

insight

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CAREERS



HEALTH BENEFITS OF COCOA



HEALTH BENEFITS OF

COCOA!!!

By Ms. Elsa Baby
Tastree Food

The cocoa bean is a rich source of phytonutrients, plant compounds that may have protective or health promoting properties. Research reveals 5 ways dark chocolate can be good for you:

Reduces Inflammation: The cocoa bean is a rich source of the antioxidant theobromine, which may reduce inflammation.

Lowers Risk of Heart Disease: Studies have found that habitual chocolate consumers had a lower risk of coronary heart disease and stroke compared with subjects who didn't eat chocolate.

Reduces Risk of Future Cognitive Decline: A 2015 study published in *The American Journal of Clinical Nutrition* suggested that cocoa flavanols, a type of phytonutrient, may reduce some measure of age-related cognitive dysfunction with habitual intake.

Reduces Blood Pressure: Again, those powerful flavanols in dark chocolate are thought to increase nitric oxide, which improves blood vessel function and can lower blood pressure.

A Smart Choice: According to a 2012 study published in the *New England Journal of Medicine* places where chocolate consumption is highest have the most Nobel Prize recipients!

Chocolate can be a part of a healthy diet. Like any food, the less processed it is, the better it is. In this case, more cocoa and less added fat and sugar allows us to increase our phytonutrient intake without empty calories. Add a little cocoa to your morning coffee, oatmeal, or smoothie. Enjoy a small piece of 60-70% dark chocolate. Join us in the DAHLC demo kitchen this month to learn more healthy ways you can incorporate chocolate into your diet!

THE FUTURE LOUNGE KOCHI #4

TFL 1 Kochi was conducted at ToCH Institute of Science and Technology , Kochi. 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:

- Ms.Ammu Narayan - Director (AK Group) & Founder Dakshaaz
- Ms.Keziah Thomas - Chief Mentor Prayaana
- Ms.Smitha P - Asst.General Manager HR- TCS
- Ms.Revathi Krishna - Director Suyati Technologies
- Ms.Raji Jayaraj - Entrepreneur

The participants mainly included students from various departments of the college.





THE FUTURE LOUNGE CALICUT #1

Prayaana's monthly event , TFL Calicut 1st edition was held at Hi-lite Metromax Calicut. 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:

- Dr. Sheeba - MD Corevalleys Herbal Technologies
- Ms. Sandra Salim - Founder of "Krostrix Active Wear"

The participants mainly included women with break in career.



THE FOUNDERS TRIBE MEET

Founders Tribe Meet was held on July 13 and 27th. The meet is a unique concept of learning and networking which helps an entrepreneur in their business and personal growth. Each Tribe shares and grows together for a period of 6 months with the help of strategies and peer mentoring. A few seats are available for this tribe batch. If interested, please get in touch with our CEO and the TribeCaptain on 9447233501



THE VOICE MASTERY WORKSHOP

4tune factory is happy to have conducted the second edition of RJ workshop on RJing, Voice Acting and Sound Editing. The workshop was held on 27th and 28th of July, 2019 at 4Tune Factory. The second batch of "The Voice Master" had a very vibrant 11 participants". The sessions were held by popular RJing artists such as RJ Sethu, RJ Kannanunni, RJ Rajan , RJ Manjusha, RJ Midhin, RJ Chandra from various radio stations & Ms. Krishna, dubbing artist. We had sessions on communication exercises, sound forge, dubbing exercises, YouTube channel creation and other experiential learnings.





