WHY STUDY BECOMES STRESSFUL

THE FUTURE LOUNGE #3 KOCHI

PRACOL WEBSITE LAUNCH

4TUNE EVENTS

PRAYAANA-ENTREPRENEURS OF THE MONTH

4TUNE NEWS

MEDIA COVERAGE

UPCOMING EVENT

CAREERS
WHY STUDY BECOMES STRESSFUL

Anna Freud known as the Mother of child psycholgy was sidelined by her father Sigmund Freud because she was not as beautiful as her sister. She survived this stress and became mother of child psycholgy.

Nowadays childhood is full of stress, and the suicide rate among children is increasing year by year. Let us have a look into the reasons for this. Parents are mainly responsible for this state of affairs. Comparison with other children, forcing them to study in a view to achieve their parent's unfulfilled dreams are the major reasons.
All this happens because parents and teachers doesn't realize the kid's learning style. Each kid has his/her own learning style. If the study process doesn't route through each ones learning style, study becomes stressful.
The excess use of mobiles, tv and computers leads to addiction. This will reduce the interaction with fellow students and others. This solitude leads to depression and anxiety. He or she becomes a prisoner in this narrow circle. Even a small restriction in this affairs may lead to suicide or other drastic decisions.
How can we overcome this defect?
Parents must realize what exactly the kid's abilities and potential. They have to train their children to meet their own heights. Whatever the subject they study perceiving the subject in a relaxed and joyful mood, for this they have to use the correct combination of auditory, visionary, or kinesthetic perception style. Parents should understand our society is not just meant for doctors and engineers there are lots of other opportunities...let them fly beyond the man made limits...

Neethu Das-CEO Melt Mind
TFL 3 Kochi was conducted at Bharatha Matha College, Trikkakkara. The meet consisted of a panel discussion of successful women entrepreneurs from different walks of life who shared their journey towards success against all odds. The speakers were:

Gayathri Prem - Co-Founder-Marketing and Sales Head (Live with Art)
Elza Baby - Managing Partner Tastree Foods
Sharon James - Wildlife Photographer
Brijitha Manoj - Dr. Brijitha's Dental Clinic
Neethu Das - CEO Melmtind.

The participants mainly included students from various departments of the college. The highlight of the event was launch of eCommerce platform PraCol for women entrepreneurs. They found the session very fruitful and informative.
JUNE EVENTS

[Images of people speaking and audience at an event at Bharata Mata Institute of Management]
PraCol (Prayaana Collective) is a platform that is making the world come closer by helping buyer meet the sellers and vice versa. PraCol lets women entrepreneurs conduct their business entirely on the internet. By opening new vistas of opportunity for women entrepreneurs by helping them grow phenomenally by touching the boundaries of national and international markets we are making every women entrepreneurs dream come true.

PraCol is online platform for women entrepreneurs to exhibit their products. The products should be basically handmade which are made out of their zealous and indefatigable work. Product should be eco-friendly as well as recyclable.
When I started Prayaana around 2 yrs back, I never thought that I would be entering into ecommerce business. Well, it is said that destiny is sometimes crazy. It leads us from nowhere to an amazing wonderland for you to explore, to contribute and to live.

