

Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore  
Women's Studies Centre

Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore  
Women's Studies Centre

**Year : 2022 – 2023**

**Training / Workshop / Gender Related Issues**

**Annexure - 10**

S.No	Date	Topic	Resource Person	Participants
	<b>Gender Related Issues</b>			
1.	26.7.2022	Awareness Programme on Gender Sensitization	<ul style="list-style-type: none"> <li>• Mrs.R.Sudha, Assistant Professor, Department of Psychology</li> <li>• Mrs. N.Selvanayaki, Project Assistant, Women's Studies Centre</li> </ul>	36 girls and 32 boys, SNS College of Allied and Health Sciences, Kurumpapalayam, Coimbatore Annexure - 1
2.	22.8.2022	Awareness Programme on Gender Sensitization	Dr.T.Geetha Director (i/c), Women's Studies Centre	750 Students Annexure - 2
3.	26.8.2022	Awareness Programme on Gender Sensitization of Adolescent Boys and Girls	<ul style="list-style-type: none"> <li>• Dr.Mangaiyarkarasi, Assistant Professor, Department of Women's Studies, Bharathiar University, Coimbatore</li> <li>• Dr.P.Kalaivani, Assistant Professor, Department of Home Science Extension Education</li> <li>• Miss.V.Malarmangai, Ph.D Research Scholar, Department of Home Science Extension Education</li> <li>• Mrs.N.Selvanayaki, Project Assistant, Women's Studies Centre</li> </ul>	394 Girls and 344 Boys from 4 schools (Class IX to XI) Annexure - 3
4.	14.10.2022	Awareness Programme on Reproductive Health Care for Adolescents	<ul style="list-style-type: none"> <li>• Dr.T.Nalini, Doctor Meenakshi Maternity Home, Urban Primary Healthcare Centre, Coimbatore Corporation</li> </ul>	65 students Annexure - 4
5.	2.11.2022	Cancer	<ul style="list-style-type: none"> <li>• Dr.Harsha Singh, Doctor</li> </ul>	350 students

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		Awareness Programme	Pain and Palliative care Consultant • Mrs.K.T.Priyadharshini, Psychologist from Coimbatore Cancer Foundation, PSG Hospitals, Coimbatore.	Annexure - 5
6.	2.11.2022	Programme on Cyber Security for School Students	Dr.C.Meena Senior System Analyst / Computer Centre In-Charge	650 students Sri Avinashilingam Higher Secondary School, Coimbatore Annexure - 6
7.	7.12.2022	Debate – Justice for Women's Issues – Is it through Law or Society?	Dr.S.Gurugnanambiga, Assistant Professor (SS), Department of Tamil Justice through Law - Mrs. Manjula Mrs. Deepika Justice through Society – Mrs Sudha Selvi. Kalpana	100 Research Scholars and Staff Annexure - 7
8.	7.12.2022	Awareness Programme on Cyber Security in Recent Scenario	Dr.C.Meena Senior System Analyst / Computer Centre In-Charge	65 Administrative Staff Annexure - 8
9.	8.12.2022	Awareness Programme on POSH Act-2013	MJF Lion H.Mathivanan, Advocate, Coimbatore	55 Teaching and 10 Administrative Staff Annexure - 9
10.	13.12.2022	Awareness Programme on Human Rights	Dr.K.Shobha, Associate Professor, and Head, Dept.of Economics, Govt. Arts College, Coimbatore	65 Staff and Research Scholars Annexure - 10
11.	6.3.2023	Programme on Women's Health and Wellbeing	Dr.Harsha Singh, Pain and Palliative Care Consultant.PSG Hospitals, Coimbatore.	85 students from school of engineering Annexure - 11
12.	7.3.2023	Photography Exhibition on Facets of Women	V.Mr.Jackson Johnson, Principal Photographer, Times of India	45 students participated Annexure - 12

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13.	7.03.2023	Awareness Programme on Legal Rights	Mrs.M.Vennila, B.A.,B.L., Advocate, Coimbatore	80 students from Department of Economics Annexure - 13
	<b>Workshop</b>			
14.	17.10.2022 to 19.10.2022	Workshop on Personality Development for SC / ST students	<ul style="list-style-type: none"> <li>• Dr.Arima.D.Lakshmikanthan, Assistant Professor, Department of Tamil, LRG Govt Arts College for Women, Tirupur</li> <li>• Dr.J.Amathiarasu, Assistant Professor, Department of Tamil, LRG Govt Arts College for Women, Tirupur</li> <li>• Dr.M.Prabhakaran, Assistant Professor, Department of Tamil and NSS Co-ordinator, Vels institute of Science and Technology and Advance Studies, Chennai.</li> </ul>	85 Students Annexure - 14
15.	8.3.2023	Workshop on Self Defence Techniques	<ul style="list-style-type: none"> <li>• Dr.S.Prem Kumar, Chief Instructor and Technical Director of Coimbatore District Taekwondo Association and Joint Secretary of Tamil Nadu Taekwondo Association</li> </ul>	70 students from Department of Physical Education Annexure - 15
	<b>Training</b>			
16.	27.2.2023 to 1.3.2023	Online Training Programme on Child Centric Disaster Risk Reduction	<ul style="list-style-type: none"> <li>• Ms.Dolphi Raman, External Expert</li> <li>• Dr. Balu I , CCDRR, NIDM</li> <li>• Ms.Nazia Shaik, CCDRR,NIDM</li> <li>• Mr.Ranjan Kumar, CCDRR, NIDM</li> <li>• Mr. R.Vidhyasagar, Child Protection Specialist at UNICEF, Chennai</li> </ul>	365 participants Annexure - 16

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Name of the Activity	Awareness Programme on Gender Sensitization
Date	26.7.2022
Department	Women's Studies Centre
Venue	of SNS College of Allied Health Sciences, Kurumpapalayam, Coimbatore
No. of Participants	68
Resource Person	Mrs.R.Sudha, Assistant Professor, Department of Psychology Mrs.N.Selvanayaki, Project Assistant of Women's Studies

Details of activities conducted

Women's Studies Centre and Department of Health Sciences of SNS College of Allied and Health Sciences, Kurumpapalayam, Coimbatore conducted an "**Awareness Programme on Gender Sensitization**" for the students of SNS College of Allied Health Sciences, Kurumpapalayam, Coimbatore on 26.7.2022. Mrs.R.Sudha, Assistant Professor, Department of Psychology handled the session on "**Social Emotional Learning for Young Adults**". In this session she explained the concept of Social-Emotional Learning (SEL) as an integral part of education and human development. SEL is the process through which all young people and adults acquire and apply the knowledge, skills, and attitudes to:

- develop healthy identities
- manage emotions and
- achieve personal and collective goals
- feel and show empathy for others
- establish and maintain supportive relationships, and
- make responsible and caring decisions

Mrs.N.Selvanayaki, Project Assistant of Women's Studies Centre handled the session on **Gender Roles and Responsibilities**. In this session she explained with examples of what are gender roles? Gender roles in society means how we're expected to act, speak, dress, groom, and conduct ourselves based upon our assigned sex. For example, girls and women are generally expected to dress in typically feminine ways and be polite, accommodating, and nurturing. Gender roles and responsibilities of men and women are created in our families, our societies and our culture. Gender includes the expectations held about the characteristics, aptitudes and likely behaviors of both women and men. A gender role is a set of behavioural norms associated particularly with males or females in a given social group or system

Most children learn to categorize themselves by gender by the age of three. From birth, in the course of gender socialization, children learn gender stereotypes and roles from their parents and environment. Traditionally, boys learn to manipulate their physical and social environment through physical strength or dexterity, while girls learn to present themselves as objects to be viewed. Social constructivist argue that differences between male and female behavior are better attributable to gender-segregated children's activities than to

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any essential, natural, physiological, or genetic predisposition.