SHE SPEAKERS WEBSITE LAUNCH

24 July 2019

**THIS DAY , WE LAUNCH A SMALL
STEP FOR A MORE INCLUSIVE
WORLD**

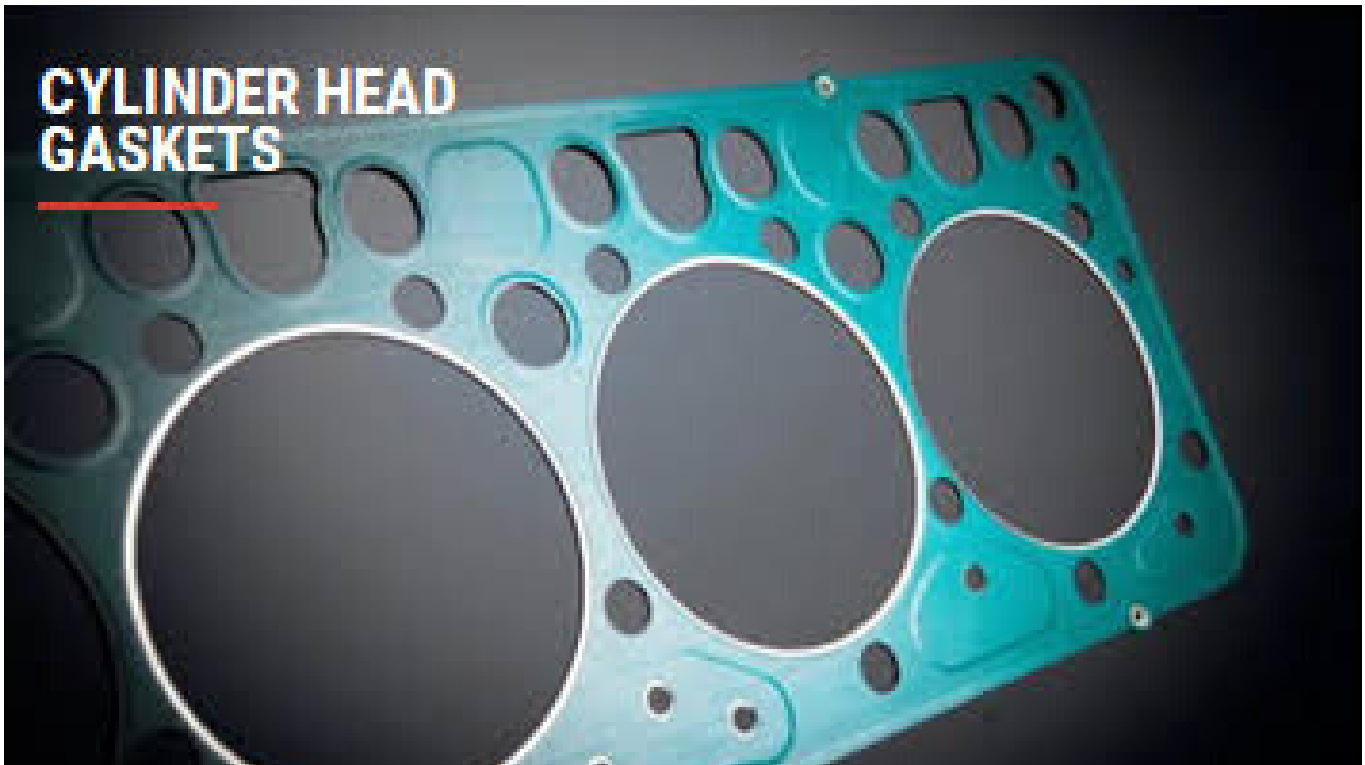


SHE SPEAKERS.COM



A Unique platform to connect
women speakers and event
organisers

PRAYAANA- ENTREPRENEUR OF THE MONTH



MEET OUR ENTREPRENEUR OF THE MONTH MS AMMU NARAYAN

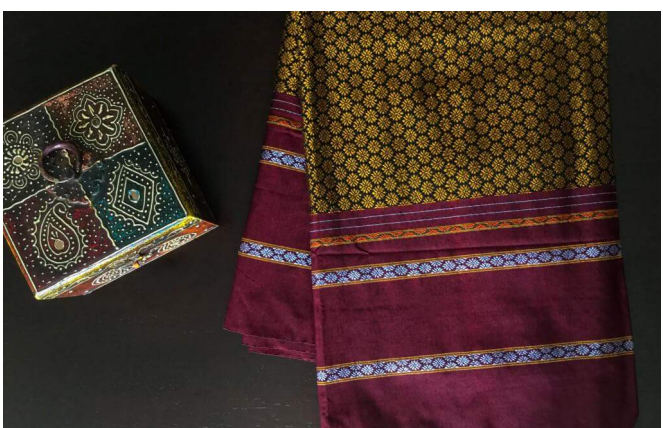
AK group an exporting firm was Established in 2015 with contracts and connection with major industrial companies at Chennai, Tami l Nadu, a major Industrial hub in the Country. At AK group, they realize the need for the present increasingly mechanized world and have the facility for manufacturing high quality, durable critical gaskets and sheet metal components for Automobile/other industries.

The Company, expecting an ISO system certification very soon, is well aware of the established Quality Control Systems, Environmental issues, Process and Design parameters in the Industry and imbibed all of them in their manufacturing process.

Their manufacturing facility is situated in an exclusive Industrial Area called Ambattur Industrial Estate, one of the oldest Industrial Area in Asia and as such has taken care of all necessary legal clearances including pollution and environmental factors. Engineering and manufacturing facility at company offers most advanced technical expertise in Multi-Layer Steel Cylinder Head Gasket and Manifold gaskets.



