

# insight

DAILY SKILLS  
SUPER TEENS

DAILY SKILLS  
CALANDER

PRAYAANA-  
ENTREPRENEURS  
OF THE MONTH

NOV EVENTS

COFFEE AND  
BUSINESS CHAT

UPCOMING  
EVENT

SMILE CAFE



## Article of the month

TIME

TO ORANGE THE WORLD !

A woman's face is shown in profile, looking upwards, with orange paint splatters and a handprint overlaid on it. The handprint is a large, orange, textured shape that covers the top half of her face and extends upwards. The background is black, and the overall color palette is dominated by orange and black.

**TIME  
TO ORANGE  
THE WORLD !**

**Article of the Month**

# TIME TO ORANGE THE WORLD !

**The** color Orange is associated with life, joy, warmth , happiness ,sunshine etc. Historically orange has been used to portray these qualities as well as in spirituality and well being. Last month, UNESCO launched a campaign named “Orange the World” on Nov 25th, the International Day of Elimination of Violence against Women. The color orange symbolizes a brighter future, free of violence. It also serves as a means of demonstrating our solidarity in eliminating all forms of violence and it is therefore used as the color of the International Day for the Elimination of Violence against Women. Violence against women and girls is one of the most widespread, persistent and devastating human rights violations in our world today and is a threat to millions of girls and women online and offline. It affects women regardless of their age, background, or level of education. This violence takes many forms, including physical, sexual, or psychological violence, as well as economic abuse and exploitation.

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Patriarchal notions and rampant sexualisation in media has led to a society which is still undermining the real capabilities of women. Of course we do have strong and highly successful women role models in all walks of life. Yet, they too fall victims to these traditional mind sets and notions at times. I along with two other female academicians, Dr. Nimitha and Dr. Nidhi recently did a research study to understand some of the psychological aspects of social media users, especially in the context of the #MeToo Campaign. Sexual harassment is still an unbridled issue that every part of the world faces and this movement led to an awareness as well as instilled a fear of exposure for the perpetrators. Though #metoo campaign started in 2006, it was on 24 October 2017, the #MeToo hashtag began trending on Twitter. African American women's rights activists Tarana Burke's attempt was backed by response from actress Alyssa Milano which then captured public and media attention. The hashtag was used 12 million times in the first 24 hours alone!

Our research was to find out some of the perceptions of the social media users about reading the #MeToo stories in their social media feeds. Some aspects of the results were indeed surprising and others were as predicted. For eg: A significant number of men felt that many of the stories that women came up were false stories against men. Interestingly both men and women did not feel sorry or disgust when they read these stories. Both men and women agree that women are prone to sexual harassment both at home as well as at workplace and they also felt that it takes courage to come openly about the sexual harassment incident.

However, the most important finding of the research is that people with an egalitarian gender role orientation were the ones who engaged in such stories than those with a traditional gender role orientation. Gender role orientation is independent of whether they are male or female or transgender.

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Since the results are yet to be published in an academic journal, I am not divulging more information at this stage. The reason why I quoted this study is this: Even in the case of social media reaction to an incident of sexual harassment, gender role orientation plays such a significant role. This simply implies the significance of gender sensitization and the right gender role orientation to all genders at the right time to combat the occurrence of sexual harassment in the coming years.

Are our educational system giving such a gender neutral environment and gender education?

Are our organisations and workplaces providing gender sensitive ecosystem?

Are our workplaces training the members on Prevention of sexual harassment or do they implement policies for providing necessary support to men and women who face such incidents?

Of course, we have the POSH Act. But do we conduct the necessary interventions out of real interest or do we just do it because of compliance issues?

Well, let's think about these and paint the world in Orange in the coming decade! After all, women are fifty percent of the world population. Imagine if we can color them orange by making their world safer and violence free, we sure can make this world a better place for everyone.

As 2020 is almost here, my wish for the world is also this: **ORANGE THE WORLD!**

**Wishing all my readers, an advanced Happy New Year!**

**#CeeVee**

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# THE FUTURE LOUNGE #6

.The Future Lounge edition 6 was conducted at MITS engineering college,Varikoli Ernakulam.

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.Chandra Vadhana - Founder&CEO Prayaana,4Tune factory

Ms.Devi Leena- Founder Svastlife

Ms.Thasleema Shiya- Founder AAMMINA Tailors and boutique

Ms.Elza Baby- Managing Partner Tastree Foods

Ms.Asha Eldo - Lonicera Naturals

The participants mainly included students from various departments of the college. They found the session very fruitful and informative.Ms.Chandra Vadhana's website was created by the final year college students Aashana Naushad,Abhiram R Pai, Dona Charles,and Dr Neelakantan P. C, the Principal did the official launch of the website . Ms.Elza Baby who is the Managing Partner of Tastree as well as a member of Prayaana came up with her new venture she is also a former student of principal Dr Neelakantan P. C , he inaugurated Elza's new venture Lavender Thoughts.





# SUPER TEENS

December 2019  
26<sup>TH</sup> to 29<sup>TH</sup>

From class 7<sup>th</sup> to 12<sup>th</sup>

ORGANISED BY



 VENUE

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## Daily Skills – SUPER TEENS

Super teens is four day mega event for Students of standard 7th to 12th, where they learn and get inspired about various careers.

