

insight

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EDITORIAL BOARD

Ms.Chandra Vadhana

Ms.Parvathy Menon

FEBRUARY - THE MONTH OF LOVE



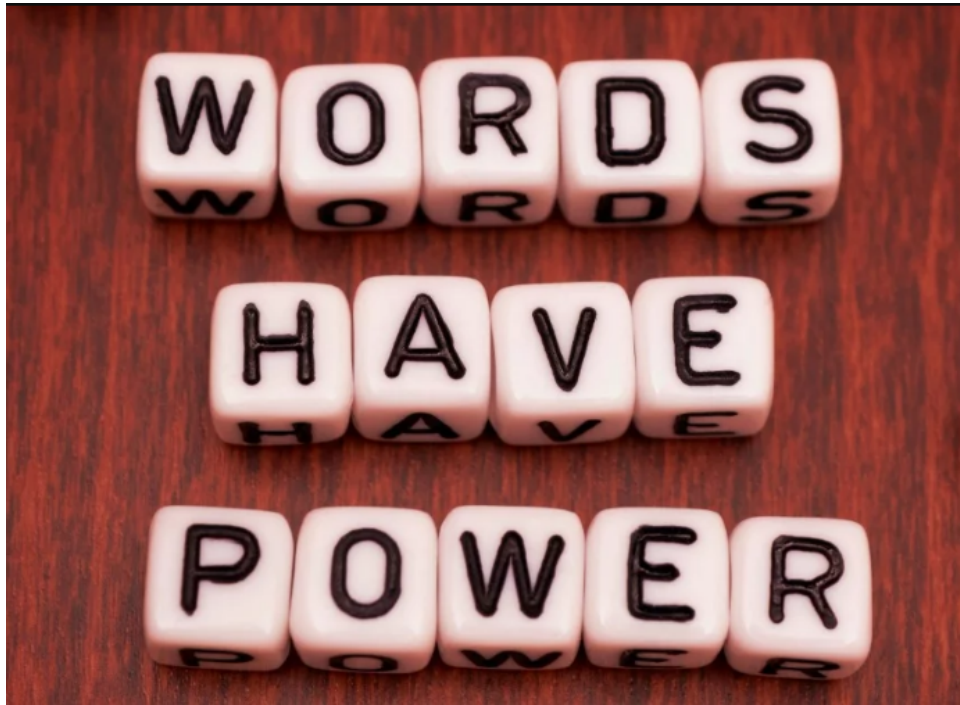
Love is a feeling that enables a person do unprecedented things. We hear of stories of heroes and heroines who do the greatest acts of valour for attaining the love of their life.

Love is thereby much powerful and makes one go beyond one's capabilities. If a human does crazy things for attaining love, imagine the kind of impact he or she can if the love is for what you do.

At work life, one key aspect for happiness is loving your job. And when you fall in love with your job, you will do anything for attaining and keeping the love.

Fall in love with your job, every single day of your life, and you will fall in love with your life as well.

HOW TO BE MORE PERSUASIVE



Wouldn't it be great if you could persuade everyone to accept your view; if you could persuade everyone that your idea is the best one, and that they should follow your proposal? Wouldn't THAT be a great world? How could we get to that world; the one where you could persuade everyone to accept you, your ideas and your proposals? Let's make a plan.....

What has to happen before anyone will accept any idea or proposal and act on it?

They have to think that your idea is:

1. True.
2. Good.
3. Do-able (Practical).
4. And preferably; easy. If one or more of the above conditions are NOT met, then the idea may be rejected: the objections would be:
 1. I don't believe it.

2. It is a bad idea.
 3. It wouldn't work.
 4. It's too hard.
- You need to get to the point where the other people say to themselves:

1. That's true.
2. That's good for me and my family!
3. That would work.
4. And it would be quite easy!

How to fulfil those four conditions:

1. How do you make people say to themselves: That's true!

You have two ways to show truth.