Dakshaaz is an attempt to bring the best handcrafted handloom products to customers directly from the chosen craftsmen of India. We take pride in sharing that in our small journey we are able to not just curate but start our own Bespoke Collection



PRAYAANA- ENTREPRENEUR OF THE MONTH

MEET OUR ENTREPRENEUR OF THE MONTH MS RAJI JAYARAJ

Tarinika is a design studio which promotes Indian weaves and artifacts. It's one stop destination for all fashion requisites- men, women and kids.

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MEDIA MENTIONS

STARTUPS: A SUMMIT TO SCALE

Conservative Outlook Of Families Towards Women Entrepreneurs Is A Dampener

Uma Karunakann
@mesgop.com

Kochi: A study by Kerala Startup Mission (KSUM) in 2014 showed that only 13% of the registered startups in the state are owned by women founders or co-founders. Not a wide mark away from the national scene as in India, women constitute only 13.7% of the total entrepreneurs, that is 1.66 million out of the 12.16 million entrepreneurs.

"The Women Startup Summit to be organized by KSUM in Kochi on August 1, aims to bring about a change by encouraging, inspiring, women entrepreneurs to take up the entrepreneurial journey and develop an inclusive entrepreneurship ecosystem in the state. Women startup entrepreneurs in the state have nothing but praise for the initiatives by the KSUM to encourage entrepreneurship through handicrafts and state-of-the-art infrastructure, but they feel the conservative outlook families have towards women continue to be a dampener."

"Despite the high levels of education, women in our state do not consider entrepreneurship as a viable career," said Chandra Vidhana, who heads Prayansh, an NGO working to provide support to women who want to make an impact in the world.

"Various reasons hold back women. Lack of skills, confidence, lack of business knowledge and comfort zone attitude are reasons at an individual level. Lack of family support and socio-cultural aspects like gender stereotyping, early marriage, mother's guilt and moral policing also prevent women from taking up demanding careers like entrepreneurship," she said.

"Our society has to evolve to be more understanding of increasing aspiration levels of women and provide them with the necessary support to enable their growth instead of impeding them," said Chandra Vidhana. "I think we should also celebrate women who have done exemplary in different fields and share their stories so that our society is sensitised towards the issues of women entrepreneurs," she said.

left for salaried job as a lecturer to take the plunge in 2015 and hasn't looked back since.

Nisha Krishnan, a journalist-turned-entrepreneur who launched the digital video platform Channel FM to tell stories of startups, says there is a need for a gender-focused approach in helping startups run by women to network in a better way and secure funding. "I have seen that while men tap the potential, women shy away from networking platform which is common," said Krishnan.

Nisha had no idea on aspects like company registration and financial management when she started off. "KSUM provides you with that kind of support now and wannabe entrepreneurs have an ecosystem that is commendable," she added.

Chandira Vidhana highlighted the need to create awareness and right career orientation in girls while they were in schools and colleges about pursuing different careers and choosing entrepreneurship. "Our parents should respect girls only about 'getting their girl highly educated and then get them married to a rich guy'. A girl's career is equally important as that of a boy. And when a girl chooses a difficult career, their families should be the first to support her," she said.

KSUM has also extended the mentorship period of seed funds for women entrepreneurs from one to two years. Women-led startups are also eligible for first-tranche loan against the purchase order and technology transfer supports with a ceiling of Rs 10 lakh. In international exposure programmes, 10% of seats have been earmarked for women.

Kerala Startup Mission hopes the women startup summit would lead to additional policy prescriptions that would enhance the participation of women in startup ventures. "A lot of educated women in the state, for what-



Kavitha Somasekharan
Director and co-founder, TravelSpoc

Product: **TravelSpoc.com**

Launched six months ago, TravelSpoc is an artificial-intelligence-based ecosystem that makes available the best travel experience to travellers from multiple travel agents. It is a collaborative platform for all tour operators and travel intermediaries to showcase their tour packages/travel products and sell online in their brand and identity. The platform is all about making available travel/tour packages from different agents in one place through online collaboration, where travellers can compare packages from different agents before they purchase them. TravelSpoc operates with a team of over 15, a bouquet of 150+ holiday planners and more than 20,000 registered travellers.



Marketplace: **TravelSpoc**

Parvathy Prasad
Founder, Elanet Exploration

Parvathy who has industrial and academic experience in the field of genetics and molecular biology launched Elanet in 2018. Elanet, which focuses on the field of nanomedicine, cancer, infertility and neurodegenerative disorders have two products awaiting clinical trials. The startup has received seed funding from the Kerala Startup Mission and the BIRAC grant of the department of biotechnology.