A Questionnaire was prepared and information related to the topic dealt before and after the session was collected. Most of the students expressed that they learnt new ways of thinking for the future for themselves for the betterment of family, siblings, relatives and society. The students were of the opinion that individual development is the power for the society and family development. A total of 36 girls and 32 boys participated and benefitted.



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Name of the Activity	An Awareness Programme on Reproductive Health Care
Date	14.10.2022
Department	Women's Studies Centre
Venue	Department of Economics
No. of Participants	45
Resource Person	Dr.T.Nalini, Duty Doctor at the Meenakshi Maternity Home, Urban Primary Healthcare Centre, Coimbatore Corporation

**Details of activities conducted**

An Awareness Programme on Reproductive Health Care for Adolescents was organized jointly by the Red Ribbon Club, Department of Tamil and Economics and the Women's Studies Centre on 14.10.2022.

The aim of the Red Ribbon Club is to create awareness about HIV/AIDS and methods to prevent it spreading. Universally the Red Ribbon Club symbolizes support towards people suffering from HIV/AIDS. The main focus of the session was on the detailed view about the Human Immuno - Deficiency Virus (HIV) and the Acquired Immuno Deficiency Syndrome(AIDS),menstrual hygiene and the prevalent cancers among women.

The session started with a prayer song sung by Selvi.Gunasri of III -B.A. Tamil and Selvi.Deepadharshini of III-B.A. Economics. The Welcome Address for the session was given by Selvi. Kowsika of III-B.A.Tamil and the session was hosted by Selvi.Madhumitha.V of III-B.A.Economics. The introduction of the chief guest was done by Selvi.Deepika E. of III-B.A.Economics

Followed by the introduction, the Guest Speaker **Dr.T.Nalini**, Duty Doctor at the Meenakshi Maternity Home, Urban Primary Healthcare Centre, Coimbatore Corporation highlighted on the topic **“Reproductive Health Care for Adolescents”**.

**Key points discussed by the speaker Dr.T.Nalini**

**Menstrual Hygiene**

- Menstruation is a normal process in a woman and starts during Puberty till menopause. Every month, the uterus sheds the lining and is excreted out of the body. A normal menstrual cycle lasts for about 21 to 35 days.
- Various methods of personal hygiene practices to be followed during the menstrual period were also discussed.
- The speaker also gave awareness about the social taboos related with Menstruation.

**Cancer**

The speaker gave information about the breast and cervical cancers among women. The preventive measures of getting vaccination against Human Papilloma Virus was also advocated that women below the age of 15 require 2 doses and women above 15 years



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require 3 doses of the vaccine. The idea of annual health checkup for women particularly for breast cancer after the age of 30 years and the concept of self breast examination was also advocated by the speaker.

After the session an interaction took place in which the Volunteers clarified their doubts on the topic with the guest speaker. 45 students were benefitted

The session concluded with a Vote of Thanks proposed by Selvi.V.Suruthi.V of III-B.A. Economics.



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Name of the Activity	Awareness Programme on Cancer
Date	2.11.2022
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium
No. of Participants	250
Resource Person	Dr.Harsha, Doctor, PSG Hospital, Coimbatore

Details of activities conducted

Day by day the prevalence of Cancer is rapidly increasing in our Country. Especially the Breast and Cervical cancer rate is hastily raising and are the most common cancer in India. Early detection is essential for management and treatment of this disease. The stigma associate with cancer, fear and ignorance are the major issues which prevents early detection and treatment. Therefore it is important to create literacy and knowledge to overcome the disease. In view of Cancer Awareness month, the Women's Studies Centre, Dr.Rajammal P.Devadas - CHAIR and Community and Social Service has organized the Cancer Awareness Programme in collaboration with Coimbatore Cancer Foundation, PSG Hospitals, Coimbatore on 2.11.2022 in the Institution Premises. Since, the Students are the massive Source for dissemination of knowledge to the community. Dr.Harsha, Doctor, PSG Hospital created awareness about Breast and Cervical. 250 participants were participated





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Name of the Activity	Cyber Security for School Students
Date	2.11.2022
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium
No. of Participants	750
Resource Person	Dr.C.Meena, Computer Centre (i/c) of Avinashilingam Institute for Home Science and Higher Education for Women

Details of activities conducted

In collaboration with the Sri Avinashilingam Higher Secondary School and Cyber Security Cell of Avinashilingam Institute for Home Science and Higher Education for Women the WSC organized a talk on **“Cyber Security for School Students”** on 2.11.2022 for the students. When Dr.S.Kowsalya gave the Presidential Address. Mrs.R.Selvarani, Headmistresses of Sri Avinashilingam Higher Secondary School greeted the participants. Dr.C.Meena, Computer Centre (i/c) of Avinashilingam Institute for Home Science and Higher Education for Women was the Resource Person of this programme. In her brief interactive session Dr.C.Meena highlighted on the safe use of Mobile phones and Technology, Social Media Networks etc. Safe to use Internet Never share your name, age, phone number, address, or even your school, Never send any pictures to a stranger, Keep passwords private - Don't share even with your school buddies, Never open an email from someone you don't recognize. It may contain a virus that will totally shut down your computer OR let someone use your computer without you knowing it, Visit age appropriate sites, Tell an adult you trust if you see something that makes you feel uncomfortable. What is Cyber Security? Cyber security refers to the protection of data and systems from cyber-attacks, Cyber security is about protecting data and systems from hackers, unauthorized access, and cyber-attacks. Risks involved using internet - Unwittingly sharing personal information, Unwanted contact / grooming, Over usage – e.g. always checking Face Book account, Cyber bullying, Harmful content / illegal material, Privacy/digital footprints. Her presentation using Power point was very informative and clear thus reaching out to almost 750 students of Class VI, VII, VIII and IX standard. A short story and case presentation by Dr.C.Meena were real life examples of how individuals both the young and elderly encounter Cyber threats and with awareness and knowledge gained through such exposure talks there is all possibility for Prevention and Safety from Cyber Scams and threats increasing at a very fast pace with Technology Innovation.