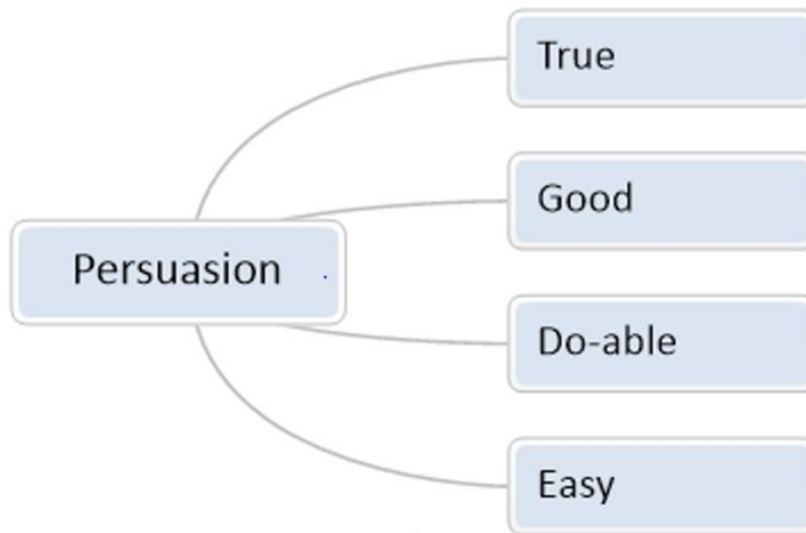
1. Your ideas correspond to the facts.
2. Logic is on your side. Point to observable facts that prove your idea is demonstrably true in reality, and you will have a positive effect on the mind of the others and you will tend to prove your point. Use logical arguments based on observable

facts and show that your idea is a logical deduction from facts. For example, if you said that all the evidence is that alcohol tends to reduce the ability of the brain to think straight, then use logic to show that it would be a bad idea to drive home from the party.

2. How can you make people say to themselves: That's good for me and my family!

If you can show that your idea will lead to pleasurable, beneficial or profitable consequences for the other person, (not you), but for the self-interested benefit of the other, then the other will tend to think the idea is great.

You need to keep in mind that 99.9% of the population are self-interested.



You need to sell the benefits of your idea from the perspective of the other person's self-interest. You need to keep in mind that 99.9% of the population are self-interested. They are interested in ideas and people who will make their own lives better, richer and easier.

If you can demonstrate that your plan will make their lives better, (not YOU personally, but THEM personally) then they will think it is a great plan.

If you cannot demonstrate how the idea will make the others life better, they will have no reason to get excited about it.

Make the idea beneficial to the self-interest of the other person and or his family. Then he will be interested.

3. How can you make people say to themselves, "That would work!"

You need to have figured-out how your plan would work, in practice.

Figure out the practical aspects of your idea. How can you make the idea a practical reality? What steps would need to be taken.

What technology would be needed. What skills and knowledge would need to be found?

If you cannot demonstrate how the plan would work in practice, the other will doubt its practicality. You need to do sufficient research to show how it could be done.

You need to think about six things.

1. What skills are needed?
2. What knowledge is needed?
3. What people are needed?
4. What money is needed?
5. What technology is needed?
6. What time is needed?

You need to be able to answer all the above questions before the other will think that the idea is great AND practical.

4. And it would be quite easy!

The last one is an optional extra. You should try to make your idea sound easy to implement. Since you have done so much work on the previous step, figuring out how the idea is practical, you need to dress-up the plan of action in words that make the thing seem relatively easy to achieve.

- People will be put off by the thought that a task will be difficult.
 - People are encouraged by the thought that a task will be easy to achieve.
- So describe the task in ways that tend to make it sound easy. At least, use the phrase, "....it will be a lot easier than you think".

Summary

To make yourself more persuasive, work on refining the communication of your message so that the other people say to themselves:

- That's true.
- It would be great! (For me and my family.)
- It would work in practice.
- And actually, it would be quite easy!

Do these four things and you will be able to work wonders.

-----**Raakhee Vijay Nair**
Industrial Psychologist,
Educationist, Corporate
Facilitator, Behavioural & Career
Coach

