki, Dist. Collector during the Introduction of Creative Moms Hub
DECEMBER EVENTS

Prayaana Fellowship Program Batch 10
December 2018 Kochi

Orientation on Entrepreneurship as a Career at DISHA Higher Studies Expo 2018
Here's the list of Prayaana Fellows who got placed with our clients on various Part time/Work from Campus jobs. It is to be noted that they are still pursuing their degrees.

**BUSINESS PROMOTERS**

Sreelakshmi Anilkumar
Malavika Balagopal
Arya Sundaresan
M. Gowri
Silpa Anand S
Mariya P Shaji
Anakha Sadanandhan
Mubeena Kabeer
Divya Mohan
Aswathy Pradeep
Sreelakshmi Ramachandran

**FREELANCE RECRUITERS**

Ann Mary Jacob
Liyana Lajudheen
Narmada K
Shibilia Ismail
Aparna G Namboothiri
Fathima Thangal
Archana Gopal

**WORK FROM HOME**

Ms. Reshma Sreeraj

Adi Shankara Institute of Technology
Toch Institute of Science and Technology
Sree Buddha College of Engineering
Adi Shankara Institute of Technology
Sree Buddha College of Engineering
Toch Institute of Science and Technology
Muthoot Institute of Technology
Toch Institute of Science and Technology
Muthoot Institute of Technology
Toch Institute of Science and Technology
Adi Shankara Institute of Technology

RIT, Kottayam
RIT, Kottayam
RIT, Kottayam
RIT, Kottayam
RIT, Kottayam
Sree Buddha College of Engineering

Prayaana Fellow Calicut
Documentation Executive
MEDIA COVERAGE

DECEMBER EVENTS

ARTICLE IN MALAYALA MANORAMA

INTERVIEW BY RJ MIKE RED FM
Ladies/ Girls.. Looking for a career entry or startup?

JOIN FOR

PRAYAANA FELLOWSHIP PROGRAM

BATCH 11
STARTING on January 16-17th, 2019 at Trivandrum
PLACE: KSUM, Technopark, Trivandrum

Limited Seats !!
Heavy Rush !
Book Fast!

50% Discount on Fees
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joinprayaana@gmail.com | facebook.com/ prayaanalabs
DECEMBER EVENTS

Christmas Celebration

The festival of Christmas celebrates the glorious advent of the Son of God, Jesus Christ, on this earth about two millennia ago. It’s that time of the year where ‘all is calm, all is bright’. The jingling of bells and the impeccably adorable decorations at every corner of the city indicates the onset of Christmas Eve. Soaking in the spirit of Christmas we at 4tune Factory celebrated Christmas with great fervour and enthusiasm.

Employee of the Month

Ms. Rakhi Roy
HR Executive
MOMENTS OF THE MONTH
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“Push yourself because no one else is going to do it for you.”