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Name of the Activity	Debate – Justice for Women's Issues – Is it through Law or Society?
Date	7.12.2022
Department	Women's Studies Centre
Venue	Hi-Tech Seminar Hall
No. of Participants	100
Resource Person	Dr.S.Gurugnanambiga, Assistant Professor (SS), Department of Tamil, Avinashilingam Institute for Home Science and Higher Education for Women

Details of activities conducted

In association with Department of Tamil a Debate was conducted in Tamil by the Women's Studies Centre with Dr.S.Gurugnanambiga, Assistant Professor (SS), Department of Tamil as the Moderator and her Team consisting of four Ph.D Scholars in Tamil on 7.12.2022 debating in the Topic **Justice for Women's Issues – Is it through Law or Society?**

In the team to speak on behalf of Law, was represented by Mrs. Manjula and Mrs. Deepika highlighted on the details of Supporting Laws for Women.

In the team representing Society, Mrs Sudha and Selvi. Kalpana explained in detail the societal support available to women when faced with a crises situation. Dr.T.Geetha, Director (i/c) welcomed the Deans, the Moderator for the session and the participating Faculty, Students and Ph.D Scholars who were the audience for the session. Dean, School of Home Science Dr.N.Vasugi gave the Presidential Address. Dean, School of Arts and Social Sciences Dr.M.Manonmani greeted the participants.

Dr.S.Gurugnanambiga, Assistant Professor (SS), Department of Tamil, the Moderator of this debate. In her address she stressed on issues faced by women in the family and the society in different ways all over the world. Women related laws support woman on issues related to Dowry, Equal Wages, Equality in all Sectors thereby empowering them to lead an independent and successful life.

Mrs. Majula spoke on Arab Countries where there is no delay to give judgment, and Law Enforcement irregularities that are depicted in the news media every day create a sense of fear for women to seek justice from the court.

Mrs. Sudha explained her views in the support of society. Society is the main reason to create issues for women, abundant with regularities, no common practices with no common rules and responsibilities.

Mrs. Deepika spoke on behalf of the societal problems created by the society and at times rendered justice by the society. Everyone finds loop holes to come out of their problems. The society at times support the release of the accused if found a non-victim.



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The Moderator Dr.S.Gurugnanambiga gave the final judgment that the society assumes more responsibility to save women in all the problems and support them to come out and to enlighten and empower them with justice and confidence. Totally 100 Faculty and 20 Ph.D Scholars participated.





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Name of the Activity	Awareness Programme    Cyber Security in Recent Scenario
Date	7.12.2022
Department	Women's Studies Centre
Venue	Academic Council Hall
No. of Participants	65
Resource Person	Dr.C.Meena, Computer Centre (i/c), Avinashilingam Institute for Home Science and Higher Education for Women

Details of activities conducted

The Awareness Programme on “**Cyber Security in Recent Scenario**”, was organized for the Administrative Staff on 7.12.2022. Dr.C.Meena, Computer Centre (i/c) of the Institute was the Resource Person to handle the session on Cyber Security in Recent Scenario. She explained the term **Cyber security** referring to the protection of data and systems from cyber-attacks. Cyber security is about protecting data and systems from hackers, unauthorized access, and cyber-attacks. Additional inputs on risks involved in using internet, Smart use of the internet, Cyber harassment of women, Cyber bullying, Safety in sharing photos through EXIF information which is the information, camera stores about photos. These details include the name of the device, the settings used to take the picture, where and when the pictures are taken, and sometimes the serial number of camera. According to the National Commission for Women (NCW), India has the second largest internet-using population and the third highest number of bullying cases. Most of these incidents happen online. In the case of cyber-crime, statistics state 98 percent of crimes are committed against women. Totally 65 Administrative Staff participated and were benefitted.

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Name of the Activity	Awareness Programme on POSH Act- 2013
Date	8.12.2022
Department	Women's Studies Centre
Venue	Academic Council Hall
No. of Participants	65
Resource Person	MJF Lion H. Mathivanan, Advocate, Coimbatore

Details of activities conducted

The Awareness Programme on POSH Act 2013 by MJF Lion H. Mathivanan, Advocate, Coimbatore was organized for the Teaching and Administrative Staff on 8.12.2022 at 9.45 a.m in the Academic Council Hall. Dr.T.Geetha, Director (i/c), Women's Studies Centre welcomed the gathering and introduced the guest speaker.

The session mainly focused on creating awareness to all members on the Sexual Harassment Policy of the Institute (A public document) and the Constitution of the Internal Compliant Committee (ICC) both of which are available on the Institute website, updated every three years. Sir stressed that all faculty should possess a copy of the Policy and the contact of ICC Member Secretary be put up in significant locations within the Institute for the students to become aware of the same.

In an Educational Setup, Sir focused on the duties of the employer – be it from the administration to that of the Head of the Department, the Teacher involved or the Bus Driver dropping the students home safe. The Role of the Institute in providing a safe environment was highlighted by the speaker by underlying the difference between a Local Compliant Committee and an Internal Compliant Committee of an Institute.

He stated the Roles, Responsibilities and Procedures involved in registering a compliant to that of bringing justice to the individual, submitting the compliant and without any bias closing the case without prejudice to both parties involved or as the case may be. The importance of submitting a NIL report, with no pending complaints, maintaining records of the reported cases with six copies of the same with no external influences, maintaining confidentiality of the issue till the closing of the case was clearly explained by the invited Speaker.

The session came to an end with a few clarifications to questions raised by the faculty and the information that 181 was the Helpline available in any given situation for women to seek assistance and lodge any compliant. With a brief feedback from the participants and a formal vote of thanks the session was considered very informative and significant to all stakeholders in a working environment of the Institute. Totally 55 Teaching and 10 Administrative Staff participated and were benefitted.

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MJF Lion H. Mathivanan, Advocate, Coimbatore explained in details on POSH Act



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Name of the Activity	Awareness Programme on Human Rights
Date	13.12.2022
Department	Women's Studies Centre
Venue	Academic Council Hall
No. of Participants	85
Resource Person	Dr.K.Shobha, Assoc. Professor, and Head, Dept.of Economics, Govt. Arts College, Coimbatore

Details of activities conducted

An Awareness Programme on “**Human Rights**” was organized by the Women's Studies Centre in collaboration with the Dept. of Economics and Dept. of Visual Communication on 13.12.2022 at 11.00 a.m for the faculty and Research Scholars of the Institute. Dr.M.Manonmani, Dean, School of Arts and Social Sciences in her Presidential Address traced the history of the formulation of Human Rights and its significance in the life of every individual, who is also to be well informed of its various dimensions and its impact.

Dr.S.Gandhimathi, Professor and Head, Dept. of Economics introduced the Guest speaker Dr.K.Shobha, Assoc. Professor, and Head, Dept.of Economics, Govt. Arts College, Coimbatore who with almost 34 years of experience in the field has made a significant contribution in the areas of Research, Academics and Technology transfer. With impactful Research inputs Publications and various awards to her credit. Dr.K.Shobha was indeed a distinguished speaker on the topic “**Human Rights**”. Addressing the Faculty and Research Scholars of the Institute, Dr.K.Shobha started off with an Anecdote to create a tone of the meeting and later took off on the core components of the Human Rights reaching out to bring about Economic Equality, Social Justice, Tolerance and Accountability on the part of all individuals irrespective of Caste, Religion or Gender.

