



Insight



INSIDE THIS ISSUE

Article of the Month

Career Queen Summit 2019

AIMEX

February & March Events

Future Lounge #1

Hub Events

Media Coverage

Fun at 4tune

Moments of the Month

EDITORIAL BOARD

Ms.Chandra Vadhana

Ms.Parvathy Menon

THE BEST MAN FOR ANY

ORGANISATION IS A WOMAN

Why and How?

We live in a world where women empowerment and gender equality have been featured as a buzzword in newspapers, digital media and even daily soaps! Women are natural leaders when it comes to managing the needs and wants of her family and children. She possesses a multitude of traits and adorns multiple hats during their lifetime. Though we have tried our best to keep the discussions on these lines active, have we understood the impact of women leadership and the paradigm shift it would bring in the real-world organizations work culture? And that women are best suited to meet the challenges of the modern marketplace.

According to 20-first, a gender consultancy firm, women hold 17% of senior management roles in America's 100 largest companies. The equivalent figures for Europe and Asia are just 11% and 4%. OECD projections, based on current trends, show that women will account for two out of three graduates across advanced economies in 2020. A recent chat with a multi-million-dollar IT company head revealed that despite having up to 65% women in entry roles, the progression from middle to senior level paints a dismal picture. He was literally lamenting over the figures, despite having a flexible time schedule and women friendly benefits.

Why is it that we have less women leaders?

- This thought and further reading has culminated in this article. I have restricted my discussion to top 3 issues that I think women and organisations need to understand closely and manage effectively.
- 1. Confidence: Women do fear of other women or men getting the best out of them or the role. It could be because of their innate tendency to hold what they love and care for closer to themselves and be anxious about it. If women are clear on their purpose and on what they are trying to achieve, I see nothing that could stop them from achieving what they want. In a patriarchal society as ours; women exuberating confidence is often equated to arrogance. As a result, women tend to be submissive in their actions and behaviour. Organisations need to provide women with ample opportunities to slowly build their confidence through cross functional engagements, by assigning small tasks and appreciating her efforts. In common meetings, greater importance and encouragement should be for women to express her opinions and ideas.

Reluctance to speak up can be overcome through broader reading and understanding of the context. Organisations should be open to send women employees for leadership programs and international assignments to nurture themselves and gain perspectives. The more experience you have, the more your confidence builds! 2. Avenues to be treated equally: Most women in entry level or middle level leadership roles choose to quit leadership roles due to gender parity issues or due to feeling lonely at the top. Glass ceiling effects prevent women to get the support to march atop to higher leadership roles. Some women quit leadership because of being unable to manage family responsibilities along with work pressure of being a leader. Treating women equally and understanding their capabilities is therefore very critical in ensuring women leadership.

What's in for the board as take away?

Organisations need to ensure that there is more than one woman in board rooms or meetings. Women need to be nominated for leadership roles in equal or the best possible ratios. Her innate submissive behaviour might require a little bit of hand holding from peers around. Have in place a women friendly atmosphere and rigid mechanism to ensure women safety including setting up of the POSH mandates. Men should be encouraged to take up parenting as a responsibility and could be acknowledged within the organization.

3. Opportunities vs Responsibilities: Many women quit career during their entry level / mid-level positions due to family reasons, marriage or maternity. Launching a career after a long hiatus as a full-time caregiver for children or aging parents is challenging. It requires combating ageism, rebuilding confidence, reconstructing a network, dusting off old skills or developing new ones, and catching up on technology.

Organizations can conduct specific recruitment drives to bring back old employees who had quit due family reasons. Also provide leadership mentoring and coaching to help them slowly enter leadership roles. Work from home / flexible work and similar facilities can be provided. Child care facilities and safe travel are other needs for women which if taken care by corporate could be of great measure to ensure equal participation of women in economy.

A recent report from the world economic forum, quoted that ensuring gender parity at workplace could lead to rise of up to 27% in GDP. According to the worldwide survey, conducted by Pittsburgh-based human resources consulting firm DDI together with non-profit business research group The Conference Board, in the companies that have the top 20% of financial performance, 27% of leaders are women. Among the bottom 20% of financial performers, only 19% of leaders are women.

Want a better performing company with efficiently managed deliverables? It is high time to let women join the race and let them fight it out with competency and skill for the roles. Women don't require sympathy but empathetic involvement from her family, friends, peers and the organisation she works for.

