

SHE SIGHT

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STORIES OF HER | FROM HER | BY HER

She Musings

The Evolution
of Women
Leadership

Master Mentor

Mom Power

Her Cozy Corner

Dying to be me

CeeVees Corner

Women
Entrepreneurship

Cover Personality

DR. ASHA S VIJAY

*Integrative approach
to fertility*

SHESIGHT

STORIES OF HER FROM HER BY HER

ABOUT US

SheSight wishes to contribute to ensuring gender equality by bringing in the female narrative to our media. We wish to share stories of women known and unknown and provide inspiration and information.

Shesight is a property of 4Tune Factory Foundation, a registered charitable trust running the Prayaana lab as well as Prayaana Collective brand of women made products and services.

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EDITOR'S NOTE

In India, women are significantly under represented in business, though there is every possible effort from the activists and the government, the unequal pay and the gender pay gap remain stubbornly persistent. Many factors contribute to such a situation and the research shows that unconscious bias and the lack of role models are the two most influencing factors. In the previous issue of ours, we have discussed unconscious bias. Simply put it is the false assumptions based on race, gender, or other factors. The female entrepreneur from the urban elite to the poor women labourers in India encounter unconscious bias. The other major contributor is the lack of reachable role models.

Tapping into advice and experience of a skilled person, and getting the maximum benefit from the relationship can help transform one and realise the dreams. Mentorship is an excellent way to tap into the advice and experience of a skilled person. The mentor must have life lessons to share and have reached the top of the game. We are featuring master mentors of Prayaana as part of our C2C mission, from this month onwards. So, unless we consciously discard the unconscious bias, and purposefully seek role models closing the gender gap will remain a pipe dream forever.

Happy Deepavali to our readers, and it is the time of the year for the exchange of gifts and love, let us never forget to be 'vocal for local while shopping for gifts, and maintain a safe distance and never forget our masks.

Ms.Sujatha Unnikrishnan

Kochi



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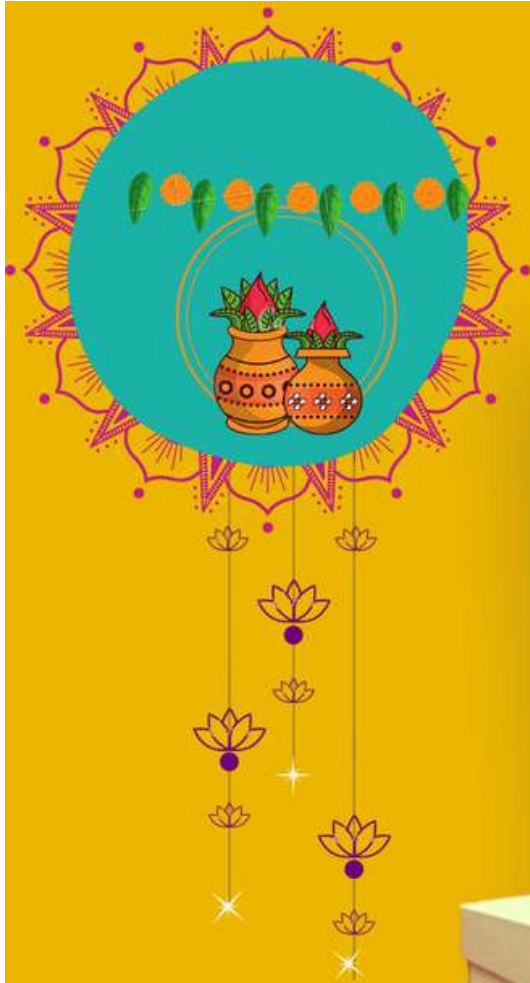
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Cover Story

Dr. Asha S Vijay



Dr Asha S Vijay is the founder and medical director of GarbhaGudi IVF Centre. Garbhagudi, meaning sanctum sanctorum, spreads a ray of hope for the couples who battle the heartbreak of infertility, and thankfully they meet a happy ending for a new beginning in their life with hope, love, and joy.

Dr Asha is also the Dean and Scientific Director - GGIRHR and Founder Trustee of Garbha Gnan Foundation. Growing up, Dr Asha always wanted to be a doctor and serve the society and hers is a story of hard work, overcoming all the challenges and impediments while she was stubborn and consistent with a razor sharp focus on what she wanted to achieve for the greater good of humanity.

Dr. Asha graduated in Medicine from the prestigious Bangalore Medical College and started her career with Kidwai Institute of Oncology, Bangalore as senior resident doctor. She then completed her post-graduation in Obstetrics & Gynaecology in the year 1996 from Bangalore Medical College. Dr. Asha set up her own practice with 'Sannidhi Clinic & Multi-speciality Hospital and over time gained enormous experience in the field of Gynaecology & Infertility. Over a course of 15 years of dealing with gynaecology, obstetrics and fertility issues as part of her practice she realised her mission, when her humanitarian vision expanded more in to the horizons of selflessness empathy and pure love. She knew that people with reproductive disorders were clueless as to where to approach and how to decide about the treatment they have to adopt. The causes of infertility often went undiagnosed and in most cases the couples did not get the right treatment at the right time. Even if they did get, the procedures were expensive with low success rates and barely within the reach of a middle-class family. This was when Dr. Asha along with a team of first generation entrepreneurs, decided to approach the problem holistically, to provide world class treatment and services at affordable costs. Thus GarbhaGudi was born!

GarbhaGudi, extends all its support through a research-based, accessible fertility care for those who are facing fertility challenges while trying to conceive. She leaves no stone unturned to optimise the chance for the couples in achieving parenthood. She says that, "If you cannot get pregnant easily, it is not that you are infertile as its generally made to believe but there are myriad possibilities for you to



Features | Cover Story

begin that journey to the mother hood, and we have to keep in mind that everyone's journey to motherhood is personal and different and it is just finding out exactly where you are on the fertility spectrum".

Dr Asha believes that it is not everything about the body only, and there are much more into it. The mind and its emotions play a very significant role in the well-being of the body.

She has adopted an integral approach towards health and wellness. Accordant to her we should be a 'harmonious whole' of the physical, emotional, mental, intellectual and spiritual sheaths.

Dr Asha looks at life with wonder and awe and she asks , "When we transfer the embryo it is not at all seen with the naked eye and when the baby is born it is 3.5 kg Isn't it a miracle".

We had a few questions for Dr Asha and she clarified the same with such expertise:

- ▶ Dr. Asha, what do you think are the primary reasons for an increase in the infertility rate?

"Definitely the infertility rate has increased, when I joined the profession it was around ten percent and in 2020 it has doubled. One of the reasons is because of late marriages. The ovarian reserve of the lady and the sperm quality and quantity keep decreasing as age advances. The next is lifestyle diseases like diabetes, hypertension or obesity and the other is addictions including alcohol and drugs".

- ▶ Earlier, all said and done, we had a traditional approach for women health care including a few days of rest during the menstrual days but now on the other hand our young girls have tough days during her cycles which include general stress, and emotional upheaval related to adolescence . Most of the time they carry heavy school bags on their back and participate

in rigorous sports and other activities too. What is your take on this?

"Rest during the menstrual period is definitely advised. It is not that you have to lock yourself in a room and sit, all those are taboos. Definitely they have to reduce the work load, try to be stress free, take care of themselves, maintain hygiene and have nutritional diet. If you take care of that 3 or 4 days, the rest of the month you will be more energetic and active".

- ▶ How does alcohol, smoking, and drugs affect the health of women? Unfortunately, these are seen common nowadays.

"Alcohol, smoking and drugs have a negative effect on the reproductive capacity of both men and women. Now women too, indulge in lot of alcohol and smoking and it brings down the ovarian reserve drastically".

- ▶ In India, especially in Kerala, we have a very systematic prenatal and post-natal care, which includes taking ayurvedic medicines and having complete rest. What is your opinion on this?

"Yes enough rest is needed. And if it is caesarean, the wound to get healed, itself takes 10 to 15 days . In the case of normal delivery though it's a natural process, the uterus enlarges to 9 month size and it takes 6 weeks for it to come back to its natural size. There will be lot of loss of blood so she requires lot of iron and calcium. Atleast 6 weeks she has to take care of herself. She should never over exert in these days and guard against infections, if not it will have a bearing on her future life".

- ▶ Due to the lifestyle, physical movements have become considerably low among young children and teens. Is this a matter of concern



Features | Cover Story

when it comes to the general well-being of girl children?

“Enough exercise is the basic foundation of health. If you walk a good distance and be active every day by moving the whole day it will prevent lot of diseases. Now a days they are saying sitting is the cause for all the disease. If you sit for long, your body will come up with many diseases in the long run. Children should get more physical activities, and they should learn yoga and pranayama”.

- ▶ What about the male partner’s fertility, which accounts for one-third of all fertility issues but is rarely talked about.

“Yes, male infertility is rising alarmingly. The reasons are early diabetes and addictions like smoking and drinking. The use of lap- top and mobiles too are threat to the fertility of men as the electromagnetic frequencies have a bearing on the reproductive capacity of both men and women”.

- ▶ Unlike the old days, young girls are facing the problems of excess hair on the face and body which accounts for the imbalance of the hormones and other gynaecological disorders. Can this condition be reversed? Does this affect the overall health of a woman?

“Hirsutism happens because of hormonal derailment. Parents neglect the physical health of their children and concentrate only in their academics, so children become obese. From very young age children should start some sort of physical exertions. Once the body fat increases all problems start. Unlike earlier times the menstruation starts at an early age and in the same way the menopause also happens very early. We have observed in Garbha Gudi that for many the ovarian reserve is decreasing very fast. Researches are being conducted to

understand whether genetics, environment or life- style causes this change. At present what we can do is to make children active from the younger age”.

- ▶ We would like to hear more about your family and the support they extend to you

“My husband was very supportive, he resigned his job and supported me. Because managing staff is the crucial aspect in hospitals, as I am busy I cannot look into that part like recruiting and training the staff etc. My brother and his wife are there with full support. My in laws assisted me in every possible way they can, in every stages of my life like during my delivery period, taking care of my kids, supporting me when I have exams and in those days when I had to attend a night delivery “.