The second half of the session was used for screening a Documentary on “**Equal Half**” by the United Nations which focussed on gender parity their roles and responsibilities within and outside the family, need for skill training to take up self employment and be empowered to not only lead an independent life but also contribute to the family well -being .

A short film titled “**Amma**” directed by Balu Mahenderan was also screened to bring to lime light the role of the family and the children especially in taking care of the elderly and the aged in the later stages of their life, thus with a focus on building family relationships based on value system and the culture that build up the family system for its survival against all odds especially with the shift in roles and responsibilities with women as the centre focus in decision making. The programme concluded with a formal vote of Thanks by Dr.T.Geetha, Director(i/c), Women's Studies Centre followed by the National Anthem. 85 participants were benefitted.



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Name of the Activity	Photography Exhibition on Facets of Women
Date	7.3.2023
Department	Women's Studies Centre
Venue	Multipurpose Hall
No. of Participants	52
Resource Person	V.Mr.Jackson Johnson, Principal Photographer, Times of India; Coimbatore

Details of activities conducted

The Women's Studies Center in collaboration with the Department of Visual Communication organized a Photography Exhibition titled "**Facets of Women**". Around 52 students from Visual Communication attended the inauguration of the Exhibition. Which was held in the Multipurpose Hall on 7.3.2023.

The inauguration of the Exhibition started with Prayer sung by Miss.Musunuri Sreelekha of II B.A Visual Communication, followed by welcome speech given by Ms.Sabarithaa V.Mr.Jackson Johnson, Principal Photographer, Times of India; Coimbatore inaugurated the Photography Exhibition. This Exhibition consisted of photographs depicting women and their life styles taken by the Students.

The Presidential Address by Dr.N.Vasugi, Dean, School of Home Science, highlighted on how such experiences and internships would help student in improving and perfecting their skill in Photography..

Then, the Chief Guest Mr. Jackson Johnson, Principal Photographer, The Times of India, Coimbatore, presented the Special Address in which he spoke about his twelve year journey with the Times of India and how he could evolve to be a better photo journalist with experience and commitment.

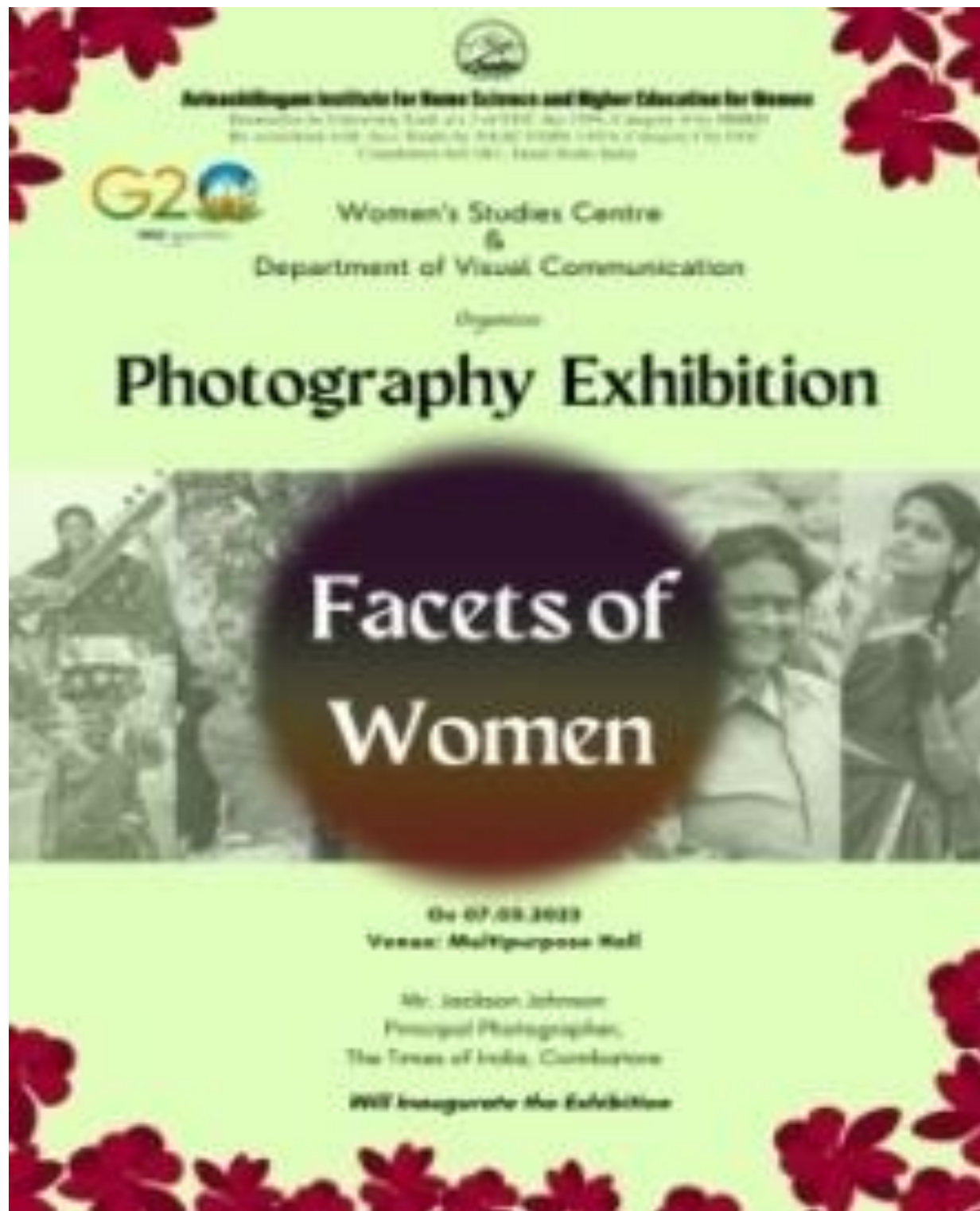
Dr.T.Geetha, Director (i/c), Women Studies Center conveyed her accolades to the students of Visual Communication for organizing such wonderful exhibits of Women in different life situations beautifully as expressed by the students through their Photography skills. Dr.V.Jayashree, Head (i/c), Department of Visual Communication expressed her views over the photographs displayed and delivered a gist on the significance of Women's day. She shared her experiences while working at Banaras Hindu University and Shanthi Nikethan. Ms.Muthulakshmi D.S of III B.A Visual Communication presented the Vote of Thanks.

