

## ABOUT OUR ORGANIZATION

Prayaana is first of its kind Employability, Entrepreneurship and Innovation Lab for women, based in Kerala. Prayaana focuses on developing the potential of qualified women and girls to drive long lasting equitable changes. We strategically emphasize on promoting employability and entrepreneurship in women. Our efforts are focused to fight against underlying causes of unemployment among women with a career break and difference in work ratio of men and women. We are a community partner of Kerala Startup Mission. We thrive to provide empowerment initiatives to the “Qualified” but “unemployed” as well as “under employed” women to build up their career effectively.



Prayaana is a social initiative of 4Tune Factory foundation, a Trust with registration number 118/2015 at Sub Registrar , Kakkanad.

## THE INITIATIVE

Prayaana is lead by women leaders and entrepreneurs with an objective of enabling the values of women empowerment through economic empowerment which in turn is possible by skill development and personal development. Our organization is lead by Chief Mentors , Prayaana Trainers , Ambassadors and Officials who work on a Pro-bono/ voluntary basis to enable skill development of beneficiaries. We now have various campus hubs and regional hubs where these activities happen in the form of monthly meets and trainings.

## OUR VARIOUS OFFERINGS

### 1. Prayaana Fellowship Programs

Prayaana Fellowship is a specialized Career competency program which will provide **qualified girls and woman after career break** with personalized career coaching, training in business skills and leadership orientation needed to get placed in good firms in entry-level/ mid-level positions or to start a new Technology business or innovation project. We are enablers for all aspirational women to become leaders in their field. Prayaana Hubs are established at various educational institutions where most of our outreach activities happen.

### 2. Prayaana Come Back to Career(C2C)

The C2C Mission by Prayaana is an attempt to wake up the dormant desire in the young feminine minds to take up a career again after a break . Prayaana has successfully conducted Seven editions of C2C meets at Trivandrum , Kochi , Dubai , Pune and Calicut and impacted 500+ women in 2018 alone.

### 3. Technology Training for Women and College Students

Prayaana conducts technology training programs for college students and women with high efficiency and minimized costs through partnerships with like-minded organizations. Our Tech workshops enable girls from various campuses to learn advanced skills and improve employability

### 4. Women Empowerment Programs and Campaigns

Prayaana conducts various women empowerment programs and campaigns on gender sensitization, diversity and inclusion via social media. These are available in our Facebook page as well as our Youtube channel

### 5. Women Leadership Development Programs for Organizations

Prayaana Leadership Programs are offered for women executive level and managerial level employees to enhance their leadership competencies.

### 6. Women Entrepreneurship Workshops /Support

We organize entrepreneurship development workshops for women with the help of support organisations and also enable mentoring of women entrepreneurs. Prayaana Collective (PraCol) is a new brand of upcycled and sustainable products like cloth bag from waste from garment manufacturers / tailoring units, handmade soaps , handicrafts and jewellery by women.

## OUR IMPACT STORIES:

Prayaana was launched in October 2017. Within a short span of time we have made a number of impact stories.

10000+ girls / women impacted	60+Ambassadors in various colleges	500+ C2C Participants	10+ Hubs
	20+ Social impact stories	10 C2C Entrepreneurs	

## OUR SUCCESSFUL INITIATIVES

**C2C  
MISSION**  
Comeback2Career

Koottarivu  
  
കൂട്ടാരീവു  
A Rehabilitation Project by Prayaana  
An educational support initiative for school going students in #KeralaFloods stricken regions

  
PRAYAANA COLLECTIVE

## REVENUE (2018)

Grants - Rs 5 Lakh ( KSUM and US Govt)  
Sponsorships – Rs. 1 Lakh ( Event Sponsorships)  
Memberships - Rs 50000  
Training Fees – Rs 1 Lakh

## Expenses(2018)

- Events  
- Trainings  
- Web management  
- Administration

## AWARDS AND RECOGNITIONS

Our Training programs and support system has received several accolades , including the recent Special Recognition award in Social Sector– the UNCTAD Award for Women in Business 2018.

<https://worldinvestmentforum.unctad.org/session/empretec-women-in-business-awards-2018/>

The HiEERA ( High Impact Entrepreneurs from Emerging Regions for Action by Empretec India)

### Prayaana media stories:

[https://en.wikipedia.org/wiki/Women\\_in\\_Business\\_Award](https://en.wikipedia.org/wiki/Women_in_Business_Award)

<https://www.edexlive.com/people/2018/feb/19/journey-to-the-centre-of-success-2088.html>

<http://netindian.in/news/2018/10/26/00052032/keralas-4tune-factory-gets-unctad-award-women-business>

[https://www.business-standard.com/article/news-ians/india-s-4tune-factory-gets-un-award-for-women-in-business-118102600191\\_1.html](https://www.business-standard.com/article/news-ians/india-s-4tune-factory-gets-un-award-for-women-in-business-118102600191_1.html)

<https://english.mathrubhumi.com/news/kerala/kochi-based-company-gets-un-award-for-women-in-business--1.3254877>

<https://www.socialnews.xyz/2018/10/26/indias-4tune-factory-gets-un-award-for-women-in-business/>

### Our youtube video links:

[https://www.youtube.com/watch?v=f-xSNX9kM\\_8](https://www.youtube.com/watch?v=f-xSNX9kM_8)

<https://www.youtube.com/watch?v=5kbc-3rD2pM>

<https://www.youtube.com/watch?v=jknX4ABUQsg>

[https://www.youtube.com/watch?v=CVYq\\_Y7axCs&t=26s](https://www.youtube.com/watch?v=CVYq_Y7axCs&t=26s)

### ADDRESS:

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APPENDIX