- ▶ When many are perceiving infertility as the end of their hopes of becoming a parent, you made it a point that it’s an inflection point where the treatment and advice of a reproductive specialist can bring new knowledge and possibilities. And also you are trying to make the treatment affordable to every stratum of society. This is a great service to humanity as well. What was the inspiration and motivation behind this dedication and hard work?





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“When I saw these infertile ladies and their despair, though their medical condition was very minor, the treatment cost was very high which made them give up on their dream of having a kid. And as a result they had to suffer the social stigma that is prevalent in India. I felt that we have to do something for them. We supplied lot of medicines in the rural area, we did free check-ups and so many of them conceived and seeing their joy is something which I cannot compare to anything. Actually I want to do free infertility services and that is my dream”.

► There are many infertility centres and how does GarbhaGudi Stand out from those IVF centres.

“We have huge success rates. We don’t focus only on the physical aspect of our health we always have a holistic approach. The mind, body and, soul should be taken care off to have good results. We make them do yoga and ensure that their diet is proper and nutritious. To make them stress free we give counselling and we have psychologists to help and assist both wife and husband. We have the best embryologists in the clinicians team and we have the state of the art embryology lab, and we employ the best of science and technology, so the success rate is very high in Garbhagudi”.

We thank Dr.Asha for taking her precious time to be with us and we wish her all the best in all her endeavours.





CeeVee's Corner





Women Entrepreneurship

The Panacea for all evils on the earth

Oh well, the title may sound a bit too exaggerated but sometimes it does help to get the attention!

In this edition, I would like to bring your attention to the importance of promoting women entrepreneurship among qualified women in our country.

In 2018, I met Ms. Indulekha for the first time when she came as a trainee for our C2C (Comeback 2 Career) Fellowship training program. She was found to be a bit timid, yet someone who kept chattering mostly about her husband and her kids during the entire workshop period. Yes, they were her world and are still. However, today if you speak to her, she will also talk about the pricing of products, the profitability of a business and the e-commerce potentials of her business. She thoroughly enjoys her indoor plants business – “Plants Interio” which she set up after the training in 2018. What makes this business special is the fact that she has never done any business nor any job before!



Dr. Chandra Vadhana

Founder and Chief Mentor,
Prayaana Labs:
connectceevee@gmail.com

#CeeVee is the brand name of Dr. Chandra Vadhana



Despite having got a Post-graduation qualification, she ended up being a housewife to tender to the needs of the family for 17 Years. Yesterday when I spoke to her, she was thrilled in conveying to me that she is setting up her second retail outlet of Plants Interio at a premium mall that's coming up in Trivandrum.

Ms. Indulekha
Founder of Plant interio
& The Green Shelf



Features | CeeVees Corner

Fast forward to March 2019, I was the lead faculty for a Women Entrepreneurship workshop named Startup Maza. Ms. Sarumathi was a participant who was a Tamilian and a BTech holder who got settled in Kochi due to her husband's IT job. She was found to be enthusiastic and despite the language barriers, she networked well with all participants. She wanted to be an entrepreneur but did not have much idea about how to sell or launch a brand. She tried selling garments online and was not sure how to launch it as a proper business. After the workshop, she identified her niche - cotton and Linen materials. She launched her brand, LabelSSarumathi focusing on sustainable and natural dye-based garments and fabrics. Today, she sells her brand through multiple channels between Kerala and Tamilnadu. Apart from her brand, she is also leading the Operations of Pracol.com and is a busy girl throughout the day and night!



Ms. Sarumathi S

Fashion Entrepreneur,
Owner Of Brand Labelssarumathi

Well, these are not examples of celebrated entrepreneurs yet who gets invited to speaking at premium Women Entrepreneurship Summits or Award Nights where the same women keep getting awards for their enterprises which was built by their husband or family every year! These are women who started something from scratch, out of passion and the will to succeed and also are the ones who believe in sustainability despite all the odds or delays in their lives. Both of them are just two of the hundreds of women entrepreneur stories that we at Prayaana are proud of today! They are also sellers at our online e-commerce platform **www.pracol.com** where we feature, nurture and train our sellers regularly on branding and promotions of products, apart from various business skills. Being part of Prayaana and Pracol have helped these budding entrepreneurs gain confidence and scale up their business easily. They are now dreaming of doing things that they wished in their lives. They are also building dreams for their children and also supporting more women in this journey. They provide employment to various segments of people - mostly women.

Pracol - Prayaana Collective aims at bringing together more and more women like Indu and Saru who are talented and are willing to put in their hard work and also believe in ethical and sustainable businesses. Whenever you shop at www.pracol.com, you can be sure of the quality and most importantly the love and care given by these women entrepreneurs.

Yes, it's time for us to look deeper into Women entrepreneurship and how to nurture it better. It is a known fact that fewer women engage in unethical business practices and look at the business with a more humane, more sustainable fashion than men. For eg: In the research conducted by Ahmed & Seet (2010), it was found that women perceived ethics and social responsibility conducts as more important than their male counterparts in managing their business. Yes, Women entrepreneurs bring in more passion, customer care and less corruption into the business world.



Features | CeeVees Corner

Now, Imagine a world where we have more and more women leadership and entrepreneurship engaging in sustainable and impact entrepreneurship. Just as the great poet Rabindranath Tagore prayed in his poem, “where the mind is without fear”, I pray to the almighty to Let my country awake into that land of equality and recognition for the untapped potentials of half of its population!

Cheers to Women Entrepreneurship, Cheers to Nation building! CeeVee

References

Ahmad, N. H., & Seet, P. S. (2010). Gender Variations In Ethical And Socially Responsible Considerations Among Sme Entrepreneurs In Malaysia. International Journal Of Business & Society, 11(1).

The screenshot shows the Prayaana Collective website interface. At the top, there is a contact number (+918590339393), an email address (pracolcare@gmail.com), and a welcome message: "Welcome! Get Rs 100 OFF On Your First Order." The navigation menu includes Home, Shop, Diwali Exclusive (marked as New), Feminine Hygiene, Women's Fashion, and Jute (marked as Special). The main banner reads "Celebrate the Festival of Lights With Women Made Products" in a decorative font, flanked by illustrations of elephants and lit diya lamps. Below the banner, there are three featured product categories:

- Diwali Gift Boxes:** A stack of colorful gift boxes with a price tag stating "Diwali Gift box starts from ₹ 250".
- Food:** A package of "Millet Noodles" with a chat bubble that says "Got any questions? I'm happy to help." and a "Food" label.
- Jute Products:** A round, woven jute mat with a price tag indicating "15% OFF" and a "Jute Products" label.

At the bottom left, there is a graphic of a woman in a green and orange sari with her hands in a prayer position. Text below her reads: "Made And Sold with Love By Women Entrepreneurs Prayaana Collective - the brand that synonyms with Unity, Sustainability and Empowerment".



BUSINESS WOMAN OF THE MONTH



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Features | Business Woman of the Month

TOTAL WELLNESS



Dr. Pranaya Bagde
MBBS,
MD,DNB(DVL),
MSc Psychology



Dr. Pranaya Bagde is a Maharashtrian who has been living in Kerala for the past 12 years is a business woman and a multifaceted personality. Founder and Director of Insight Derma Clinic in Panampilly Nagar, Cochin Dr. Pranaya is the first and only Indian Dermatologist to receive the Early Career Scientist Award as 'Young Psycho-dermatologist' at Meeting of European Society of Dermatologists and Psychiatrists (ESDaP) 2019, in Germany. She holds Fellowship in Psychodermatology (Barts Health NHS Trust, London), Dermoscopy Mumbai and Cosmetology & Dermatosurgery (Pune) and is a Faculty Speaker at National and International Conferences of Dermatology. She is a reviewer in Indian and International journals in Dermatology, founder executive committee member of Psychodermatology Association of India (PDAI) and a keen researcher in exploring Psychodermatology and Functional Medicine.

An artist at heart who loves reading, writing, abstract painting, singing and travel, she also has shown her talent as an RJ, at the AIR Rainbow FM, Kochi. She keeps on exploring medicine, human mind and nature and represented Kerala in 'Dermatalent'

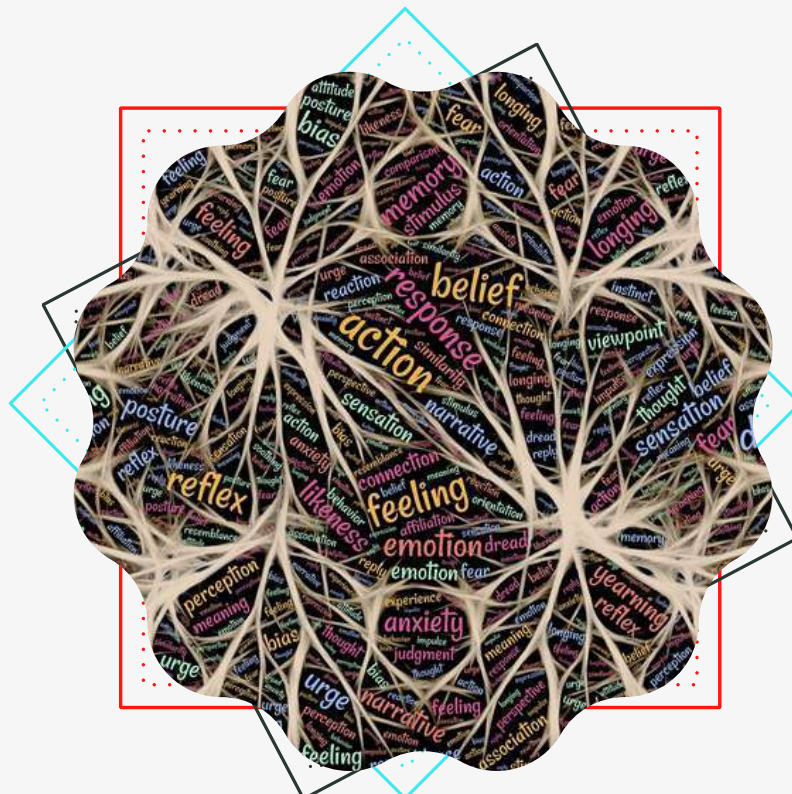
Features | Business Woman of the Month

Magazine of IADV. Dr. Pranaya landed in Kerala for her post graduate MD course at Government TD medical college and have worked in Government Medical Colleges, Private and Corporate sectors in the state.