So, yesterday we officially launched www.pracol.com - Prayaana Collective, a brand for women made products.
A little flashback - Why Pracol?
In the past one and half years I have met more than 300 women entrepreneurs and interacted with them in many ways. One of the key discussions that we have is always about marketing and increasing sales. Selling a product is the key to success of any business. And many women shared their concerns in effective sales. I remember one lady once casually said, "Chandra, I make these products but I don't know how to sell and where to sell. If only someone helps me in selling these I can focus on making these more peacefully".
This happened around 6 months back. And the next day morning, I came to my office and told my team, "We are going to launch an Ecommerce platform for women businesses ". We then brainstormed for a name for an exclusive women entrepreneur made product and services ecommerce platform, several names popped up..but I came up with this shortform of Prayaana Collective(Pracol). My team laughed and said, "This sounds like a medicine's name!! "
It got rejected several times. But guess what, when we searched for a domain name no other name was available. And Pracol was unique. So, here we are.. an ecommerce site with a name that sounds weird. And yes, PraCol sounds like a medicine and its indeed a medicine for women entrepreneur's woes of marketing of their products. We list and sell all Women made products in various areas like Fashion, Food, Handicrafts, Recycled and Upcycled Products etc. Ecommerce is new to me. Hence we are partnering with DevaGyan on the Technical side of the site.
I invite all Women Entrepreneurs who make and sell sustainable Products to be a part of this initiative which is envisaged as a global platform for promoting women products. Any company can sell their products provided it has atleast one woman in its ownership. For becoming a seller at Pracol, get in touch with us asap. Shoot an email to Pracolshop@gmail.com.
And yes, what can you do if you are not selling? YOU can Buy !!! you can like our FB page where we will post daily offers ! Also subscribe to our daily offers with your whatsapp number at Pracol.
Stay tuned as we have just begun yet another beautiful, uplifting and exciting journey in empowering the lives of women and thereby their entire family and thereby the society !
PRACOL WEBSITE LAUNCH

Why sell through Us?

- Prayaana Collective stands for Unity, Sustainability and Empowerment. We promote women produced goods and services which are also sustainable for the world. We do not promote products which are of low quality or are harmful for nature.
- PRACOL is a platform through which you can promote and manage your sales easily.
- We do the marketing, branding and visibility of your products
- Commission is less than leading ecommerce platforms
- Global Sales opportunity (by 2020)
- Technical support and professional customer care
- Offline events for product display/ experience & customer acquisition
- Training programs for Entrepreneurs
Dr Brijitha Manoj completed her graduation from Govt Dental College Calicut in the year 2006. She maintains clinical practice since then. She has been updated with her clinical knowledge and skills by attending many training programs and courses. She has extensive clinical experience in Bio-mimetic and Aesthetic dentistry. She is running her own clinic, Dr Brijitha's D D Dental Clinic at Ayyappankavu, Kochi.
POSTMODERN PAINTING. Stella alternately paints in oil and watercolor. 

Take a peek into a day in the life of budding artist Stella Young, and how she improves her craft.
PRAYAANA-
ENTREPRENEUR OF THE MONTH

Live With Art
A design|art|craft company
WWW.LIVEWITHART.IN
Entrepreneurial Journey of twin sisters Gopika & Gayathri - Founders of LIVE WITH ART

About us
Inheriting the talents from our grandmother and mother we grew up with an obvious interest in fine arts. Gopika being graduate in Physics and networking and Gayathri in Commerce got jobs in Networking and Banking sector immediately after graduation. But found time for art always. We never took any professional training in art but then getting a mother as a guru was a boon in itself. We did our first exhibition (2012) with grandmother (90) Mother, and ourselves along with Janvi (Gopika’s daughter) at One art gallery in Panampilly Nagar. We did our second exhibition at Darbar hall, Cochin. After the exhibitions, and getting feedbacks from viewers, coverage in print and visual media we realised that our works are at par with the trained artists hence decided to take art as profession. We formed a brand called ‘Meraki- Handmade is heart made ’to showcase and sell artefacts made by us and our mom Sushma Das.

Live with art
A year back we decided to take our creations to larger level. Gopika being the founder and Head of Product design and Gayathri, co-founder and Head of Marketing and sales, registered a firm called LIVE WITH ART a design art and craft company which deals with customized painting, sculptures and 3d relief murals. Initially architects and interior designers were our main clients. Now we have our own designing unit which is into interior and exterior styling (landscaping). We cater to Flats, hotels, offices. Gayathri is managing cochin clients and Gopika, Mumbai. LIVE WITH ART also promotes other artist who are excellent but never got a platform to showcase works.

Our Motivation to choose art as our profession
When we look at an art work we experience a positive energy around us and we get rejuvenated. Art creates an environment of beauty; it can give you an inspiration, a good feel, a message or can be therapeutic. We can say an art work is associated with emotion, inner thoughts and learning. It shows your vision of life. And this thought keeps us motivated.