Chandra Vadhana R & Sreejith Menon

AFRICA INDIA MENTORSHIP EXCHANGE PROGRAM (AIMEX)

We learn when we exchange ideas, thoughts, perspectives and information. Exchange programs are a cool way to learn about another culture and other people. AFRICA INDIA MENTORSHIP EXCHANGE PROGRAMME- AIMEX was conceptualised as part of the International women's day. Prayaana's Educational Experiment- No 2 was thus an interesting experiment on Online Career Coaching and Startup mentoring for women in India and Africa.



Full video available in the link given below:

<https://www.youtube.com/watch?v=FenMOYf3x3w>

CAREER QUEEN SUMMIT 2019

On the International Day for Women, Prayaana conducted for the second year, its Mega Career Queen Festival 2019, at the new Integrated Startup Complex, Kerala Startup Mission premises in Kalamassery, Kochi.

Titled “Career Queen Summit 2019” Prayaana’s next step in the journey of Life for Women, was to launch new options in a varied spectrum. The event highlights achievements by women from various spheres of life, especially women achievers from Kerala. The Malayali pride, The Missile Woman of India and renowned scientist of DRDO, Ms. Tessy Thomas is the awardee for Career Queen this year, along with the World record winner in Thiruvathira, Smt. Malathi Menon and the Malayalam film actress, Ms. Aiswarya Lekshmi. They received the Career Queen Awards in the category, “The Achiever Queen”, “The Empowering Queen” and “The Bold and Beautiful Queen” respectively.

The event comprised of keynote speeches, panel discussions and talks. A contest for girl students named as “Campus Career Queen” was also conducted on the same day. As a Pre event, we also had arranged a special international mentoring workshop from South Africa for the contestants. After many exciting rounds where intelligence, common sense, confidence and smartness are tested, the Campus Career Queen was adjudged by a group of judges. Apart from this, An exhibition of women led businesses and startups were also arranged at the venue.

CAREER QUEEN SUMMIT 2019



CAREER QUEEN SUMMIT 2019



Winners of Career Queen Contest

Ms.Neha of RIT was crowned as Career Queen 2019
First Runner up-Anagha Jacob(Marthoma College)
Second Runner up-Arunima C R(Govt. Politechnic , Wayanad)
Third Runner Up-Maria Ann Toms



Prayaana Fellowship Training at SPIC , Tuticorin.

Prayaana Fellowship Training was conducted for Women leaders of SPIC , Tuticorin who were mentored on leadership skills and in developing a better worklife. The two day workshop also led to the formation of Prayaana SPIC hub where these women leaders undertake developmental projects in township in due course. The workshop was held on Feb 27-28



WOMEN'S DAY CELEBRATIONS



MARTHOMA COLLEGE
Ayoor, KOLLAM



Bhavan's Adarsha Vidyalaya ,
Kakkanad

Navangana 2018, held by KSWDC



Chief Guest at EY, Trivandrum



Other Events during Feb- March



An evening lecture of TMA about Happiness at work was organised on World happiness day, March 20 ,where our CEO spoke about Happiness at work - some research inputs and what I learnt about adopting "being happy at work"

Remember.. happy people are successful and happy companies are 20%more successful and profitable than others. This is a new concept in India and highly relevant since we have now been ranked 140 in the world's happiest countries.



Entrepreneurship Orientation Program at an Orphanage near Aluva

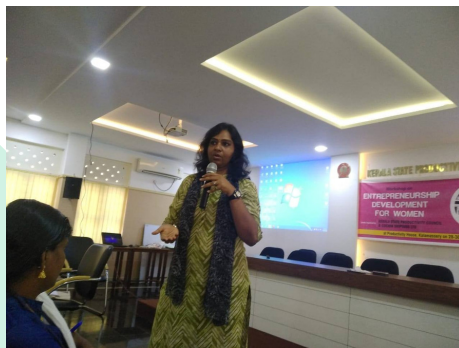
Experiential Learning - Management skills , Munnar



STARTUPMAZA #1

4TuneFactory Prayaana #StartupMaza is the name of this 3 day Workshop on Entrepreneurship. The 3 day workshop was organised by Kerala State Productivity Council And sponsored by Cochin Shipyard. The program was led by our CEO, Ms.Chandra Vadhana. Ms.Roopa George, MD of Asian Kitchen and TokyoBay inaugurated the session. Ms.Sheela Kochoseph, MD of VStar garments was the Chief Guest for the Valedictory Session. We also had guest speakers , Ms. Sreedevi (CEO, Processhub) and Mr.Subilal (CEO, Devagyan business) and Ms.Hanan (Student Entrepreneur) sharing their stories and expertise. It was indeed great to see the ladies smile with confidence on the third day - ready to embark on a new journey. These hitherto housewives will now have the real StartupMaza !