“In India, we have associated stigma to skin and mental health problems. With increasing prevalence of these conditions, provision of a one stop healthcare is much needed initiative. With this thought, we founded Insight Derma Clinic: Skin | Hair | Mind” – she says. Insight Derma Clinic is a unique destination where healthcare services are provided in interconnected fields of skin, mind and lifestyle diseases. It is one among the fewest Psycho-dermatology and Functional Medicine Clinics in India. Insight Derma Clinic practices evidence based medicine and treat a person’s health as a whole being.

The clinic exclusively have Cosmetic dermatology procedures and Hair Transplant surgery departments in addition to General Dermatology, Psychology and Holistic Medicine. Their expert team includes Dr. Pranaya herself, (Consultant Dermatologist , Psychologist and Chief Hair Transplant Surgeon), Dr Sarada Sreedevi Amma (Consultant Clinical Psychologist) and Dr Manjunath Sukumaran (Certified Health Coach).

SHE SIGHT wishes her more success in the coming years!





Master Mentor





Mom Power

Beena Mansoor

Ms.Sujatha Unnikrishnan
Kochi



We have onboarded a set of efficient mentors, as part of the 'coming back to career' mission of Prayaana, who share their accumulated wisdom and expertise with the mentees. For those who have lost half way through their career or for those who wanted to nurture a goal, this mentorship for sure is a light at the end of that tunnel. Beena Mansoor is one such mentor who is empowered with high motivational skills and has a proven record in hand holding. Hailing from an orthodox family, Beena broke the barriers when she decided to continue with her academics and started to pursue what she felt, will give her happiness and satisfaction in the end.

Beena's life is all about 'mother power' – how a mother protects and stands for her children when the situation demands. If it was not for her mother's desire to see her as a graduate, Beena would not have come up this far in her life. She had a dynamic college life at Maharaja's college where she also held the positions of association secretary, secretary of planning, and also dispelled her duty as a member of women cell. She scored good marks for graduation and looked forward to taking up a course in Journalism. But according to what was customary in those days she soon entered into family life. From then on for ten years she led a life of a dedicated housewife tending her children and looking after her family.

Features | Master Mentor



Life takes unexpected turns and we never know which way the wind blows! When started schooling, her daughter had difficulty in learning the Malayalam language. And Beena immediately knew the struggle that her daughter was undergoing, as she too had her own share in the past. While discussing the predicament with her friend the possibility of learning disability came up and Beena started to explore and research about learning disability and decided to learn and delve more into the subject. The mother in her emerged and she wanted to support her daughter in every possible way and that motivate her to get enrolled with ALDI and she completed the course.

She found many parents like her sailing the same boat , who needed support in tackling the issue. She did her first counselling course at MG university and then there was no turning back. It was as if she had found her true passion. She left no stone unturned in her quest, to know more about counselling and psychology. She mastered the techniques of transactional analysis and NLP and meanwhile took her MA in sociology. Currently, she is doing a PG in counselling and family therapy.

All said and done, for Beena, it was not a cakewalk. When she decided to come out of the cocoon, many raised their eyebrows, but her husband and family stood behind her like rock. Beena and her friends- all mothers, have formed a small charity group extending help regarding education and health, for the needy. She has more arrows in her quiver and her dream is to start a Happiness clinic- a clinic where our true assets, the mind, body, and soul are cleansed and strengthened for a better fruitful life.





Ask The Mentor



FACING FAILURES

Q

“I am a woman in my early 20's. Of late I have been having only failures to quote in whatever I do and these incidents have stamped me with a “ good for nothing’ tag. Recently I gave my driving license test for the third time, I did not get through. I gave 6 tests including IELTS and failed miserably. I just want to experience the taste of success. I have lost confidence in myself, so much so that I just exist without a passion for life. At this point in my life, I am not seeing any ray of hope for the situation to change and am completely demotivated. To top it all I feel that time is also ticking away.”



Ms. Shalini Srivastava
Sr. Telcom Professional,
Mentor, Trainer, Coach,
Digital Content Specialist &
Aspiring Author
Delhi

A

Have you have ever felt that: you are a complete failure, you can't achieve anything in life, you are stamped as good for nothing by people around and feel that you just need to get married and leave these things as this is not your cup of tea? Are you fed up with judgments, expectations, labels, suggestions from the people around you and you feel broken?



Features | Ask The Mentor

If you can relate to any of the points mentioned above, then you have reached the right place and this article is just for you. Now let us learn how to do it in real life with some examples:

- Empty your Cup:** Never bottle up negative thoughts inside you. Just talk to someone and release all the pain. If you don't have anyone, just express it on a piece of paper or a diary. Vent out all your pain and try to take a deep breath. Make space for something new, before trying to venture on a new thought and attempting to accomplish it. Instead of 'I am a failure', just change it to 'I am feeling like I have failed'. Stop labelling yourself as a failure. Even if you feel that you have failed presently, you should try to see how you can come out of it. We all have different methods to keep ourselves distracted like sleeping, listening to music, watching Netflix, avoiding the discussion on what went wrong. We need to face our true feeling and accept them. They give us a signal and tell us clearly what needs to be changed. Just listen to it. When you feel that your contracting feeling is stopping you from moving on in the right direction just replace the contracting feeling with an expanding feeling. To get a clearer understanding here are my few examples:
- Expand the moment, see the whole story:** Were you able to walk from your very first step, or you failed multiple times and you took support from family members, things around you to hold and a word of appreciation from others when you took your first step ...? All were the aids which you took while you learnt a new skill. Life is still the same, you are trying to learn driving, you are trying to clear any exam, you are trying to find your passion, all these things are new skills which require effort and multiple attempts. Every success is the sum of previous failures followed by learning which is implemented from the previous failures. Let us see one more example. We all appreciate a person who got first prize in the race, his 6 packs and the shining aura of his face. We fail to see the sweat flowing from his forehead, odor of the sweat, the bruises on his hands, the endless morning the person has invested in training himself for that 4 min race. Till the time we invest back in our own emotional and mental growth and learn from our mistakes the results will remain the same. How can we have different output if the input has not changed? Each one of us is unique. We may have shortcomings or weak points but doesn't mean we are failures. We need to learn and acknowledge our strengths and need to focus on them.

Contracting Feelings	Expanding Feelings
I am not enough	I have abundance
I can't reach that	I easily built rapport
I am confused about life	I generate confidence
I fear of change	I trust the universe which is ever changing too
I believe times are rough	I believe I can win



Features | Ask The Mentor

- **Leave Imposter syndrome and do it till you taste success:** Just get back your MOJO. You are born to claim your success and not cry on your failures. Women are so strong from the core, just reclaim your power. Don't be scared this is not weird. Seems you need to hear one more story.

In your childhood, or college days have you ever travelled to a hill? On top of the hills, there is generally a temple or your hotel where you want to spend some time. You know your destination right; you know you are going to have a great time there. You start your journey, on your way, you feel hungry, thirsty, tired, nauseated, sometimes lost, as your car moves from one direction to another, sometimes fear comes because the road is so narrow, someone from the other side just came abruptly without the horn. But what do you do, you keep moving, take breaks to freshen up, but keep moving till the time you reach your destination. Do you ever leave in between and come back home? Do you ever feel you're not able to do it as you are doing for the first time? Do you ask for a path from someone when you feel lost? Do you take direction from someone who has been there?

You know your answers right.. Similarly, life is also a journey that needs to be enjoyed while going through its ups and downs and at the same time not leaving the sight or intention of the vision that you want to achieve.

The clearer your vision, the more faster you will be able to reach your goal.

All the best and Just keep moving on.





ARE YOU A WOMAN INFLUENCER?

Do you believe that women are forces with infinite potential to transform the world?

Do you believe in the power of Coaching and Mentoring ?
Would you like to contribute to Women empowerment in India?

**We are urgently onboarding Women Trainers/ Mentors
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*This is a volunteering assignment and is not a salaried position. We encourage working professionals to support the cause. We currently have 101 vacancies for C2C 2021 project and are looking at 5 mentors per state. Selection will be based on interview process.

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Glimpses of first batch C2C
Mentors' ToT



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2021**

Empowering 2021
Women in 2021



Locations needed

INDIA : Assam & Entire North East, Bihar, Puducherry,
Madhya Pradesh, Goa, Jammu & Kashmir, Andra Pradesh,
Gujarat, Chattisgarh, Punjab, Rajasthan, UP, Uttarakhand

GULF Countries: UAE, Sharjah, Kuwait, Saudi etc

Other States mentors are already filled. Kindly do not apply.



Send your profile to
joinprayaana@gmail.com with
subject: C2C Mission 2021 Mentor

Did you become a "housewife" despite the fact that you wanted to pursue your career?

Do you find it difficult to re-enter career after so many years of career break?

**Then, Come join the C2C Mission 2021
(Comeback 2 Career)**

Get ready for a job / become a freelancer / start a business or pursue your passion in 2021



*We at Prayaana Labs have embarked on a big mission of helping 2021 women in 2021. Nominate yourself if you wish to get the support and mentoring. C2C Mission comprises of upto an year long Free*mentoring, training and Coaching led by Women Coaches and Mentors all over India. Access to jobs / opportunities, networking and earning programs are all part of the members of Prayaana Community.*

*Conditions Apply



For details & application form, send a whatsapp to 85903 39393 / 85907 39393 with subject "I want to join Prayaana C2C 2021 as a Mentee" or visit our FB Page www.facebook.com/prayaanacollective

Features | She Achievers

CONGRATULATIONS

Dr. Chandra Vadhana!

Happily we inform you that Dr.Chandra Vadhana– CEO and Founder of 4Tune Factory, Founder and Chief-Mentor of Prayaana has been awarded the coveted Womenovator Women Faces Awards 2020.

About Womenovator:

Womenovator (www.womenovator.co.in), a virtual incubator for women celebrates the triumph stories & records of passionate women who dared to innovate the world and honor them with awards and recognition. It is a Global Virtual Incubator for women supporting Women entrepreneurs in scaling operations domestically and internationally and creating distribution networks, Women leaders/ Professionals to be Directors, or become job creators and Women community leaders to be policy change-maker.

Womenovator is the flagship program of Gvriksh (Not for profit society registered under section 12 AA (Section 80G) of the income tax act.). Gvriksh is also registered with Darpan (Niti Aayog), which has been actively working for women entrepreneurs to help them achieve their ultimate goal and in other fields such as water, sanitation, hygiene, health, education, project designing and strategy development in the social development sector.