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The poster is for a photography exhibition titled "Facets of Women". It features a light green background with red floral patterns in the corners. At the top, the logo of Avinashilingam Institute for Home Science and Higher Education for Women is displayed, along with its name and establishment details. Below this is the G20 India 2023 logo. The text "Women's Studies Centre & Department of Visual Communication" is centered. The main title "Photography Exhibition" is in large, bold letters. Below it, a central dark red circle contains the text "Facets of Women" in white. The background of the circle is a collage of black and white photographs of women. At the bottom, the dates "On 07-08-2023" and the venue "Venue: Multipurpose Hall" are listed. The name of the photographer, Mr. Jackson Johnson, and his affiliation, The Times of India, Coimbatore, are also mentioned. The phrase "We inaugurate the Exhibition" is at the very bottom.

**Avinashilingam Institute for Home Science and Higher Education for Women**  
Established by Government of India on 17th July 1983, Act 1984, it began with 100000  
sq. meters and 1000 staff. It has been the largest women's university in India since 1983.  
Coimbatore-646 004, Tamil Nadu, India

**G20**  
INDIA 2023

**Women's Studies Centre  
&  
Department of Visual Communication**

*Organizes*

**Photography Exhibition**

**Facets of  
Women**

**On 07-08-2023**  
**Venue: Multipurpose Hall**

**Mr. Jackson Johnson**  
Principal Photographer,  
The Times of India, Coimbatore

**We inaugurate the Exhibition**

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Name of the Activity	Awareness Programme on Legal Rights
Date	7,3,2023
Department	Women's Studies Centre
Venue	Audio - visual Hall
No. of Participants	76
Resource Person	Mrs.M.Vennila, B.A.,B.L., Advocate, Coimbatore

Details of activities conducted

In observance of International Women's day, The Women's Studies Centre, Department of Economics and Ambedkar Studies Centre jointly organised an awareness programme on the theme "**Legal Rights**" on 07.03.2023. p.m. The session began with a prayer song by Ms.Madhumitha of II U.G. Economics. The gathering was welcomed by Dr.S.Gandhimathi, Professor and Head, Department of Economics. Following the welcome note, Dr.S.Gandhimathi delivered the Presidential Address in which she explained about the distinction between positive and negative restrictions and briefed on the basic rights available to women. The guest of the day, Mrs.M.Vennila, B.A.,B.L., Advocate, Coimbatore, threw light on how some women fall prey to varied social evils and reminded women of their duties to the society. She validated her discussion with real life examples of various women related cases and the need for extra caution on the side of women. Dr.C.Parvathi, Associate Professor, Department of Economics, greeted the audience with a poem in Tamil and delivered the Vote of Thanks. The session ended with the National Anthem. 76 students were benefitted.



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Name of the Activity	Workshop on Personality Development
Date	17-9-2022 to 19.9.2022
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium
No. of Participants	85
Resource Person	<ul style="list-style-type: none"><li>• Dr.Arima.D.Lakshmikanthan, Assistant Professor Department of Tamil LRG Govt Arts College for Women, Tirupur</li><li>• Dr.J.Amathiarasu Assistant Professor Department of Tamil LRG Govt Arts College for Women, Tirupur</li><li>• Dr.M.Prabhakaran Assistant Professor Department of Tamil and NSS Co-ordinator Vels institute of science and Technology and Advance Studies, Chennai.</li></ul>

Details of activities conducted

The Workshop was inaugurated on 17-9-2022, Dr.S.Gayathri Devi, Professor of Biochemistry SC/ST Cell Liaison Officer welcomed the gathering. The Presidential Address was delivered by Dr.V.Bharathi Harishankar, Vice Chancellor who highlighted the increasing percentage of SC/ST students every year in our Institute. She encouraged the participants to enhance the enrolment of ST students encouraged them students won't stereotypically have to focus on everything. She also motivated the students by her valuable speech on personality development. She encouraged them to be with self confidence and empowered always Dr.T.Geetha, Director (In-charge), Women Studies Centre, introduced the resource persons Dr.Arima.D.Lakshmikanthan, Dr.J.Amathiarasu Assistant Professor Department of Tamil LRG Govt Arts College for Women, Tirupur and Dr.M.Prabhakaran Assistant Professor Department of Tamil and NSS Co-ordinator Vels institute of science and Technology and Advance Studies, Chennai.

The second day started with exercises and yoga that enhanced personality development. The students were divided into various groups and performed dramas to overcome their anxiety. Each team contains two members and they perform one imaginary drama in front of both resource persons. The participants come up with the best solution for the raised problems with the practical session. Dr.J.Amathiarasu explained about body language and personal looks in society. The practical session covered the topics of mannerisms that are needed for the students to develop professional skills. The students of various departments enthusiastically participate in various games to overcome their fears. The participants were divided into two groups to handle the win-win situation through games. From these games, the students learned about the concept of teamwork, problem-solving, good manners, and etiquette. Dr.M.Prabhakaran interacted with the students about the problems in society. Both of them encouraged the participants to interact with group.

On the third day the session continued with vocal pronunciation. The resource persons requested students to make a sound that should come from the stomach, the words such as 'OM' was practiced. The resource persons insisted the students to read the newspaper



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daily to develop pronunciation and vocabulary. Students presented the content of the newspaper in the mike as live News reading. The lesson they learnt from this session was the significance of language for "**Personality Development**". The participants were exposed the concept of self-improvement through language, vocabulary, voice, tone, structured, and organized thoughts.



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Women's Studies Centre

Name of the Activity	Workshop on Self Defence Techniques
Date	8.3.2023
Department	Women's Studies Centre
Venue	Auditorium, Faculty of Education, Campus -11
No. of Participants	95
Resource Person	Dr.S.Prem Kumar, Chief Instructor and Technical Director of Coimbatore District Taekwondo Association and Joint Secretary of Tamil Nadu Taekwondo Association
Details of activities conducted	
<p>The Department of Physical Education and Women Studies Center of Avinashilingam Institute for Home Science and Higher Education for Women, organised a Workshop for personal prevention tactics – Self Defence Techniques on 8.3.2023 for students of Campus II from the School of Education, Engineering and Self Finance. Dr.T.K.S Lakshmi Priya, Head, Department of Printing Technology and Faculty of Campus II along with the Students participated in this programme. Dr.M.Mary Glory Ponrani, Assistant Professor, Physical Education greeted the participants. Dr.S.Prem Kumar, Chief Instructor and Technical Director of Coimbatore District Taekwondo Association and Joint Secretary of Tamil Nadu Taekwondo Association conducted this session on Self Defence Techniques with a great deal of self protection strategies for the students for the sake of safeguarding their own self.</p> <p>With great heed, students have observed the plenary with full demonstration and practiced with an artificial scenario in real life obstacles that are faced by the women in this daily society of equality and respect. Where equity for women's justices are varied. The Session ended gratitude expressed by Dr.R.Saravana Prabha of the Physical Education Department. We extend our Deepest Gratitude to the Director(i/c), Women's Studies Centre and Head, Department of Physical Education for this hands on session. 95 students were benefitted</p> <p>The Session ended gratitude expressed by Dr.R.Saravana Prabha of the Physical Education Department. We extend our Deepest Gratitude to the Director(i/c), Women's Studies Centre and Head, Department of Physical Education for this hands on session.</p>	