#Prayaana #StartupMaza#1



Entrepreneurship Training at DCSMAT , Wagamon

Educational experiment #3 by Prayaana was conducted at DCSMAT , Wagamon by our Trainers Ms.Chandra Vadhana R and Ms Keziah Thomas.



Women Empowerment Program Conducted for Federal Bank Employees By Prayaana Trainers

Women's Day Program for Federal Bank was designed and led by our corporate training division. Prayaana Trainers Ms.Sajitha Rasheed, Dr.Vineetha , Dr.Meera ,Ms. Meena Baiju led the sessions simultaneously at Trivandrum, Calicut, Kottayam and Kochi. There was also a self defence and physical fitness workshop led by Fitness Trainers, Ms.Sharanya, Mr.Anas Anwar, Mr.Afthwab and Mr. Jithin .The program objective was to give the lady bank managers a session on assertive behaviour and self management.



THE FUTURE LOUNGE #1

THE FUTURE LOUNGE #1 was held on 30th of March at NASSCOM , Infopark. The meet consisted of two sessions. The first one was "Introduction to Web Technologies" by Progate and the second one was "Tech Careers for Engineers in Japan" by Silver Peak. Students from several colleges as well as graduates attended the event including both boys and girls. They found the session to be very fruitful and informative.



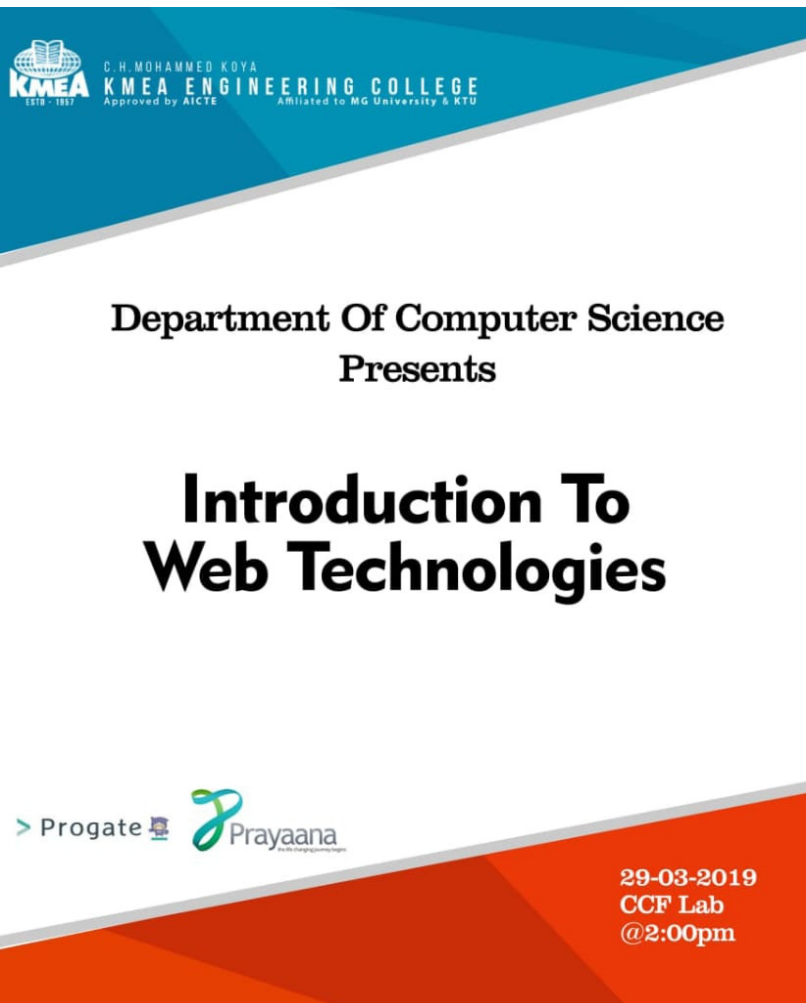
BOLD AND BEAUTIFUL QUEEN AWARD

Prayaana honored Ms.Aiswarya Lakshmi with Bold and Beautiful Queen Award for the year 2019 for her contribution to Malayalam Film industry .