HER COZY CORNER

The *New York Times* bestseller

ANITA
MOORJANI



DYING TO BE ME

MY JOURNEY FROM CANCER,
TO NEAR DEATH,
TO TRUE HEALING



*"I had the choice to come back . . . or not.
I chose to return when I realized
that 'heaven' is a state, not a place. . . ."*

Foreword by Dr. Wayne W. Dyer

Features | Her Cozy Corner

Dying to be me by Anita Moorjani

Published by: Hay House Inc in 2012

No. of pages: 240

ISBN: 978-1-4019-3752-2

Rating- 4/5

Book Review By- Ms. Gunjan Khaitan

An avid reader, a mother, a spiritual speaker and a book reviewer from Mumbai.

Blog: www.bookardgunjan.wordpress.com



"Dying to be me" is Anita's memoir - an account of her Near-Death Experience(NDE) and a comeback from it after her 4-year struggle with cancer. In this book, Anita, now 61 years old, bravely recounts details of her rendezvous with death in 2006 and why did she decide to come back into her decrepit body lying on the hospital bed.

It was supposed to be her last day here. She had been in coma for more than 30 hours, her organs had shut down and her tumours were the size of lemons and on the hospital bed, Anita had an out-of-body experience that changed her life. She had crossed the physical realm of five senses. Anita uses appropriate analogies and metaphors to describe the bigness of the non-physical realm because it is not something that humans can fathom easily. She felt painless and magnificent and learnt that we are all connected in the tapestry of life helping each other in realising our potential. She says it is hard to express the unconditional love and freedom she felt on the other side through words alone.

And yet, why did she decide to come back into her frail and sick body?

Her connections on earth mattered. She realised that she had a purpose now. She had to bear the torch for others seeking spiritual guidance. Anita understood that we all are one and pure love and that if she decides to go back into her physical

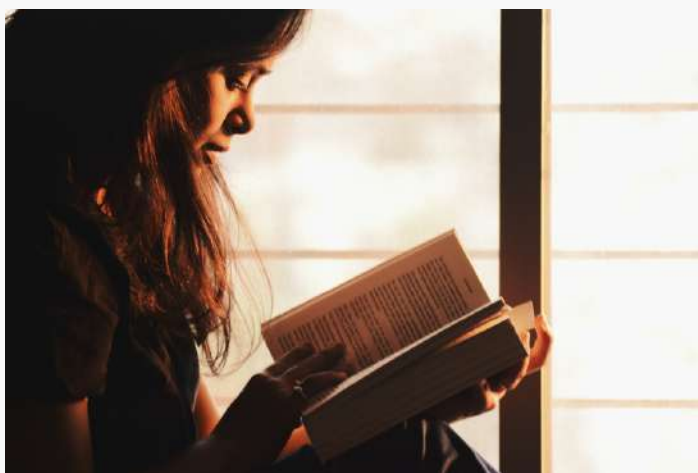
Features | Her Cozy Corner

body, she would heal miraculously because the body will soon reflect her internal greatness that she received on the other end.

The book reveals her wrestling with life - the story of her growing up in Hongkong under strict ideologies, her constant struggle to fit in, of being singled out over and over again for her dark skin in school, of the discovery of her soulmate Danny, of her worst nightmare turning into a blunt reality when she got diagnosed with cancer and finally, her interesting encounter with death and healing thereafter.

Today Anita is an acknowledged author and speaker living in the USA with the love of her life, her husband, Danny. She is an advocate of "Love yourself first" because, she says, "Learning to love and accept myself unconditionally is what healed me and brought me back from the brink of death." She says loving others unconditionally does not mean you would allow them to walk all over you like you're a doormat. The book is a must-read for everyone on a quest to understand the universal energy, the world beyond five senses, and our connectedness to the source. Anita's NDE account is a fascinating read that reveals that DEATH is not an end but only a part of your wonderful journey....

Truly, Anita had to die before she understood her greatness but with the lessons from her book, we don't have to wait for the experience of death to understand our divinity.





She Musings



Dating in the 40's

Today morning I receive a text from a dear friend of mine asking if I would be interested in writing an article for a magazine. I had never written one, although I had a sneaky interest to get into writing someday. So I figured, what do I write about? I went on discarding one idea after another and there it was – a conversation with a male friend where we talked about purpose of dating after a divorce or separation. And in during the course of the conversation with my friend I told him that I am looking for a companion. This simple guy, thought that I wanted to get married. I just gave him a, what – a – dude – he – is, look. And said, “There’s a difference my friend! I want a companion not a regrettable mishap of marriage again!” The dunce that he was, he gave me a confused look. Further explaining I told him that I don’t want to commit the same mistake again. I want to feel free, hang out with friends, go to movies, go travelling, explore my artistic side and still have someone back home waiting for me. My friend then concluded – Ohh! So you need a man to make you feel happy and make you feel beautiful at this age? No !!! I said in exasperation and took two huge gulps of coffee (completely forgetting that it may choke my food pipe). The conversation was not over and I managed to discuss objectively with him the idea of companionship.



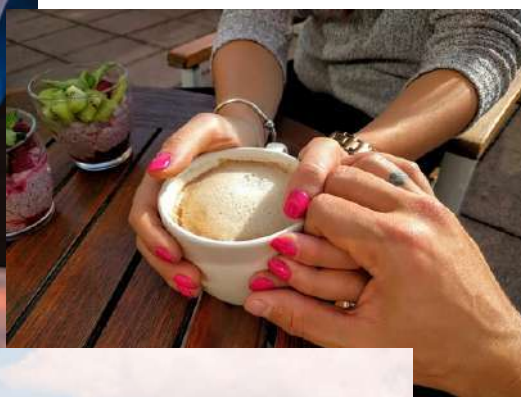
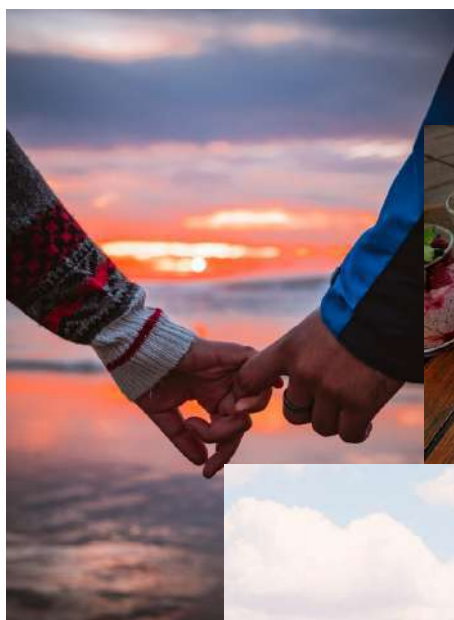
Ms. Vrishali Kanade
Owner of Shop Nook ,
Mumbai.



Features | She Musings

As an afterthought, for me a companion is someone like a best friend who is there when I need him and someone I can trust and just be myself, never get judged for the number of wrinkles on my face or my butt. At the same time, I have my freedom to do what I want and be with anyone I want. Now, many of you out there will dispute by saying – we can get all that by getting married to an open minded man. Really? How many such man will you be able to find who allow such freedom to their wives. A large chunk of married women have to take care of their husbands like kids (read Raja – Beta syndrome) Indian men still have a long way to go when it comes to being independent.

Sifting through tons of “Relationship” posts I have come to this conclusion – You do You! You will end up attracting the right people in your life. This opinion of mine stands true for dating too. The only dating suggestion I would want to give from my end is to focus on giving your best, not only to your work, to your children, to your parents but also to yourself. You will reach the level of vibration where you attract the soul that encourages and nourishes your growth as well as nourishes his own. Once you start focusing inwards your outer self grows and glows. You stand out shining like a star. I am going to tweak Dr. Seuss’s quote here a bit and say – “ we all are a little shiny and life’s an little universe. And when we find someone whose shine is compatible with ours, we join up with them and fall in mutual big-bang and call it love”



Features | She Musings

Alone



Ms. Padmaja Patil
Bsc physics
Loni, Maharashtra
Prayaana Fellow

She was lost in the crowd
Her hand to be held,
There was pain in her eyes,
And no answer to her why's..
She's tired of their lies,
They never heard her cries.
Yet she stands alone;
Alone, with 'unpaired' hands,
She can travel the globe,
The depths, the heights; all alone!
Surprisingly, she has two hands too!
One to 'treat' and another to hit you!



The Evolution of Women Leadership

A According to Michelle Obama, “Success isn’t about how much money you make. It’s about the difference you make in people’s life.” Leadership is all about that difference that we make in the lives of people around us. And when we talk about leadership, we are naturally drawn to the question of the increasingly prominent role of modern women in leadership.

The power of persuasion, empathy and communication make women natural leaders in any field they choose to undertake. Mother is a child’s first teacher which goes on to prove beyond doubt that an empowered woman has the immense power to transform a generation. The qualities like nurturing, listening, expressing, that we nowadays term as soft skills, come naturally to women which make them adapt to management roles so easily as compared to their male counterparts.

Since time immemorial, women have been quite hesitant in getting for themselves a leadership position in society. The scene in India is a lot more disbalanced because of our overtly patriarchal mindset. Our age old customs and traditions have repeatedly relegated the fairer sex to the background. In fact, the feeling of inequality and gender bias is so deep-rooted in the minds of some of our menfolk that many are not comfortable working under female bosses or even viewing women in power positions. Often women are themselves to be blamed for preferring to walk a step behind their fathers, sons or spouses. When it comes to the education of their children, a son’s career is given preference over that of a daughter’s because she is seen as someone who is going to get married and go away.



Ms. Angana Banerjee
English Language
Coach,
Kolkata, India

Features | She Musings

What is it that makes women so good in leadership roles?

According to Anna Crowe, CEO and founder, Crowe PR, “Most women are naturally empathetic and value relationships. This enables them to have a strong understanding of what drives and motivates people, and how to acknowledge different people for their performance.” Women have some inherent qualities which definitely set them apart from their male counterparts be it at home or in the industry. The motherly instinct which gives them the quality to nurture, ensures that they give a fair chance to all and handle any situation in a balanced way. They are more patient listeners and they do not react when faced with a difficult situation.