Contact no: 9567595671

Courtesy:Corporatecoachgroup.com
Chris Farmer

WEB MARATHON EVENT

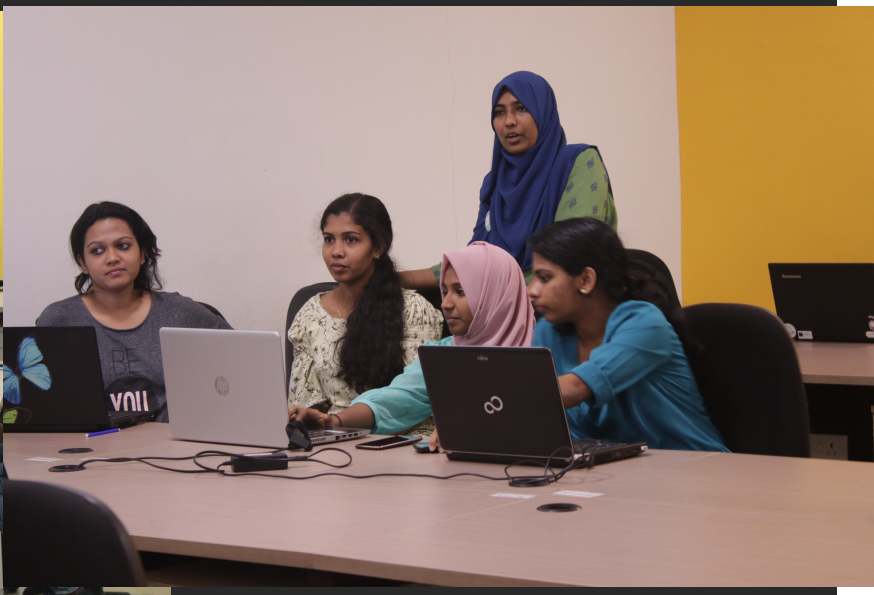


Nasscom (Infopark) was teeming with young coders on 26th and 27th of January as students descended from several colleges for the Web Development Marathon event conducted by Prayaana. More than 50 girl students registered for the 36 hour one of a kind live website development marathon, which drew developers from several colleges of Kerala. The event kicked off on 26th January, Republic Day with a flashmob by paying due respect to the country. It was followed by a one hour orientation by our CEO and mentor Ms. Chandra Vadhana R .

The highlight of the event was that students from different colleges were grouped together and they had to work on live website development projects. They got the opportunity to talk with several clients and know their requirements for the website. Prior trainings were provided on subjects like Wordpress, HTML and CSS by our trainers Mr. Akhil Sabu Varughese and Ms. Wafa Anwar . Peer learning was the main focus area as direct interaction between students promote active learning

and students feel more comfortable and open when interacting with a peer. Discussions were held on various new technologies. The whole event was coordinated by our Project coordinator Ms. Wafa Anwar. The event included many fun activities like quiz to bring fun at work. On the whole it was a very successful and fruitful event.

WEB MARATHON EVENT



Web Development Marathon



PRAYAANA FELLOWSHIP PROGRAM TRIVANDRUM BATCH 11 JANUARY 2019



Teacher Development Program for sisters of St.Xaviers Convent



Speaker at TISS, Mumbai




Women Entrepreneurship Workshop at St.Thomas College , Ranni

IEDC
INNOVATION AND ENTREPRENEURSHIP
DEVELOPMENT CENTER
St.Thomas College Ranni

PRESENTS

INSPIRE 2.0

workshop on
**"ENTREPRENEURSHIP AS A
 CAREER FOR WOMEN"**



BY MS. CHANDRA VADHANA R.
(CEO PRAYANA)

ON 23RD JANUARY 2019
VENUE: SEMINAR HALL

*"THE MORE WE CAN BREAK THE RULES, THE
 BETTER OFF WE'RE GOING TO BE"*
 -INDRA NOOYI

സംരംഭകരാവാൻ ശിൽപശാല നടത്തി

റാന്നി • സ്ത്രീ മുന്നേറ്റത്തിന്റെ പുത്തൻ അധ്യായം രചിച്ച സെന്റ് തോമസ് കോളജിൽ വിദ്യാർത്ഥിനികൾക്കായി നടത്തിയ ശിൽപശാല - ഇൻസ്പയർ ശ്രദ്ധേയമായി. കേരള സ്റ്റാർട്ടപ്പ് മിഷന്റെ സഹകരണത്തോടെ പ്രവർത്തിക്കുന്ന ഇന്നവേഷൻ ആൻഡ് ഒൻട്രപ്രനർഷിപ്പ് ഡവലപ്മെന്റ് സെന്ററിന്റെ നേതൃത്വത്തിലാണ് ഒൻട്രപ്രനർഷിപ്പ് ആൻ എ കരിയർ ഫോർ വുമൺ എന്ന വർക്ക് ഷോപ്പ് നടത്തിയത്.