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Women's Studies Centre

Name of the Activity	Online Training Programme on Child Centric Disaster Risk Reduction
Date	27.2.2023 to 1.3.2023
Department	Women's Studies Centre
Venue	Meeting Link: <a href="#">gfa-vcse-nsc</a>
No. of Participants	
Resource Person	<ul style="list-style-type: none"><li>• Dr.Kumar Raka , Senior Programme Officer, CCDRR,NIDM</li><li>• Ms.Dolphi Raman, External Expert</li><li>• Mr.Ranjan Kumar, CCDRR, NIDM</li><li>• Dr. Balu I , CCDRR, NIDM</li><li>• Ms.Nazia Shaik, CCDRR,NIDM</li></ul>

Details of activities conducted

A 3 Day Online Training Programme on **Child Centric Disaster Risk Reduction** (CCDR) was organized for Trainers / Professors / Faculties of State level Universities, Colleges, Schools, Administrative Training Institutions and Civil Society Trainers, to help build their knowledge, skills and perspectives towards Child Centric Disaster Risk Reduction from 27.2.2023 to 1.3.2023 by the Department of Civil Engineering, Women's Studies Centre, Allied Health Care Sciences, in collaboration with National Institute of Disaster Management.

The Inauguration of the Training Programme began with Prayer, followed by Welcome Address delivered by Dr.K.Narendiran, Director, Allied Health Care Sciences. The Inaugural Address was delivered by Prof.S.P.Thyagarajan, Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women in which he highlighted the need for having a trained workforce for Disaster Risk Reduction and the importance of community participation in Child Centric Disaster Risk Reduction. Dr.V.Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women greeted the participants. Dr.I.Balu, CCDRR, NIDM briefed about the program. The Inaugural Session was concluded by Dr.R.Nithya, Associate Professor, Civil Engineering Department of the Institute delivering the Vote of Thanks.

The key speakers included Dr.Balu.I., CCDRR, NIDM, Mr. Ranjan Kumar, Senior Programme Officer, CCDRR, Ms.Dolphi Raman, External Expert, Ms. Nazia Shaik, CCDRR, NIDM and Mr. R.Vidhyasagar, Child Protection Specialist at UNICEF, Chennai (Retired). The training programme highlighted the Basic Concepts of Disaster Risk Management, The Impact of Disasters on Children, Psychological Understanding of Children in Disasters and Emergencies: A Theoretical Approach and Home to Home School Safety.

**Day – 1** - The highlights of the sessions significantly brought to focus the Do's and Don'ts



of preventing spread of COVID – 19 and COVID appropriate behavior, followed by a session on Disaster Risk Management – Basic concepts with respect to important basic terminologies that one would access in a given situation by Ms.Dolphi Raman.

**Day – 2** started off with Ms.Nazia Shaik CCDDR, NMR discussing aspects related to Home to Home school safety with reference to safety norms and measures to be implemented in each school, structural safety measures and developing safety from hazards and inflammable environment around the schools.. The next speaker for the session Mr.Ranjan Kumar, CCDDR, NIDM, gave an Introduction of CCDDR.

**Day – 3** The first Session was handled by Mr.R.Vidyasagar, UNICEF , Chennai on the Topic “Child Rights Management in Disaster”, The focus themes included – child centered DRR, Parameters for Child Centered Risk Analysis and UN Principles to protect children from Disaster.

The next Session on Psychological Understanding of Children in Disaster and Emergencies was elaborately discussed by Ms. Dolphin Raman. The major aim is introducing this topic was to enable all stakeholders concerned to recognize the mental and psychological slate of children during disasters.



# Preparedness

The **knowledge and capacities** developed by governments, response & recovery organizations, communities and individuals to **effectively anticipate, respond to and recover from the impacts of disasters.**



Preparedness

Google Meet interface elements:

- Top bar: Meeting controls (Mute, Video, Chat, etc.)
- Bottom bar: Participant list (Ganesh Murug..., Nitya D...), Meeting controls (Join, Leave, etc.), and a red 'End' button.

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**Seminar / Conference / Expert Lectures**

**Annexure - 10 (a)**

S.No	Date	Topic	Resource Person	Participants
	<b>Conference</b>			
1.	1.12. 2022 to 2.12.2022.	National Conference on “Women Entrepreneurship: A Step Forward to Empowerment and Sustainability	<ul style="list-style-type: none"> <li>• Dr.Yashoda Shanmugasundaram, Former Vice Chancellor, Mother Teresa Women's University</li> <li>• Dr.N.Manimekalai, Professor and Head, Department of Women's Studies, Bharathidasan University, Tiruchirappalli</li> </ul>	205 Participants (Institutes, Industry employees, Research Scholars and Professionals from the Industry) Annexure - 1
	<b>Seminar</b>			
2.	7.3.2023	Seminar on Gender Equality: Sensitization for Empowerment (Blended Mode)	<ul style="list-style-type: none"> <li>• Prof.Vibuthi Patel, Former Professor, Department of Economics, SNDT University, Mumbai and currently the Vice President of All India Association of Women's Studies</li> <li>• Dr.M.Priyamvadha, Professor and Head, Department of Women's Studies, Madras University, Chennai</li> </ul>	75 Students Annexure - 2

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Name of the Activity	National Conference on “Women Entrepreneurship: A Step Forward to Empowerment and Sustainability
Date	1.12. 2022 to 2.12.2022
Department	Women's Studies Centre
Venue	Hi-Tech Seminar Hall
No. of Participants	205
Resource Person	<ul style="list-style-type: none"><li>• Dr.Yashoda Shanmugasundaram, Former Vice Chancellor, Mother Teresa Women's University</li><li>• Dr.N.Manimekalai, Professor and Head, Department of Women's Studies, Bharathidasan University, Tiruchirappalli</li></ul>
Details of activities conducted	
<p>An Inter Disciplinary UGC sponsored National Conference was conducted by the Women's Studies Centre, Dept. of Resource Management and Home Science Extension Education on the <b>1.12. 2022 to 2.12.2022.</b></p> <p>The Conference started off with the Inauguration of the Exhibition cum Sale of Products by our Vice Chancellor of Dr. Dr.Bharathi Harishankar, Registrar Dr.S.Kowsalya, Dean, School of Home Science put up by the Women SHG's and Local wholesale dealers selling various products like Jute bags, Artificial Jewellery, Cosmetics, Herbal Skin Care Products, Herbal Drinks, Organic products from Cereals and Pulses including Sarees and Ready to wear Dresses for the young and the youth. A total of 26 stalls were put up with an aim not only to provide an platform for women entrepreneurs but also to generate addition revenue for the conduct of the conference.</p> <p>The Conference Inauguration started off at 10.00 a.m with Prayer, followed by welcome by Dr.N.Vasuki, Dean, School of Home Science. This was followed with the Lighting of the Lamp by the Vice-Chancellor Dr.Bharathi Harishankar, The Registrar Dr.S.Kowsalya, Dean, School of Home Science Dr.N.Vasugi and the Heads of the three Departments.</p> <p>Prof.S.P. Thiyagarajan, Chancellor of the Institute in his Presidential Address highlighted the growing percentage of women in Employment over the last decade for which the significance of Education for women was highlighted. The National Education Policy,2022 recently introduced was also discussed in terms of employment opportunity through curriculum innovation and skill training.</p> <p>Dr.Yashoda Shanmugasundaram, Former Vice Chancellor, Mother Teresa Women's University gave the Inaugural Address. Dr.Bharathi Harishankar, Vice Chancellor was the Keynote Speaker and Greetings given by Dr.S.Kowsalya, Registrar of the Institute.</p>	

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An ISBN Publication entitled **“Women Entrepreneurship – A Transformational Scripting for Success”** – with 25 Research and Review Articles was released by Our Vice Chancellor and Our Registrar on the Occasion.