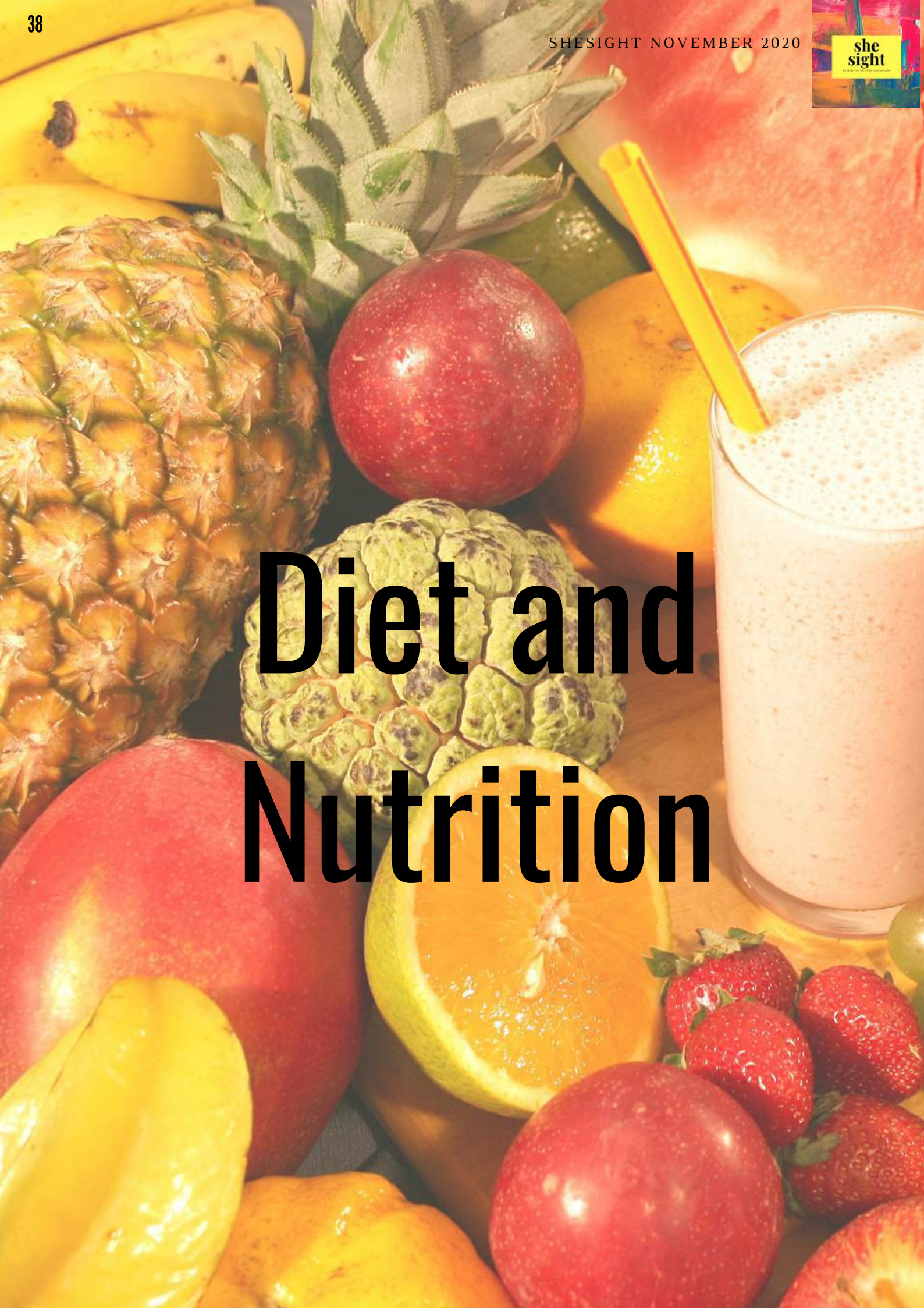
The positives of women in leadership roles are evident when we think of towering personalities like Malala Yousufzai, Michelle Obama, Indra Nooyi, Sheryl Sandberg. They inspire a sense of awe and pride. A recent report said that the countries having women leaders have handled the Covid-19 crisis better. The recent win and popularity of Jacinda Ardern, Prime Minister of New Zealand, goes on to prove beyond doubt that from the boardroom to politics, there is no area where women have not left their mark.

To conclude, we can say that the journey has just begun. When you have a woman at the helm, there is naturally a sense of cooperation and harmony rather than a rat race. Women are natural problem solvers. The companies are fast realising it and taking necessary steps. In India the ratio of women assuming leadership roles is a bit skewed in favour of men but the winds of change are blowing and we are optimistic that in a few years we are going to see more women assuming power positions.





Diet and Nutrition



Rock your Thirties

Stepping into the 30s is not easy especially for women, it is a feeling of sweetness and bitterness together. You feel stronger on your identity, however, your body begins to show some of the first subtle signs of aging. While you are achieving more stability in your career or personal life, you may discover the stress that sprouts from the same stability. The fertility of women starts to decrease from the mid-20 onwards, due to oestrogen imbalance. Of course, for some women, these things will have less impact than for some others. As time passes, there will be changes to our body and we cannot change or stop it.



Ms. Deepak Khara
Dietitian & Nutritionist
Founder of D' FAB U
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Thane, Maharashtra

One of the more common stress among women in their 30s is finding time to stay fit, though stress from keeping up with work, relationships, or your children would keep you active enough!

Remember, your 30s is the phase of transition; so respect your body. Maintaining a fit, strong, lean body will make you less prone to weight gain, loss of muscle mass, and tone.

Nutrition plan in the 30s

A correct balance of proteins, carbohydrates, fats, antioxidants, vitamins, and minerals in the daily diet provides essential benefits for optimal female reproductive health, reduces the risk of infertility, and provides adequate energy for daily activities. A thumb rule to get a balanced diet is to make your food plate as colourful as possible with seasonal foods.

A regular diet plan for women in 30s:

Meal	Function	Comprise of
Early Morning	Clean up	A warm glass of lemon water
Breakfast	Boost up metabolism, provides satiety value	i) 2 scrambled egg whites with a whole grain toast and a seasonal fruit ii) Chapati with pulse or paneer and fruit iii) A bowl of fruit oats porridge and sprouts

Mid-morning snack	Reduce the meal gap, provide essential nutrients, prevent hunger	i) Green tea with a fistful of dried nuts & seeds ii) a bowl of mixed fresh fruits
Lunch	Regulate blood sugar level, helps in improving focus and activity level	Raw Vegetable Salad, chapati/rice/quinoa with dal/chicken/fish curry/beans and a bowl of seasonal vegetable
Evening	Keeps energy levels up, reduce the meal gap, prevent hunger	i) Low sugar Energy bar ii) a fistful nuts with seeds iii) chicken soup/vegetable soup
Dinner	Overnight growth, body's functional sustainability	Green salad, sautéed vegetables with, chapati/brown rice/milletts and paneer/chicken curry/dal
Bed Time	Repair and relaxation, immunity	A cup of turmeric milk with small spoon of honey

Please note: please get in touch for a customized plan during therapeutic conditions.

How to start practicing healthy habits

- Freshen up your fridge with colourful, seasonal fruits and vegetables.
- Clear your pantry of empty calorie culprits, including soft drinks and sugary juices and stock up on nourishing essentials and wholesome go-to snacks.
- Always prepare a grocery list with nutritious food before entering a super market/store, so that you can buy what is really needed and is healthy.
- Plan your meals well in advance, it will reduce use of last-minute quick fix readymade food.
- Never keep junk food, nuts, sweets, juices etc. on your dining table to avoid nibbling.

Few lifestyle changes that will help for a healthy body.

- Start making healthy eating habits a priority, mindful eating.
- Regular physical activity can decrease your risks of heart disease, diabetes and symptoms of stress and depression.
- Maintain discipline in time to sleep and waking up every day, it will boost your natural healing capacity.
- Quit smoking, it will keep your body cells away from harmful radicals.
- Stay well hydrated, water is the best body cleaner that does not add any calories.
- Start learning to be happy with what you have, it will help to release good hormones.
- Accept yourself the way you are, it will improve self-confidence.
- Start regular/yearly health checkups as a preventive step.



Sheteen Writes





FINDING YOU.....

One fine morning, I opened Instagram and for the first time, I see the wonders that a group of basic words can do.

“If you want to be successful in your life, first learn to make your bed!”

This particular quote changed my perspective!

That, my dear sisters, is what I want to say. If you want to be successful in your life, start from where you rest, you dream, you take a break!



Ms. Aswathy Rakesh
Class IX
Trivandrum

To all the queens out there, my friends who're trying hard to get up, get dressed, and get a life, create a space for themselves, break the toxic, yet repeating, patterns at home, at work, among friends, or anywhere and to all the woman who've been labelled by the "almighties" of our society as 'rebellious', just because you speak your minds out, I cannot even find words to say how proud I am of people like you, people like us!

I'm proud of such people because even though they've seen the true colours of the world, they still have hope and faith in their potential. They believe that one day they'll do it, achieve whatever they dream, be whoever they want to be, own their lives, conquer the world, be irreplaceable and above all be their own heroes!

This is how I see it. We have an immense power. A power that every human being has but very few realise! And that, ladies, is the power to EVOLVE into anyone that you wish to become. For that, we'll have to rise to the occasion and then maybe fail miserably, rise again and quite possibly fail again. But the important thing is to make sure that each time we fail, we learn the lessons and gain the experience we wouldn't even have imagined of, if we hadn't tried.

And yes, sometimes the stuff we want might not even be close to what is fated to be for us. But the funny story about life is that we have no idea, do we? We have no idea what's meant for us. I often wonder how simple and different life would've been if we got to know our destiny. So we wouldn't make mistakes in our life because we already know what's going to happen. But we all know that's not how life works. So how does it work then? The way I see it, mistakes and changes are the only constant entities in our lives. So if we feel that the mistakes we made in our past are still following

Features | Sheteen Writes

us everywhere we go, there is one thing we could always do other than be haunted by them forever .We could realize that no matter how passionately we hold on to them, they are actually really gone and yet all we're doing is trying to be defined by them. That's exactly where we have to start.