HUB Events


Prayaana campus hubs at ToCH, KMEA and RIT conducted various skill programs at their campuses in the months of February and March



KMEA
C. H. MOHAMMED KOYA
KMEA ENGINEERING COLLEGE
Approved by AICTE Affiliated to MG University & KTU

Department Of Computer Science
Presents

Introduction To Web Technologies

> Progate  Prayaana

29-03-2019
CCF Lab
@2:00pm



Toch H Institute Of Science And Technology
Arakkunnam, Ernakulam

**INNOVATIONS AND
ENTREPRENEURSHIP
DEVELOPMENT CENTRE (IEDC)
PRESENTS**

INTRODUCTION TO WEB TECHNOLOGIES

 **STARTUP MISSION**

 **IEDC TIST**

29.03.2019
Seminar Hall
CS Department

 **TIST**



MEDIA COVERAGE

Career Queen

By JEENA JAYARAMAN

The time is 9 am and the workplaces around Kochi are just waking up, but the office of Prayaana—an employability, entrepreneurship and innovation ecosystem for women—is already a hub of activity. At the centre of all the buzz is Chandra Vadana R, the heart and soul of the initiative.

Chandra's efforts in women empowerment brought her the prestigious Empretec Women in Business Award 2018—a special recognition for social enterprise, instituted by the United Nations Conference on Trade and Development (UNCTAD). She was shortlisted from 130 applicants from around the world and became the first and only Indian to win the honour in the decade-long history of the awards.

The path to this recognition was no bed of roses. "I had a career break and then wanted to start something on my own, so began an HR consultancy which sadly shut shop within a few months. I met a number of people, especially women, in the course of managing the HR consultancy and I realised many like me were struggling to get back to their mainstream careers. That was the birth of Prayaana," she says.

In India there is a major chunk of employable women workforce that remains unproductive because they have had career breaks or are not in careers suited to them. The mission, she says, is 'to bring back women to careers'. "We held interaction sessions in many cities in

Kerala and found that many women, sometimes highly qualified, remain as homemakers, but are keen to start a career," says Chandra.

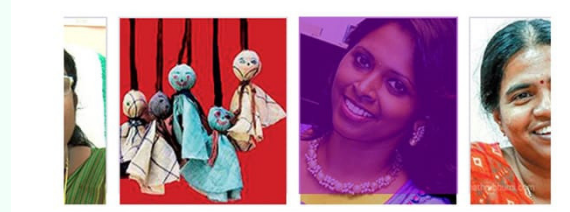
Prayaana has a two-pronged approach in empowering women: First, for women who have had career breaks, an assessment is done on their job prospects and then they are skilled up to meet the industry requirements. The organisation has tie-ups with prospective employers and the candidates get placed back in the industry according to their competencies. Second, they concentrate on skilling up the college students; they are given career counselling and internship opportunities.

They have also developed a programme called the 'Prayaana fellowship', where women are given assistance to embark on a career. The efforts of Prayaana have been recognised by the Kerala Startup Mission and are supported by the Innovation and Entrepreneurship Development Centre. Women who are keen to become entrepreneurs are given training and provided with support to work towards accomplishing their dream.

Chandra Vadana R



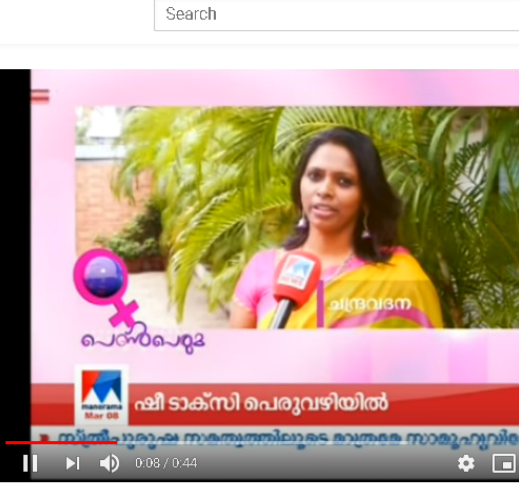
കൈവിലില്ല; പെൺകരുത്തിന്റെ നേർസാക്ഷ്യമാണ് ഈ പെൺകുട്ടി
By: വിന ചിറക്കൽ
1 day(s) ago