Products: **Parental nutrition, central agent (yet to be launched)**



Nisha Krishnan
Founder, Channel FM

Product: **ChannelFM.com**

Channel FM is a digital video platform that promotes startups and entrepreneurs. Nisha, a former journalist, launched the channel with the aim of celebrating disruption and innovation in startup and SME sector. "We at Channel FM identify and showcase disruptive entrepreneurs and change-makers of the startup world," says Nisha.



Sonia Mohandas
CEO and founder, Watership Technologies

They were raised when Sonia Mohandas and husband Archu S Vijay resigned their jobs to start Watership Technologies in 2015. But the only thing Sonia, who studied electrical and electronics engineering, and Archu, who was employed with KSER, wanted was to make a product that is useful to society. Incubated in Maker Village and operating from Technopark, Kollam, their product Biocalculus, a single lead wearable ECG device which weighs 10gm, works in two modes - wellness and athletic. It collects your heart signal and body movements and feeds it to a cloud and a mobile application to detect early cardiac symptoms and sleep anomalies. The data is analysed using AI tools and the reports generated can be sent to cardiologists.

Product: **Biocalculus**



Jancy Jose
Managing Director, Strava Technologies

The first space technology startup in Kerala launched in 2015, Strava is best known for Cyber Monkey, a cloud-based geospatial intelligence system build to transform the real-time data into meaningful location-based information and to deliver a solution that solves complex real-world challenges. Recently, they moved to the cyber security arena and set up the first cyber defence centre in Kerala. Strava, which did not opt for incubation and stayed independent, managed to break even in 2017 and also expanded to Bengaluru and Hyderabad. They are now in the process of soaring wings to Bahrain and Berlin in Germany. Strava was among 25 emerging technology companies selected by Economic Development Forum of Bahrain in 2019. Jancy was also in the list of Top 10 Women Entrepreneurs in Technology from India for 2019 selected by Enact.

Product: **Cyber Monkey, Strava Cyber Labs**



FREE INCUBATION SUPPORT FOR THREE MONTHS

Times News Network

Kochi: The Kerala Startup Mission (KSUM) is currently offering women entrepreneurs in the state free incubation support for a period of three months under the Youth Entrepreneurship scheme.

KSUM has also extended the mentorship period of seed funds for women entrepreneurs from one to two years. Women-led startups are also

eligible for first-tranche loan against the purchase order and technology transfer supports with a ceiling of Rs 10 lakh. In international exposure programmes, 10% of seats have been earmarked for women.

Kerala Startup Mission hopes the women startup summit would lead to additional policy prescriptions that would enhance the participation of women in startup ventures. "A lot of educated women in the state, for what-



ever reason, are not part of economic activities. How do you manage to engage them? Even one person enterprises can contribute to the economy," said Sajj Gopinath, CEO, Kerala Startup Mission.

KSUM has received around 100 registrations for the Women Summit to be held on August 1 in partnership with the Indian Women Network, Roadd by Confederation of Indian Industry (CII). The summit will see successful women leaders and entrepreneurs sharing their experiences and aspirations, hostesses celebrating success stories outlining the theme "developing an inclusive entrepreneurship ecosystem."

Speakers at the summit include author Rameel Ishaq, COO of Federal Bank Shalini Warrier, co-founder of IAN Padmaja Rajuraj, founder of V-Star Shobha Kochoseph and film director Anjali Maran. The India round of the world's largest startup competition, The Loves Tech, a platform that promotes technology for women and technology by women, will be held on the sidelines of the summit.

We need more women in business to innovate and solve the

When ANGELS show the way

Kerala Start Up Mission supports women entrepreneurs by bringing together policy makers, investors and mentors at the

that backs 20 companies. "A... gether of industry, policy mak... gel investors is an ecosystem... ing shape. The te... advancements in the startu... beautiful," says Shilpa, addi... men founders organically m... 60% of her portfolio.

Closer home, Kerala has i... cessful women in this space... technology and investment... are fewer in number.

Poornima Viswanathan... banking job to found jobv... 2017 and was recognised as o... changemakers by Techcamp... US Government-sponsored... day the company caters to... seekers and has 20,000 reg... ployers. She says the startu... few women "because there i...