I'm only 17. But I'm sure every single girl who likes to be different ,wished to be different and lived different has come face to face with criticism, loneliness, embarrassment and insecurities. But remember, these are the problems that are absolutely unfamiliar to the people who haven't even tried! Now I say that all we have to do is STOP looking out to the world, to the society, for answers to the questions that you should be asking yourselves! Because I think we've misinterpreted the meaning of the word "cool girl" or "chic". I think those words actually represent girls, women, who are courageous enough to face their own emotions ,deal with their own insecurities without projecting them to the people around, woman who are dependent on none but themselves, woman who have clarity about who they are and what they want out of this one epic journey that's our life!

So, my friends, instead of feeling insecure about speaking out what you really think, instead of doubting your potential just because some jealous person teased you for being different or because some narcissist tried to cut your wings down, believe in yourself and realize that people are talking behind your back only because YOU STAND APART, YOU ARE DIFFERENT! You made your choice and stood up for yourself because you had the guts for it, which many people seriously have to work on. You took responsibility for your life because you are original. And if that doesn't make you efficient, irreplaceable and confident, then I don't know what does!

This leads me to my ONE PRECIOUS RULE. If you want to be your own hero, if you want to have a life of your own, have complete responsibility for, then you cannot be afraid of criticism ,changes and failure. Keep your head high, rely on no one but yourself and get ready to go to whatever extent you can until you see that you have everything you've ever wanted for in your life. And contrary to popular opinion, you are NEVER too late to go get it, girl!





TECHIE'S CORNER



amazon



AMAZON ECHO

Alexa, switch on the lights!! Alexa, reduce the volume!! Alexa, play “Aankh maare song”!! We are hearing lot of yelling these days even from small kids and Alexa not only obediently does the task but smartly responds as well. How this is possible and who/what is Alexa?

Amazon Alexa or simply Alexa, also called as Amazon Echo is a device that uses speech recognition to perform an ever-growing list of tasks on command. Alexa is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, provide weather, sports, traffic and other real-time updates such as news. Alexa can also control several smart devices using itself as a home automation system.



How does Alexa do this? Alexa Echo consists of speakers, microphones and a small computer. The small computer communicates with the cloud computing services run by Amazon and that brings the real smartness to Alexa. The small computer in Alexa recognizes the word ‘Alexa’ and when we say that word, it starts recording your voice and sends over this voice recording to Amazon over internet. Alexa Voice Service (AVS), a platform that runs Alexa by Amazon processes this recording and converts it into commands that interprets. The service then sends back the results back to Alexa after the required computation done on the cloud-based service.

If you ask for the time, AVS sends back an audio file of Alexa telling us the time, which the Echo plays back. If we are asking for a song, AVS searches for this music and send back the audio file of this music. Alexa can also work with other technologies in our home and beyond. Suppose you have linked Alexa to Uber, you can request Uber by simply asking Alexa. But this require additional considerations on data privacy and security aspects. Automatic Speech Recognition



Ms. Anupreetha Rugmini
IT Professional, Robotics
Automation Process Technology
Trivandrum.

Features | Techie's Corner

(ASR) is another technology used in Alexa, which converts spoken text into speech. Like Alexa there are other devices too which are designed around Amazon's own echo devices. Echo, Echo Plus, Echo Studio and Echo Dot are speaker only devices and Show, Echo Show5, Echo Show 8 and Echo spot have displays too which gives a visual feedback like weather widgets, videos or song lyrics.

On Annual Alexa hardware meet this year, Amazon announced a service called Guard Plus along with a slew of products and services. Guard plus is a premium version of its free feature called guard in the Alexa app. While you are away, Alexa can turn and off smart bulbs, plugs and switches you select to

look like someone is home and when your camera detects motion, Alexa can play the sound of a dog barking from your Echo to scare of potential intruders. Amazon continues to make strides in terms of audio quality, and the fourth-gen Echo sounds very good, especially if you like your tunes leavened with bass. Send a virtual hug to your loved ones, get exclusive amazon deals or a nutrition tip and recipe ideas, make a donation, get help for your pet, daily music pick, listen to audio book, call another Alexa-enabled device, Alexa has all these in her arsenal already. Let's hope for more in the coming years!!





“**BEAUTY**”





Though beauty is skin deep.....



Ms. Usha Kuruvilla
Owner of Essence
Kochi
+91 9656260971

Caring for your skin.

Every culture had its way to pamper the skin. In Indian texts, there is a detailed description of how Panchali, known for her ravishing beauty had her strict beauty regime, and the historical figure Cleopatra is famous for her meticulous skincare. Whatever and wherever it was, the basic care of the skin included three steps. They are cleansing, toning, moisturizing, and exfoliating. These are the fundamental steps of beauty care to have that beautiful, healthy, and glowing skin.

Step 1.

Double cleanse: First, use a face wash to dissolve excess dirt and makeup. Then with a water-based cleanser clear out all dirt. You can also use raw milk.

Step 2.

Exfoliate: A suitable scrub removes dead skin cells and leaves the skin smooth and primed enabling the skin to hold moisture.

Step 3.

Steam: Steam your face to open the skin pores. This will remove your whiteheads and blackheads.



Features | Beauty

Step 4.

Tone: Toner helps balance the skin's pH and it will also make the skin look fresh.

Step 5.

Mask: Choose a mask, based on your skin type- preferably a home-made one.

Step 6.

Hydrate: You could add a drop of oil in your moisturizer (for dry skin) which will leave your skin feeling soft & smooth with a healthy glow.

Step 7.

Morning makeup routine: First, do a cleansing, and then apply a toner. After a few minutes, apply sunscreen. These are the basics of well-protected skin. And whatever you do further is according to your discretion and your perception of how you want to look. You can keep it simple by just applying kajal to bring more liveliness and sharpness to the eyes. Or you can further enhance the eyes using eyeliner and mascara. Your lips also fall to the same rule. You can leave the lips bare, or use just a lip gloss to have that simple sexy look. But remember the skin comes first!





Get Spruced Up



Clothe yourself in your goal



Ms. Kruti Desai
Empowerment Coach
Surat

Clothes are not just to fulfill our physical and social needs. It can be used as a resource to achieve a goal, too. This resource can have particular effects on the wearer. Your clothes can make you feel confident, capable and credible or it can make you feel incompetent and out of the place.

However, clothing can't take the place of essential knowledge and skills needed for success. They must work together.

What you do on the external tends to become internalized. So first it affects your own thinking and feeling and the way you behave with others and ultimately it defines the way people perceive you and react or respond to you. Clothing is an effective tool to help you to project your personality traits, values attitudes, interests and abilities. It also allows others to more easily perceive this trait and to recognize your credibility and abilities.

For example, Jyoti has recently completed her PhD in electronic engineering and begun teaching at a university. Her goal is to be a full-time professor, teaching, consulting and doing research. For this, she needs to project a more authoritative, knowledgeable, efficient image as well as a friendly, approachable and helpful one. Recommended dress includes unmatched suits, saree with collared blouse or collared kurta with cigarette pants. She can add shirts, vests and jackets to her wardrobe cluster to reinforce the image she wants to project.

So be very clear with your roles, goals and values and build right wardrobe cluster according to it as you can't afford to miss the opportunity and fail to reach the goal.



Recipe of the Month



Features | Recipe of the Month

CHOCO MUFFINS

Ingredients:

- 1.Wheat flour - 2 cups
- 2.Coco powder-1/2 cup
- 3.Baking powder- ½ teaspoon
- 4.Vanila essence- 1 teaspoon
- 5.Sugar powdered -1 cup
- 6.Vegetable oil-3/4 Cup
- 7.Milk - ½ Cup
- 8.Salt - A pinch

Ms. Sushma Das
Owner of Su's Kitchen
Cochin



Preparation:

1. Combine the wheat flour with the rest of the ingredients.
2. Mix the batter well using a beater.
- 3.If the batter is thick, add a little milk and bring the consistency into idli batter.
- 4.Now take an idli maker, and grease the idli slots with ghee and pour the batter to the 3/4th of each slot
- 5.Steam it for 10 to 15 min. Check whether the cakes are done using a toothpick or knife.



Fluffy, Yummy and healthy Choco muffins are ready in a jiffy !

Jobs And Opportunities

Wordpress Developer

- Dubai Based digital Marketing Company located at Thrissur, Kerala
- Minimum 1 yr experience
- Salary between 15,000 to 20,000

Content Writer

- Digital marketing firm located at Thrissur, Kerala
- Minimum 2yrs experience
- Salary upto 20,000

SEO Executive

- Dubai based Digital marketing firm
- Location : Thrissur, Kerala
- Experience : 1 to 3 yrs (Both in Onpage and Offpage)
- Salary Negotiable

Accountant

- Security and services firm located at Ernakulam, Kerala
- Minimum 2 yrs experience (Preferrably in Tally and Excel)
- Salary upto 15,000

Send your resume to jobs@4tunefactory.in

Call : 85907 39393



OCTOBER FUTURE TALKS





Features | October Future Talks



Speaker - Adv Deepali Susan George.

Partner, AJ Legal.

Topic - Legal perspectives of a startup.

The legal perspective of beginning a start-up. We must have witnessed plenty of legal mistakes made by the startup owners. Even after having a basic understanding of the law, there are many unforeseen pitfalls when it comes to legally sound business. From incorporating your business to compliances to protecting the intellectual property, considered as an important aspect of business success. In this session, Adv Deepika answered all these questions. She also highlighted what legal problems came into being because of this pandemic and how startup owners can overcome it.



Speaker - Ms. Aparna G Menon.

Company secretary kindorama Health care private limited.

Topic - Company Incorporation and types of Companies.

Company Incorporation. The incorporation of a company refers to the legal process that is used to form a corporate entity or a company. An incorporated company is a separate legal entity on its own, recognized by the law. These corporations can be identified with terms like 'Inc' or 'Limited' in their names. It becomes a corporate legal entity completely separate from its owners. She explained in detail the process of doing it and all the documents that are required to ensure the smooth flow of the process.





Features | October Future Talks



Speaker -Mr. Sachin Mathew George.

Senior Consultant Cornea Services Chaithanya Eye Institute.

Topic - Impact of the covid situation on Eye health & Wellness of dependents.

