

Chandra Vadhana R

4Tune Factory

INDIA



“I wish to empower 1 million lives through our employability and entrepreneurship initiatives by 2030”



4TUNE FACTORY

Ernakulam, Kerala, India

www.4tunefactory.in & www.prayaana.org

Chandra@4tunefactory.in



4 Tune Factory designs and implements innovative concepts in the areas of skill development, training, assessments and human resources consulting. Apart from regular consulting works for corporate, educational institutions and the Government of India, there are some special initiatives including:

Prayaana Labs: Prayaana is the first of its kind Employability, Entrepreneurship and Innovation Lab for Women. It helps girl students and women after a career break to get a suitable job, plan their career, get coached and mentored by women coaches. Prayaana Fellowship Training provides 30 hours training which comprises of a scientific career assessment and a competency based soft skills training and assessment. Unique events like C2C Meet (Comeback 2 Career) and Disha Career Queen Contest enhance the employment/ entrepreneurship potentials of girls and women. All successful candidates who complete the assessments will become 'Prayaana fellows' and get continuous career support and other member benefits. Prayaana thus benchmarks their employability and a recruiter can rely on candidate's professional evaluation. Prayaana has gained support from the Kerala Startup Mission (KSUM) as well as Kerala State Industrial development corporation (KSIDC). The programme envisages scaling up to other parts of India. Prayaana Regional Ambassadors, Campus Ambassadors, Trainers, Mentors and the Chief Mentors – the all women crew help more women to set up their careers. Campus Prayaana hubs are getting formed in various educational institutions and promote the cause of women careers. Regional hubs are currently being formed in Chennai, Hyderabad and other southern regions. Kerala exceeds in the enrolment of girls for higher education than the boys. (26.9% females vs 18.9% males). However, despite the high rates of enrolment, there is still a low percentage of women entering workforce. The reason could be early marriage, lack of career orientation and of employability skills, the quality of education in the State, true of course across genders, and a relatively low level of aspirations among young girls.

T4Trainer.com: T4Trainer.com is an online product of 4Tune Factory. It is an online platform which connect benchmarked

Trainers to clients and has over 2000 trainers listed after careful background verification. When T4Trainer.com was launched in 2016, it was the first of its kind portal exclusive for hiring, networking and development of trainers, speakers and educators. Later other competitors came into the market. The portal is being redesigned to incorporate artificial intelligence, analytics and advanced methods to give better user experience and keep on ahead of the curve. Trainers competency assessment and certification is also envisaged through this portal. Being a social enterprise, most of the marketing activities are done through outreach programs, including awareness campaigns among stakeholders, events and expos, online marketing like email marketing, social media marketing etc. The services are well known in the community and get word of mouth referrals. A monthly magazine named 4Tune Insight is sent out to all the community. In addition, 4Tune Factory conducts the Bi-annual conference for Trainers named National Trainers Summit (last one was in Feb 2017) and Disha Career Summit (March 2018), which are prominent events which helps in great branding and sales.

"I started my company with an I very modest vestment and I have now built a team and have scaled up the business to empower over 5,000 people". In 2016, Chandra attended the Empretec Workshop at Chennai and this changed her outlook about doing business. In 2018-19, the company has set milestones in the next three years, which have been achieved for the first year. Before attending ETW, Chandra was a sort of practicing professional, mainly self-employed. "After the Empretec workshop, I analysed my strengths and understood that I possess the competencies needed for an entrepreneur, except for a few, which were actually pulling me back. I redesigned my business and took better look at the financials, implemented systematic planning and monitoring as well as formed key tie-ups to advance my business ideas. Thereby, I set bigger goals and went on to hire talented employees in key positions to move forward. I should say, now I am on a fast track!" The company employs 9 full time and 32 part-time employees In the coming years, it will strengthen its online products and introduce blending learning models to increase its outreach in a faster manner.