സംരംഭകരാകാൻ കൊതിക്കുന്ന കോളജിലെ വിദ്യാർത്ഥിനികൾക്കുമാർഗനിർദ്ദേശങ്ങൾ നൽകുകയായിരുന്നു ലക്ഷ്യം. ഫോർച്യൂൺ ഫാക്ടറിയെന്ന സംരംഭത്തിന്റെ സിഇഒ ചന്ദ്രാവദന വിദ്യാർത്ഥിനി കളുമായി സംവദിച്ചു. പ്രിൻസിപ്പൽ ഡോ. ലത മനീന വർഗീസ് അധ്യക്ഷത വഹിച്ചു. മാനേജർ ഡോ. ഏബ്രഹാം വി. കുര്യാക്കോസ്, ഐഇഡിസി നോഡൽ ഓഫീസർ ജിജു ജയിംസ്, റോഷിൻ, അനു എന്നിവർ പ്രസംഗിച്ചു.

PRAYAANA SUCCESS STORIES & TESTIMONIALS

CONGRATULATIONS

Asha K Balan

Dhanya

Megha Girish

Operations Manager

Eloite Technologies

iCoach

Little Wonders

TCS

Testimonial by our Prayaana Fellow Ms.Smitha Harikrishnan



"The highest education is that which does not merely give us information but makes our life in harmony with all existence"-Rabindranath Tagore .
What you study in college is not as important as the skills, both cognitive and interpersonal, that you pick up through varied experiences and that is what counts. It is our responsibility to improve ourselves. Individuals are viewed and understood in terms of their personalities,so it is an important component of the self. If you notice, some of the people we consider great are those who constantly reinvent themselves.And Prayaana Fellowship helped me immensely in rebuilding my lost confidence. Even

though it equips women to take on the world, especially after a Career break. It helped in identifying my potentials and ensuring certain competency skills in me. I feel proud to be a Prayaana fellow which enabled me and the other 3 Moms to chisel out our online initiative creativemomshub.com
Receiving my Fellowship from the 3 chief Mentors Dr.Lalitha Mathew, Ms.Jessica Munroina and with full support from it's main pillar,Ms.ChandraVadhana.....

JANUARY EVENTS

Our new initiative



Hosted By,
RJ/VJ CHANDRA

RJ/VJ MIDHIN

LATEST EPISODES..

Vyus Technologia aims to provide smart business solutions and services to the clients in a cost effective manner by enhancing productivity with the help of innovative technologies and trends and thereby become a trusted brand in the market.

30 JAN 2019

Smile Cafe shares the inspiring story of iron lady **Shalin John**, who faced all challenges in life and pursued her career.

1 week ago

You can even start a business with a capital as low as Rs.250/-. Watch **Jayarani's** inspirational story here.

1 week ago

Do share and **Subscribe** our youtube channel.

PRAYAANA UPCOMING EVENT

Ladies/girls...looking for a
career entry or startup?

JOIN FOR

**PRAYAANA
FELLOWSHIP
PROGRAM**

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HEAVY RUSH!!
BOOK FAST**



BATCH 12

On February 13th & 14th at Kochi



CHIEF MENTOR

Ms.Chandra Vadhana R
Skill Development Specialist with Training & Development, Career
Management and Assessment Expertise.Social Entrepreneur in
Employability Skills and Women Empowerment.Winner of UNCTAD
Women in Business award 2018.Winner of HiEERA award.

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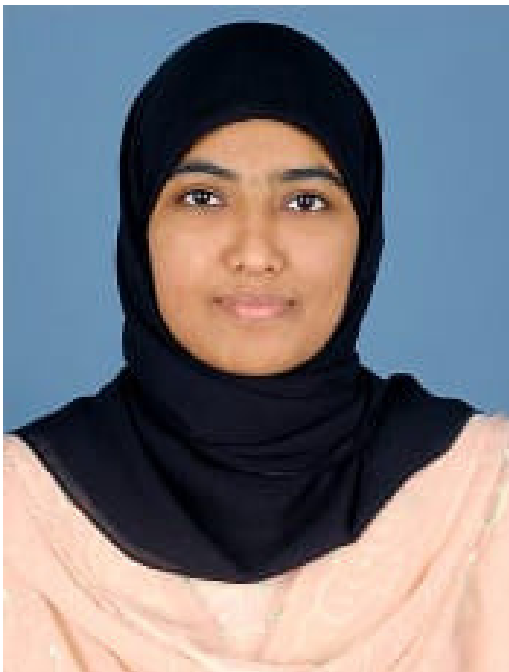
4TUNE EVENTS

JANUARY EVENTS

4tune Factory 5th Anniversary Celebration



Employee of the Month



Ms. Wafa Anwar
Project
Coordinator

MOMENTS OF THE MONTH



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**Don't tell
people
your
dreams.
Show them.**

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