Staring at a laptop, television, and mobile phone has increased several folds during the coronavirus lockdown. Due to work from home, you might be spending most of your time glued to your laptop screen and the other half of the day must be spent watching movies or scrolling through your phone. This excess of screen time usually tires our eyes to the maximum extent. It can lead to red eyes, puffiness, and even dark circles. DR Sachin Mathew George answered all questions that we are facing during these tough times.



Please do subscribe to our
youtube channel at
<https://www.youtube.com/c/PrayaanaLabs> for useful content on
employability, coaching, career,
business and other topics.





Mentors Batch 2 who are onboarded for C2C Mission 2021



Ms. Kruti Desai
Empowerment Coach
Surat

"Make them see the hope inside themselves"

Internationally Certified Image Consultant, Soft Skills Trainer and Teenagers counselor.



Ms. Ranita Sengupta
Business Analytics (IBM India)
Pune

"A lot of people have gone further than they believed they could, because someone else thought they could - Mentors are those believers "

Managing Consultant - Business Analytics (IBM India); Technology Evangelist, promoting STEM for women and girls.



Ms. Sara Samuel
HR Leader
Chennai

"Mentoring isnt about how long to take from start to finish, its the journey, the adventure and the experience we share."

Human Resource Leader with 14 years of experience in translating business vision into HR initiatives to help improve performance, profitability and growth. Completed my International MBA in HR from Ulyanovsk State University, Russia and Associate Fellowship in Talent Management with Wharton Business School. Am certified Diversity Professional, Mindfulness practioner and coach and NLP practitioner. Am a volunteer with India Spastic Society, Teach India Initiative and Digital India Movement.



Dr. Simi Mishra

Director, Program Advocacy
Connecting Dreams Foundation
Delhi

"Leaders don't create followers. They create more leaders. Tom Peters."

My work focuses on systems-led social interventions through the use of relevant and technology-enabled content, youth volunteer network & mentor development. I use my professional experience of 17 years of experience of leading teams in the corporate sector to building sustainable communities establishing ground level rural and urban connections. My focus areas are Social Entrepreneurship, localization of Sustainable Developmental Goals and building an inclusive and equitable society.



Ms. Mridula J

Speech Language Pathologist and
Audiologist
Bengaluru

"Mentoring is the journey wherein a mentee is let to explore oneself and is navigated into the course of destination with the guidance of a mentor."

Working for Little Baby India, Bangalore



Ms. Angana Banerjee
English Language Coach,
Kolkata

"When women support each other, incredible things happen."

English language coach, educator and blogger. I am a language teacher with 12 years experience in teaching middle and high school students. Currently pursuing B1 in French Language from Alliance Francaise, Kolkata. I am a language enthusiast and avid traveller.



Ms. Shalu Ahuja

Parent Leader & Mentor for
mid-career professionals, Engineer
& manager by training
Gurugram

"If you cannot see where you are going, ask someone who has been there before." - J Loren Norris

While working on demanding roles in corporate, Shalu Ahuja have made many not-easy choices from two equally valuable options. Some choices were made with greater than life confidence, some with leap of faith, and many were left on chance – And each left her with its share of learnings. She believes that her experience of making choices, balancing parenting, family, self-growth (both professional & personal) would be of value to mentees. And will be able to help them make their choices that sets them right on the path from point they are to point they want to be.



Ms. Sandhya S Pillai

Leadership Communication Coach
Pune

"Don't share stories, create your own to share with the world"

A Personal Development Coach who walks you from CHAOS TO CLARITY. A Leadership Communication Strategist who transforms communicators to powerful influencers. A Corporate Anchor who engages the audience with wit, warmth, and electric energy. A Motivational Speaker who uses storytelling way of engaging with the audience and leave them energized and inspired.



Dr. Pratima Shah

Softs Skills trainer, NLP Life Coach
Surat



"Mentoring is a brain to pick, an ear to listen and a push in the right direction."

A confident personality with a firm determination and dedication to her work. A change agent and a learner in all circumstances of life. A Pioneer in establishing the "MANINI WOMEN DEVELOPMENT CELL" under ISTE (Indian Society for Technical Education). Awarded with the "Best Woman Faculty" award in all Engineering colleges of Gujarat state under ISTE. She is the author of a book "As I Thinketh" which is available on platforms like Amazon, Flipkart and Kindle. She deals in healing people through NLP for various issues like traumas, lack of self-confidence, self-esteem, anxiety & phobias.



Ms. Deepa Perumal
Management & QA Professional

"Happiness is being a part of someone's growth and transformation. Remember - "Big or Small, there is a difference only YOU can make !"

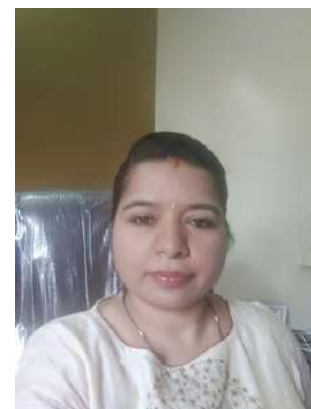
Dabbling in various roles in the IT and Consultancy sector has made me appreciate the numerous opportunities life gives us. A multitasker with many interests, I keep myself open to learning new things and taking on challenges. I love to share my experience with people, learn from them and grow together as individuals!



Ms. Deepa Ramachandran
Head of Transactional Finance
Trivandrum

"If something in me can get you to where you want to get, I am a mentor!! "

A result oriented Manager with over 20 years of experience in areas of Operations Management, Client relationship management, Finance Process Transitions and People management. Currently working as Head of Transactional Finance with an IT company in Technopark, Trivandrum. A Travel enthusiast with a passion for culture and crafts.



Dr. S.N. UMA
CEO – Hollyhock HR
& Entrepreneurship Services
Bengaluru



"A mentor is someone who allows you to see the hope inside yourself."

Dr.S N Uma possess more than 15 years of experience and expertise in the field of corporate, academics, research, training, placements and entrepreneurship. She has worked for many multinational and Indian companies and headed different positions as a regional and corporate HR manager, marketing manager, head placement trainings and director etc.



Ms.Ameeta Mehta

Learning & Development

Strategist, Personal Empowerment Coach
and Facilitator
Bengaluru

"It doesn't matter if thousands of people believe in you, unless YOU BELIEVE IN YOU!!"

A dynamic HR & L&D Professional with 20 years of progressive experience supporting the areas of Leadership Development, Coaching, Content Design, Career & Professional Development. She holds an Executive Fellowship in Organisational

Development from IIM Indore and is a Certified Coach, Facilitator & Psychometric Assessor from globally recognised academies. She is a passionate learner and believes that learning is a life long process and one never graduates from the 'University of Life'.



Ms.Prathibha S Nair

Assistant Professor in the Department of
CSE of Mohandas college of Engineering
and Technology
Kerala

"The mediocre mentor tells. The good mentor explains. The superior mentor demonstrates. The greatest mentors inspire! "- Lucia Ballas Traynor

Lets use the positive attitude and energy to encourage and ignite the minds of others to work hard and succeed. I'm also an empathetic person and would like to be related to people to understand and support them better. I am happy to be one in the group of thoughtful and committed girls who support the noble causes that Prayaana does to make a difference in the lives of those in need.



Ms Aditi Radhakrishnan

Founder of Mitara Consulting Services,
Strategy and Execution HR Consulting
Trivandrum

"Mentoring is a journey to inspire potential of self and others"

Erickson Certified Coach. eWIT Governing Body member and currently the Gen. Secy. Experienced trainer, facilitator. Love digitising HR functions to allow more space for human interaction and influence. Advocate of Strengths-based growth and inclusivity consciousness. Nearly 20 years of HR experience in MNCs and now running own Strategy and Execution HR Consulting and Coaching firm called Mitara Consulting Services. Partner franchise owner and Storyteller of Storytrails, Trivandrum.



Ms. Anindita Ganguly

Life, Executive and Relationship coach
(ACSTH)
Gurugram

"It doesn't matter if thousands of people believe in you, unless YOU BELIEVE IN YOU!!"

A dynamic HR & L&D Professional with 20 years of progressive experience supporting the areas of Leadership Development, Coaching, Content Design, Career & Professional Development. She holds an Executive Fellowship in Organisational Development from IIM Indore and is a Certified Coach, Facilitator & Psychometric Assessor from globally recognised academies. She is a passionate learner and believes that learning is a life long process and one never graduates from the 'University of Life'.

Features | October Events

OCTOBER EVENTS

“MEET Prayaana” Virtual Business & Networking Conversation for Women

The bi-weekly 24th business chat for Prayaana Entrepreneurs Collective was held on 14th and 24th October 2020.

Prayaana this time conducted the ‘Collab Coffee & Business chat’ for all the hubs, welcoming new members and introducing themselves. We also introduced Meet Leaders this time, where the Leaders get the chance to talk about their business in more detail.

Prayaana Member Ms. Elza Baby, Managing Partner Tastree Foods, Founder of Lavender Thoughts who was the Meet Leader this time, shared her inspiring journey in business on how she is enjoying the entrepreneurship journey from the start through networking opportunities, exposure to different types of customer needs and how her business will bloom into what she is envisioning.

Existing members shared their awesome time sharing dreams and stories of success in Prayaana. Mentors discussed new business opportunities, network marketing and shared valuable advice and tips to promote business building tools, personal growth, planning of upcoming events for conducting online market exhibition during the festival season.

Sarumathi introduced and guided PRACOL India's 1st women's eCommerce platform.

Prayaana is organizing the C2C mission 2021 across PAN India for professional women who wish to come back to their careers.

Building a relationship is the best way to do business so that we can provide plenty of opportunities for our women to promote themselves and their business in the coming days.

Those who wish to attend our next coffee meet at Kochi please call 8590339393 and for Maharashtra please call Ms. Gopika Ram 9847002732 to book your seats!



Ms. Sujatha Unnikrishnan
Kochi



Features | October Events

C2C KARNATAKA EVENT

Prayaana Lab's Come Back To Career Virtual Meet - Karnataka Edition was held on 10th October 2020 from 3:30 pm to 6 pm (IST) with Dr. Asha, Founder, and Medical Director of Garbhagudi IVF Center, Bangalore, Karnataka.

Dr. Chandra Vadhana R. Ph.D. (CeeVee) spoke about the Prayaana C2C Mission and welcomed the Chief Guest DR Asha.