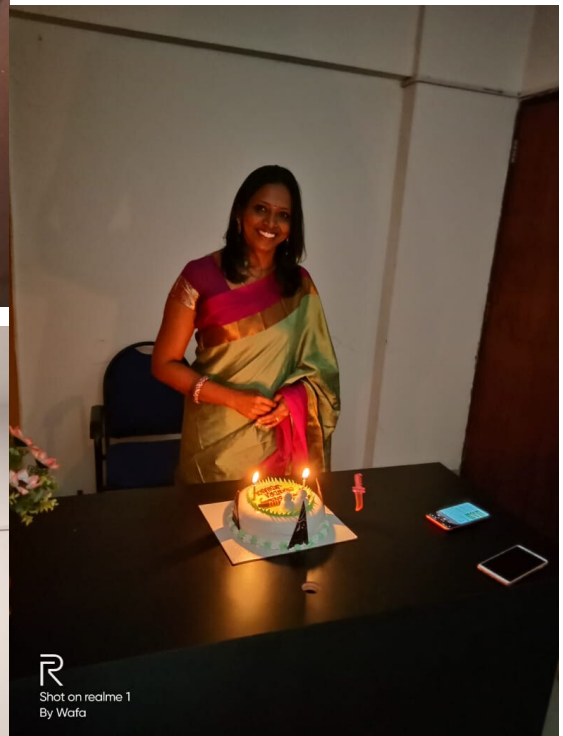
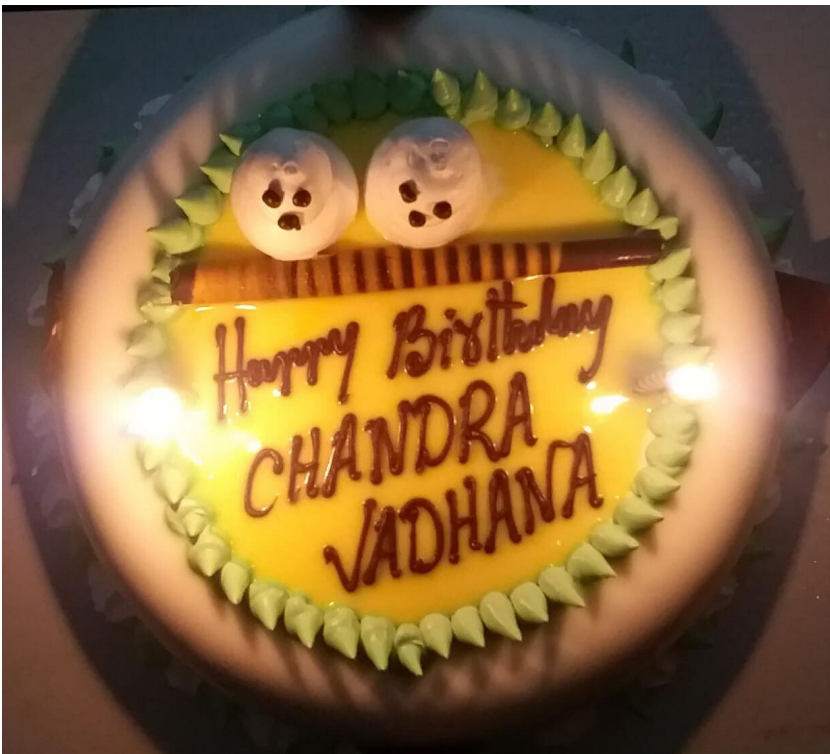
MEDIA MENTIONS

Budget discussion in Mathrubhumi TV



4TUNE EVENTS

Our CEO Ms.Chandra Vadhana's Birthday Celebration



4 T U N E N E W S

EMPLOYEES OF THE MONTH



Mr. Midhin PK
Media Head



Ms. Wafa Anwar
IT Head

CAREERS

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A reputed client of ours looking for a Finance Manager.
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Location- Cochin

Experience-Minimum 3 years

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Salary package-15k

Looking for a female/male staff.

Location- Cochin

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Looking for a fresher / experienced person.

Experience-3 Years

Looking for a female/male staff.

Location- Cochin

Apply to- my4tunejobs@gmail.com

Contact no- 8590339393

Last date: August 10th 2019.

CAREERS

TEST ENGINEER

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Location- Cochin

Experience-1 - 3 years

Salary-30000

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Last date: August 10th 2019.

IOS DEVELOPER

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Location- Cochin

Experience-Minimum 3 years

Salary-55000

Apply to- my4tunejobs@gmail.com

Contact no- 8590339393

Last date: August 10th 2019.

PHP DEVELOPER

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Location- Cochin

Experience-Minimum 3 years

Salary-45000

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Contact no- 8590339393

Last date: August 10th 2019.



JULY 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*

LynneStJames.com

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