The Major highlights of the Conference were the presentations made by the Resource Persons on very significant topics and the Panel Discussion scheduled on the 2<sup>nd</sup> Day of the Conference as the concluding event with Dr.J.Arthi, Professor and Head, Department of Management Studies as the Moderator and the panelists both faculty and two of our Alumina from the Department of Home Science Extension Education and Resource Management who have ventured out of the family as Women Entrepreneurs successfully making a mark of their own.

A total of 205 participants attended the Conference over the two days with representation from Institutes, Industry, employees, Research Scholars and Professionals from the Industry.

The Conference concluded with the Valedictory Address given by Dr.N.Manimekalai, Professor and Head, Department of Women's Studies, Bharathidasan University, Trichirapalli who took time off to highlight the changing Scenario in the World of Employment of Women over the last few years with highlights on the Challenges faced by women to make the necessary adjustment s within the family and the outside world to acquire the needed confidence and satisfaction and joy in seeking employment or entrepreneurship outside the family.



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**Extension and Outreach Programs conducted in the Neighbourhood Community**

**Annexure - 10 (b)**

S.No	Date	Topic	Resource Person	Participants
	<b>Extension and Outreach Programs</b>			
1.	1.8.2022 to 7.8.2022	Step up for Breastfeeding – A key to Sustainable Development  Breastfeeding – The Best Feeding	<ul style="list-style-type: none"> <li>• Dr.Vani Ayyasamy, MBBS, DGO, DNB, Head, Department of Obstetrics and Gynecology and</li> <li>• Dr.SG.Sujatha, MBBS, MF, Pediatrician, Dr.Muthu's Super Specialty Hospital, Coimbatore .</li> </ul>	2500 students from School of Home Science Annexure - 1
2.	12.9.2022	International Literacy Day	<ul style="list-style-type: none"> <li>• Kavingar M.Uma Maheswari, LIC Officer, Coimbatore</li> <li>• Dr.S.Gurugnanambiga, Assistant Professor (SS), Department of Tamil</li> </ul>	1,000 students from School of Home Science Annexure - 2
3.	24.9.2022	Programme on Adolescent Health	<ul style="list-style-type: none"> <li>• Mr. Vaitheeswaran, Secretary, Thulir Foundation, Coonoor, The Nilgiri</li> </ul>	60 participants from Sennanur and Mathipalayam village Annexure - 3
4.	20.10.2022	Helpline for Women "Police Akka"	<ul style="list-style-type: none"> <li>• Thiru.V.Balakrishnan, City Commissioner of Police, Coimbatore City.</li> <li>• Tmt.R.Sugashini, Deputy Commissioner of Police, Chennai</li> <li>• Ms.Hasina Bibi, Assistant Commissioner of Police, Coimbatore</li> </ul>	2000 students Annexure - 4
5.	25.11.2022	International Day for the Elimination of Violence Against Women – Campus - II	Rally	110 NSS Volunteers from School of Engineering Annexure - 5

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6.	25.11.2022	International Day for the Elimination of Violence Against Women	Mrs.S.Anusuya Saravana Kumar, Advocate of District Court, Coimbatore	85 students from School of Management Annexure - 6
7.	7.3.2023	Marathon (3km) Campus - II	<ul style="list-style-type: none"> <li>• Dr.G.Victoria Naomi, Dean, School of Education)</li> <li>• Dr. B. Sargunam, Dean, School of Engineering flagged off the marathon</li> </ul>	763 students and staff from Campus – II Annexure - 7



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Name of the Activity	World Breast Feeding Week - August 1.8.2023 to 7.8.2022
Date	1.8.2023 to 7.8.2022
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium
No. of Participants	545
Resource Person	<ul style="list-style-type: none"> <li>• Dr.Vani Ayyasamy, MBBS, DGO, DNB, HoD- Department of Obstetrics and Gynecology and</li> <li>• Dr.SG.Sujatha, MBBS, MF, Paediatrician, Dr.Muthu's Super Specialty Hospital, Coimbatore .</li> </ul>

**Details of activities conducted**

The World Breastfeeding Week is celebrated every year during the first week of August to emphasize on the importance and value of breastfeeding, globally.

The Theme for this year 2023 is : Step Up for Breast Feeding : Educational and Support

**Activities of Breastfeeding Week from 1<sup>st</sup> to 7<sup>th</sup> August 2022**

The Women's Studies Centre, National Service Scheme, Department of Food Science and Nutrition, Nutrition Association and NSI, Coimbatore Chapter, Department of Food Service Management and Dietetics and IDA, Coimbatore Chapter and Dr. Rajammal P. Devadas – CHAIR coordinated and conducted several competitions for the students to participate. The competitions comprised of poster making, slogan writing, collage, essay writing, promos and modules on nutrition education under the following sub-themes:

- Need and importance of Breastfeeding
- Global awareness supporting agencies, WABA –role and theme, Breast milk Bank
- Care and support during breastfeeding
- Technique of breastfeeding and its impact on growth and development
- Role of nutrients in Breastfeeding
- Nutritional importance of Colostrum in breast milk
- Advantages of breastfeeding to infants and mothers

The students were encouraged to take part in the celebration and they actively participated in the competitions that were conducted throughout the week, from 01.08.2022 to 07.08.2022. The total number of participants in each competition included:

- Slogan writing – 108 (Tamil - 67; English – 41)
- Essay writing – 186 (Tamil - 121; English – 65)
- Poster making - 193

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- Collage - 54
- Promos - 4

The best three entries were selected for award of prizes. The prize winning entries were exhibited during the Valedictory function.