Dr. Asha S. Vijay

Founder & Medical Director of
GarbhaGudi IVF Centre



Dr. Soma Dutta

Serial entrepreneur,
Author & Investor

Prayaana Lab's Come Back To Career Virtual Meet - Karnataka Edition was held on 10th October 2020 from 3:30 pm to 6 pm (IST) with Dr. Asha, Founder, and Medical Director of Garbhagudi IVF Center, Bangalore, Karnataka.

Dr. Chandra Vadhana R. Ph.D. (CeeVee) spoke about the Prayaana C2C Mission and welcomed the Chief Guest DR Asha.

Dr. Asha shared her story and how she struggled to come up to this level solely with her efforts and family support. She also gave a lot many tips to women on health & mind. She also suggested women should dedicate time for themselves i.e "ME TIME" and she suggested all women sit simply and don't do anything i.e "POWER OF NOT DOING" as it provides a lot of clarity.

Keziah Thomas from Prayaana Team welcomed Dr. Soma Dutta, Serial entrepreneur, Author, and Investor. Dr. Soma shared her heart touching life story and she suggested women always surround by people who can lift them and women should learn to say "NO" instead of saying "YES" for everything. Also, she suggested learning to live with detachment. She defines her success by the number of people she touched/uplifted in her life.

Features | October Events

I had the immense pleasure of moderating Panel "ESSENTIAL CAREER AND LIFE STRATEGIES FOR WOMEN".

We had 4 great distinguished panelists.

1. Kaumudi Nagaraju, Founder of Learning Space foundation, Telangana
2. Preethi Sudha, Founder Director @ Labriut Nutrients Pvt Ltd
3. Pooja Gangwal, Business Coach @ Navigate Better
4. Gayathri K, Founder @ Live with Art

All panelists had shared valuable details like the importance of upskilling, what skill or courses one has to choose, how women have to take initiative to build a support system at home. They also discussed the platform available to work as freelancers, how women have to plan for finance, and how Prayana helps in the career restart journey.

I am sure this was helpful to all the audience present at the event.

Most women always look for work from home options as they can manage the office and household work easily. I feel the lockdown period is given a lifetime opportunity as many companies are thinking as work home will be the future. I feel it's a boon to women and it's the right time to the reentry.

Our parents' generation, I mean in our mother's generation percentage of working women was less. In our generation, the percentage has been increased drastically. I AM VERY HAPPY FOR THAT but "THE SAD THINGS IS" the opportunity for the career restart entry is very very less.

We should be always a role model to our future generation in proving that the restart in a career is possible.

I wish all the best women to restart the career journey.

"ACTION IS THE MOTHER OF ALL ACCOMPLISHMENTS". GO ON TAKING ACTION AND SEE THE MAGIC IN YOUR LIFE. I Would like to thank the Prayaana team for allowing me to organize, share, and lead this incredible event!

"Prayaana C2C Mission 2021 aims at empowering 2021 women in 2021". If you're looking restart career journey, join as a mentee to get mentored. Below is the Mentee Application form <https://forms.gle/yfPx2mJATdRrbLdA>



Ms. Suma Annegowda
Director & Career Coach,
Techkshetra Info Solutions

Navaratri Contest Results



"Nine Goddesses around is portrayed here as each woman in her Navarasa:

- ***Anger (roudra),***
- ***Love (shringaara),***
- ***Compassion (karuna),***
- ***Courage (veera),***
- ***Peace / tranquility (shaantha).***
- ***Laughter (haasya),***
- ***Wonder (adbhutha)***
- ***Disgust (bheebhatsya),***
- ***Fear (bhayaanaka),***

Ranjini Rajan Nirmal is an artist based in Mumbai. Her works are mainly inspired from life and literature aiming to depict the interactions/learnings between the various beings/micro-beings and their symbiotic relationships - often beyond conventional realms of time and space. A lot of thought/focus is given to alternative interpretations - mixing traditions into a modern context. Most works involve symbolism and transition. Currently working as a commercial artist and illustrator, she believes in continuous learning to self discovery.



Features | October Events

2



"The women in my painting reflects grace, beauty and power. Every woman around you is a Durga, a Shakti and soul of the society. The red saree signifies the destruction of evil and protecting mankind from pain and suffering. Trishul symbolizes courage."

 **Prayaana**
the life changing journey begins

Veena Mahesh hails from Bangalore and is now residing in Doha, Qatar. Her passion for painting is a gift from her grandfather who was an artist himself. Though she didn't have any professional training due to her husband's frequent job changes, her passion, perseverance, and practice have made her master the skill. Her husband is her biggest support and critic. Life and culture are her favorite themes and she enjoys bringing colour, vibrancy, and variety into this theme in the canvas. Art is a meditative experience for her and an outlet from all the stress and madness of this world.





"Devi Durga is considered as the feminine epitome of strength. She is depicted in variety of Vedic literature as a goddess having feminine prowess, power, determination, wisdom and punishment much beyond this material world"



Aanchal Agarwal, 8th standard student of The Euro school, Ahmedabad, loves to draw and paint. She has participated in several competitions and has been received many awards and recognitions. She came first in Elementary Drawing Exam, and her 'Street' was the second prize winner of Lalit Kala Academy. Her work with the theme 'Corona' came second at Kalol Institute and she got the Emerging Artist Award for her painting 'Culture'. She was also the third prize winner of the Lions Club Drawing Competition for her theme 'Peace'.

NAVARATHRI CONTEST



A design|art|craft company
WWW.LIVETHATHATY.IN



WELCOME TO PRAYAANA FAMILY



Ms. Tejaswini S.
B.Com
Mount Carmel College,
Bangalore, Karnataka.



Ms. Chirasha Kapoor
BAJMC,
Fairfield Institute of technology and
management, IP University
Faridabad, Haryana.

Ms. Himanshi.
Bachelor of Technology,
Northern India
Engineering College
New Delhi.



Ms. Padmaja Patil
Bsc physics
Padmashri Dr. Vitthalrao Vikhe
Patil College
Loni, Maharashtra.



Ms. Palak Sonkar
BE 3rd year IT,
Institute of Engineering
Technology
Indore, Madhya Pradesh.



Ms. Palak Tyagi
B.tech in Computer Science
and Engineering
Jecrc University
Jaipur, Rajasthan.

Ms. P. Sai Kavyusha
B.sc- statistics,
Aditya Degree College,
Visakhapatnam,
Andhra Pradesh.



Features | Fellows



Ms. Rayapati Soumya
Mallareddy Institute of
Engineering and technology,
Computer science engineering
Nizamabad, Telangana.



Ms. Divyashri
B Tech Chemical
Engineering,
SVCE,
Chennai, Tamilnadu.

Ms. Achala Gupta
Manipal University
Bachelor of Dental Surgery
Pune Maharashtra.



Ms. Suchismita Jena
MCA ,IMIT,
Angul, Odisha.



Ms. Jyoti Dubey
MBA Finance
Sonbhadra, Uttar Pradesh.



Ms. Isha Singh
B.Tech , MITWPU
Pune.

Ms. Sneha Pandey
Graduate in Psychology
University of Delhi.
New Delhi



"Women Newsmakers of October 2020"

Ms. Amy Coney Barret



Judge Amy Coney Barret has been nominated to the US Supreme Court. Amy will take the seat of Ruth Bader Ginsburg, an advocate of progressive legal movement who passed away recently. Though Barret's legal opinions and remarks on abortion and gay marriage has made her popular with the religious right, it had also earned vehement opposition from liberals. The LGBTQ advocacy group Human Rights Campaign has voiced strong opposition to Judge Barret's confirmation, declaring her an "absolute threat to LGBTQ rights".



Ms. Jacinda Ardern

Jacinda Ardern's labour party had romped home to secure a second term. She had led New Zealand, through three stormy years, which saw a worst ever terror attack, a deadly volcano eruption and a global pandemic that has tested the leaders around the globe. She had championed bills to eradicate child poverty, and had supported gay rights.



Ms. Manasi Joshi

Manasi Joshi, Indian para-badminton star who has been featured on the cover of the Time Magazine's as the 'Next Generation Leader' also became the first Indian Para Athlete to get a one-of-a-kind Barbie doll. Manasi, an avid badminton player met with an accident and her left leg had to be amputated. But nothing could take her will power and her positive attitude. She went on to participate in more national and international level games, and got recognised very soon.

Ms. Aishwarya Sridhar

She became the first Indian woman to win 'Wild life photographer of the year' award. Her documentary 'Queen of Taru' has been the winner at the 9th wildlife conservation film festival in Newyork. Log on to <https://www.aishwaryasridhar.com> to know more about her and to enjoy the wildlife through her cameralens.



CALENDAR

Prayaana Collective

November 2020

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

4: Karaka Chaturthi (Karva Chauth),
14: Diwali/Deepavali, 15: Govardhan Puja,
16: Bhai Duj, 20: Chhat Puja
30: Guru Nanak Jayanti

PRAYAANA-EVENTS

COFFEE CHAT 07/11/2020 21/11/2020	MAHARASHTRA EVENT - 11/11/2020
THE FUTURE TALKS - WEEK DAYS	DUBAI EVENT - 21/11/2020
AMBASSADORS MEET - 18/11/2020	TAMILNADU EVENT - 28/11/2020

"On my own I will just create, and if it works, it works, and if it doesn't, I'll create something else. I don't have any limitations on what I think I could do or be." - Oprah Winfrey

5th Nov, 2020

In December 2015, the UN General Assembly designated 5th November as World Tsunami Awareness Day, calling on countries, international bodies and civil society to raise tsunami awareness and share innovative approaches to risk reduction.

7th Nov, 2020

National Cancer Awareness Day is celebrated in India on 7 November to educate people about cancer, its treatment, and its symptoms. For the first time it was celebrated in the year 2014. This day focuses on the early detection and cure of cancer.

17th Nov, 2020

National Epilepsy Day is observed on 17 November annually to raise awareness about the epilepsy disease. Epilepsy is a chronic brain disorder resulted in recurrent 'seizures' or 'fits'. Seizures occur due to the sudden, excessive electrical discharges in the neurons or brain cells.

19th Nov, 2020

World Toilet Day is celebrated on 19 November worldwide to raise awareness among people about the importance of sanitation in our lives in reducing diseases and creating healthier communities.

FOR ANY ENQUIRIES

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"The most beautiful thing that a woman can wear is confidence!"

Stay tuned till next edition!