Life is a journey. This journey will be more beautiful if you are with the art. Experience it! Feel it! And live with it!
POSTMODERN PAINTING. Stella alternately paints in oil and watercolor.

Take a peek into a day in the life of budding artist Stella Young, and how she improves her craft.

DECEMBER 2016 PAGE NUMBER 13
Ms. Neethu Das, is a psychologist, motivational expert, mind mentor and a language weaving therapist. She had worked with government sectors and private sector's. Currently she is running her own venture MELT MIND, it provides very rare programmes such as Mind reprogramming, melt mind smart learning techniques and success mastery for working professionals as well as students and teachers. Ms. Neethu is well trained to help children and young people who are experiencing problems that hinder their successful learning and participation in school and other activities.
Meltmind is operating since 2016 and successfully trained approximately 750 numbers of students (individually) across Kerala. Meltmind have a unique programme called "melt mind smart learning techniques" for students. Mainly dealing with students who’s facing study related issues like memory, concentration, exam fear, stress, and depression etc. Apart from over coming these issues, the participants are led to discover and tap their immense potential through the alpha mind reprogramming that instils confidence in the participants on their capabilities. This program also includes cutting edge learning techniques such as mind map and other meditation and relaxation techniques. This program facilitates the average student to become a top performing individual.
Sharon is a wild life photographer and an IT professional. She was born and brought up in Idukki district where she completed her schooling. Since childhood she was passionate in photography. As a wild life photographer she traveled to various places all over the world. She was awarded the best photographer of the year 2008 in an International Photography exhibition held at Kolkata.
POSTMODERN PAINTING. Stella alternately paints in oil and watercolor. Take a peek into a day in the life of budding artist Stella Young, and how she improves her craft.

DECEMBER 2016

WILDLIFE PHOTOGRAPHER
HOW TO TAKE PRAYAANA ENTREPRENEURSHIP MEMBERSHIP

Want to know the Winning formula for Women Entrepreneurs?

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CALL 85907 39393 TO KNOW MORE
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PROMOTE YOUR BUSINESS | GET MENTORED | EVOLVE AS AN EXPERT
JUNE EVENTS

4TUNE EVENTS

strike a pose
INTERNATIONAL YOGA DAY
POSTMODERN PAINTING. Stella alternately paints in oil and watercolor. Take a peek into a day in the life of budding artist Stella Young, and how she improves her craft.
EMPLOYEE OF THE MONTH
Ms. Blossom K Baby
Prayaana Dist.
Coordinator (EKM)

INTERNS OF THE MONTH

Ms. Abita Ann Augustine
IT Intern
RIT Kottayam

Ms. Kavia Josekutty
IT Intern
RIT Kottayam

Ms. Krishnendhu G
IT Intern
SNGCE Kolenchery

Ms. Aswathy R
IT Intern
VISAT, EKM
4TUNE NEWS

INTERNS OF THE MONTH

Abhiram R Pai
Dona Charles
Amal A C

Ananya R
Aashna Naushad
Sivanandini B Nair

S5 CSE Muthoot Institute of Technology and Science (MITS), varikoli
UPCOMING EVENTS

it's time to book your seat

VOICE MASTERY SEASON 2

21, 22, 27, 28 JULY 2019

Certificate course in RJifying, Voice Acting, Sound Editing.
FINANCE MANAGER
A reputed client of ours looking for a Finance Manager.
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Location- Cochin
Experience-Minimum 3 years
Apply to- my4tunejobs@gmail.com
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Last date: July 10th 2019.

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Looking for a fresher / experienced person.
Experience-3 Years
Looking for a female/male staff.
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Last date: July 10th 2019.
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Experience- 1 - 3 years
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Last date: July 10th 2019.

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Last date: July 10th 2019.

PHP DEVELOPER
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Experience- Minimum 3 years
Salary- 45000
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JUNE EVENTS

MOMENTS OF THE MONTH

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Don’t worry about failures, worry about the chances you miss when you don’t even try.
~ Jack Canfield

CyneStJames.com