It's a great opportunity for the Students to meet and interact with experts and professionals from different fields and thus exploring their field of interest and learn how that life would be as certain professional and the trends and prospects in that field

It will also help the students to set career goals for their future and altogether it's going to be a four days of continues learning and fun



**Visit**  
**[www.dailyskills.in](http://www.dailyskills.in)**  
**for this month's Training Calendar**



SKILL TODAY TO  
EXCEL TOMORROW



# PAST EVENTS





# December Training Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	29	30	1
		Peak Performance Strategies for Organisational Growth				
2	3	4	5	6	7	8
		Customer Centricity – How to build and retain a strong customer base	Train yourself to speak english fluently		The winners secret: 9 ways for achieving your goals	
9	10	11	12	13	14	15
How to set up a Training Business ? Becoming a Freelance Trainer and Selling your Expertise		Unmasking your mind: Complete personality profiling using psychometric tools.		The Importance of Storytelling Using Video: Learn to make your own marketing video using In Video		
16	17	18	19	20	21	22
	Fundamentals of Email Marketing	Social Media Masterclass- Design your Social Media for 2020 & beyond		Make a business website at zero cost		
23	24	25	26	27	28	29
			Super Teens	Super Teens	Super Teens	Super Teens
30	31	1	2	3	4	5



## ENTREPRENEUR OF THE MONTH



### MEET THE BUDDING ENTREPRENEUR MS.ANAGHA MURALIDHARAN

Ms. Anagha Muralidharan is the founder of Spandhana Jewels. Spandhana Jewels is an ornaments manufacturing startup company based in Kerala. They have been in jewellery manufacturing for over eight years, so they know our community, market trends that have been tested by time.

#### STRENGTH:

- Most talented and experienced labor price.
- Versatile designs.
- Customized design.
- 100% BIS hallmarked jewellery.



6/42

0.64 ct  
2.75 gm  
DOC ST 2008



0.45 ct  
2.81 gm  
DOC ST 2010



0.58 ct  
4.67 gm  
DOC BL-30



0.49 ct  
2.60 gm  
DOC ST 2000



0.86 ct  
2.93 gm  
DOC ST 2005



0.57 ct  
3.20 gm  
DOC BL-04



0.48 ct  
4.00 gm  
DOC BL-06

16/17

## HOW TO TAKE PRAYAANA ENTREPRENEURSHIP MEMBERSHIP

*Want to know the Winning  
formula for Women  
Entrepreneurs?*

**#JOINPRAYAANA**

# NOVEMBER COFFEE & BUSINESS CHAT

## BI-WEEKLY COFFEE AND BUSINESS CHAT FOR PRAYAANA ENTREPRENEURS COLLECTIVE

OBERON MALL  
NOVEMBER 29, 2019

**PEC members had discussion  
on women issues. And they  
come up with the idea on  
theme for photoshoot.**



# NOVEMBER COFFEE & BUSINESS CHAT

## BI-WEEKLY COFFEE AND BUSINESS CHAT FOR PRAYAANA ENTREPRENEURS COLLECTIVE

OBERON MALL  
NOVEMBER 16, 2019

**PEC members had a fun  
time as well as  
discussed and  
supported each other in  
their businesses .**



## NOVEMBER EVENTS





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# UPCOMING EVENTS



*Coffee &*



## BUSINESS CHAT

**11 DEC WEDNESDAY , 3PM - 5PM**

**@OBERON MALL FOOD COURT**

ENTRY OPEN ONLY TO PRAYAANA MEMBERS ALONG WITH  
THEIR PRE- INVITED GUEST. BUY YOUR OWN COFFEE.

**RSVP: 8590739393**

DON'T FORGET TO WEAR YOUR PRAYAANA BADGE  
BRING YOUR BUSINESS CARDS/BROCHURES

# UPCOMING EVENTS



*Coffee &*



## BUSINESS CHAT

**21 DEC SATURDAY , 3PM - 5PM**

**@OBERON MALL FOOD COURT**

ENTRY OPEN ONLY TO PRAYAANA MEMBERS ALONG WITH  
THEIR PRE- INVITED GUEST. BUY YOUR OWN COFFEE.

**RSVP: 8590739393**

DON'T FORGET TO WEAR YOUR PRAYAANA BADGE  
BRING YOUR BUSINESS CARDS/BROCHURES

The  
*Smile* ☕ *Cafe*

**LET'S PROMOTE & SUPPORT WOMEN  
ENTREPRENEURS.  
DO SUBSCRIBE OUR CHANNEL AND  
SHARE AMONG YOUR FRIENDS.**

<https://www.youtube.com/watch?v=HvoEfpQSJVI&t=60>



**The SmileCafe is now up at  
prayaanalabs Youtube channel.**

if any of you like to be featured on smile cafe ,do send email  
to [joinprayaana.com](mailto:joinprayaana.com)

# HOW TO TAKE PRAYAANA ENTREPRENEURSHIP MEMBERSHIP

LADIES, DO YOU WISH TO  
COMEBACK TO CAREER?



COME BACK TO  
CAREER  
COACHING FOR  
WOMEN

CALL 85907 39393 OR Send email to  
[joinprayaana@gmail.com](mailto:joinprayaana@gmail.com)





NOVEMBER EVENTS

*MOMENTS  
OF THE  
MONTH*



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