ചന്ദ്ര വധന



MEDIA COVERAGE



ManoramaNews
ചന്ദ്രവേദന, വനിതാ സംരംഭക | Chandravadhana | women



എന്നിടം ഉള്ളൂടെ നമ്മുടെ ഐക്യമേകിക്കൂടെ
ഇടയ്ക്കിടെ നമ്മുടെ ഐക്യമേകിക്കൂടെ

പരാജയങ്ങളിൽനിന്നും വിജയത്തിലേക്കുള്ള പ്രയാണം

പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

പ്രയാണം

പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

വിജയം

പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

മഹിളാ സഹായകരണ കമ്മിറ്റി

മഹിളാ സഹായകരണ കമ്മിറ്റി
മഹിളാ സഹായകരണ കമ്മിറ്റി

മഹിളാ സഹായകരണ കമ്മിറ്റി
മഹിളാ സഹായകരണ കമ്മിറ്റി

മഹിളാ സഹായകരണ കമ്മിറ്റി
മഹിളാ സഹായകരണ കമ്മിറ്റി

മഹിളാ സഹായകരണ കമ്മിറ്റി
മഹിളാ സഹായകരണ കമ്മിറ്റി

CAREER QUEEN SUMMIT AT KSUM

As part of International Women's Day, Praayana, women's development organisation, in association with KSUM, conducted a Mega Career Queen Festival 2019, at the new, Integrated Startup Complex, Kerala Startup Mission premises in Kalamassery.

The event highlighted achievements by women from various spheres of life. Tessa Thomas, the Missile Woman of India and scientist at DRDO, was the awardee for Career Queen this year, along with actor Aiswarya Lekshmi who was adjudged 'The Bold and Beautiful Queen' and world record winner in Thruvathira, Malathi Menon who was crowned 'The Empowering Queen'.

Dr. Saijanoth noted how there are fewer numbers of women entrepreneurs, considering the high number of startups coming from the State.

"There is a considerable presence of girl students in technical colleges, but the number of women entrepreneurs is fewer. It could be because of late working hours after college," said Saij.

He suggested adding more incubation centres attached to institutions so that students in hostels can work.

TECHSTARSTARTUP WEEKEND IN KOZHIKODE

KSUM, in association with Google for Entrepreneurs and IIMK LIVE organised a 54-hour long TechstarsStartup Weekend that united designers, developers, entrepreneurs and experts from all domains in Kozhikode. Participants pitched their startup ideas and received feedback from peers. They also showcased their presentations in front of local entrepreneurs.

Teams were formed around the top ideas (as determined by popular vote) followed by three days of business model creation, coding, designing and market validation.

35 STUDENTS FROM INTERNATIONAL UNIVERSITIES VISIT KSUM

KSUM...

WOMAN ENTREPRENEUR

ചന്ദ്രവേദനയുടെ പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

പ്രയാണം

പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

വിജയം

പരാജയങ്ങളിലൂടെ സംരംഭകത്വത്തിന് പറ്റിയ സാധ്യതയാണു ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം. ചന്ദ്രവേദനയുടെ വിജയത്തിലേക്കുള്ള പ്രയാണം.

FUN @ 4TUNE

Valentines day Celebration at office



Employee of the Month



MOMENTS OF THE MONTH



Like our pages to get regular updates

www.facebook.com/4Tunefactory

www.facebook.com/prayaanalabs

www.facebook.com/connectceevee

www.facebook.com/smilecafeshow

Subscribe to our youtube channel

@PrayaanaLabs

@Connectceevee

Do share your feedback about insight! We are also inviting articles and contributors. Email to info@4tunefactory.in or call us on any of our phone numbers.

**NEVER ACCEPT
ANYTHING
LESS THAN YOU
DESERVE.
REMEMBER, YOU
TEACH PEOPLE
HOW TO
TREAT YOU**

www.hqfrees.tumblr.com