NSS Volunteers and students of II UG Programmes in Home Science were involved in a Rally from our University through the vicinity (Bharathi Park Road, Raja Annamalai Chettiar Road, Ramalingam Colony) with due permission from police personnel and authorities of Coimbatore Corporation to sensitize the public on the importance of breast feeding, the need for understanding the role of nutrients in breast milk and purpose of celebrating breastfeeding week. The rally continued within the campus to sensitize students to become socially responsible ambassadors of breast feeding in their families and the community at large. The rally was flagged off on 3<sup>rd</sup> August 2022 at 2pm by the Vice Chancellor Dr.V.Bharathi Harishankar, Registrar Dr.S.Kowsalya, Dean, School of Home Science Dr.N.Vasugi, Dean, School of Commerce and Management Dr.P.Chitramani, and NSS Programme Co-ordinator Dr.T.Radha. Dr.Sathyabama, Programme Officer, Department of Tourism Management initiated the rally with full spirit and enthusiasm. Breastfeeding week Posters were placed inside University campus (Trust Office, Science Block, Auditorium, Home Science Block, Library Block) as part of Awareness Creation Activity.

#### **Address in Student Assembly**

India has the highest adolescent population in the world. Given that these adolescents are the adults of tomorrow, they hold the key to the country's future. Hence there arises a dire need to educate them. An awareness program on importance of breastfeeding was invested in the minds of our Institute students through Student Assembly during the entire first week of August.

DETAILS	DATE	TOPIC
<b>Dr.N.Vasugi</b> , Dean, School of Home Science	2nd August	Need for Breastfeeding
<b>Dr.M.Sylvia Subapriya</b> , Professor and Head, Department of Food Science and Nutrition	3rd August	World Alliance for Breast Feeding Action - WABA
<b>Dr.R.Radha</b> , Assistant Professor, Department of Food Service Management and Dietetics	4th August	Exclusive Breastfeeding
<b>Dr.S.Thilagamani</b> , Assistant Professor, Department of Food Service Management and Dietetics	5th August	Breastfeeding and Self Examination for Career

#### **Radio Broadcast**

Radio is one of the key tools of communication for imparting nutrition education, as it covers a wide range of population. A one-hour feature talk by Dr.S.Kowsalya, Registrar of our Institute and Professor in the Department of Food Science and Nutrition was broadcast to

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the public on 6<sup>th</sup> August 2022 in **Hello FM** which has a wide frequency range throughout Coimbatore.

Apart from this, faculty from the Departments of Food Science and Nutrition and Food Service Management and Dietetics shared and featured different aspects of Breastfeeding through Rathinavani, a Community Radio which has a location coverage from Ukkadam to Kinnathukadavu and from Vellalore to Ettimadai. The schedule was as follows:

Date	Speaker	Topic
1 <sup>st</sup> August 2022	<b>Dr.M.Sylvia Subapriya</b> Professor and Head Department of FSN	World Alliance for Breast Feeding Action- WABA
2 <sup>nd</sup> August 2022	<b>Dr.A.Thirumani Devi</b> Professor Department of FSN	Nutritional Importance of Breast Milk
3 <sup>rd</sup> August 2022	<b>Dr. V.Premala Priyadharshini</b> Professor and Head Department of FSMMD	Best Breastfeeding Practices
4 <sup>th</sup> August 2022	<b>Dr.S.Thilakavathy</b> Assistant Professor (SG) Department of FSN	Nutritional Needs of Lactating Mothers
5 <sup>th</sup> August 2022	<b>Dr.S.Uma Mageswari</b> Professor, Dean, Student Affairs Department of FSMMD	Importance of Colostrum
6 <sup>th</sup> August 2022	<b>Dr.N.Deepa Sathish</b> Assistant Professor Department of FSN	Psychological Factors Affecting Lactation
6 <sup>th</sup> August 2022	<b>Dr.R.Balasarikha</b> Assistant Professor (SS) Department of FSN	Importance and Need for Breastfeeding
7 <sup>th</sup> August 2022	<b>Dr.Pa.Raajeswari</b> Associate Professor Department of FSN	Breast Milk Bank

The Valedictory Function of the World Breastfeeding Week Celebration was organized on 8<sup>th</sup> August 2022. in Thiruchitrabalam Auditorium, Avinashilingam Institute for Home Science and Higher Education. jointly organized by the Women's Studies Centre, National Service Scheme, Department of Food Science and Nutrition, Nutrition Association and NSI, Coimbatore Chapter, Department of Food Service Management and Dietetics and IDA, Coimbatore Chapter and Dr.Rajammal P. Devadas - CHAIR from 1<sup>st</sup> to 7<sup>th</sup> of August, 2022, in order to create awareness and educate the society, promote breastfeeding culture and provide support for breastfeeding mothers.

### Address by Paediatricians – Invited Speakers

- **Dr.Vani Ayyasamy**, MBBS, DGO, DNB, HoD-Department of Obstetrics and Gynecology and
- **Dr.SG.Sujatha**, MBBS, MF, Paediatrician, Dr.Muthu's Super Specialty Hospital, Coimbatore .

Dr.Vani Ayyasamy oriented the students on the topic "Step up - Breast Feeding, Key to Sustainable Development".

She initiated her talk enabling an understanding the role of breast feeding in managing the burden of malnutrition. The statistics on infants being breast fed across the infancy period was projected. The chief guest's address focused on Optimum breast feeding which prevents 2 lakh infant death annually. The difference between animal and human milk created a strong impact on the significance of breast milk. The benefits of breast feeding for the mother and infant served as a factor to create and spread awareness to all the young mothers. The Risk of Artificial Feeding including malnutrition, bonding interference, overweight, anaemia was highlighted in the lecture. The significance of colostrum- Liquid gold, rich in antibodies serves as the first vaccine for babies. The importance of breast feeding in terms of duration, frequency, night feeding was detailed in the presentation. The top 10 food groups including greens, nuts, protein, pulses considered essential for lactating mother was also discussed. Consumption of five groups per day is clinically recommended for healthy lactation. The Antenatal classes are increasing the proportion of young mothers being oriented towards the essence of breastfeeding. Dr.Vani Ayyasamy concluded her address with a note of promise to **"Promote, Protect, and Support"**.

Dr.SG.Sujatha, oriented the participants on **"Breastfeeding – The Best Feeding"** and stated the uniqueness of breast milk and its usage to infants. The special circumstances in breastfeeding were mentioned. The guest concluded with a say **"cow's milk is for body growth and human milk is for brain growth"**.

Chief Guest's special address was followed by the prize distribution. Prizes for several competitions conducted in the previous week as a part of the celebrations were distributed by the Chief Guests.

The event concluded with Words of Gratitude delivered by Dr.T.Geetha, Director (i/c), Women's Studies Centre.

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*Presidential Address  
Prof.S.P.Thyagarajan  
Chancellor*



*Report of the Breastfeeding Week  
Dr.M.Sybil Subapriya  
Professor and Head, Dept. of PH*



**STEP UP FOR BREASTFEEDING -  
A KEY TO SUSTAINABLE DEVELOPMENT**  
Dr.Vani Ayyasamy, MBBS, DGO, DNB  
FICD- Dept. of Obstetrics & Gynaecology  
Dr.Madhu's Super Speciality Hospital  
Coimbatore



**BREASTFEEDING - THE BEST FEEDING**



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## AWARENESS THROUGH COMMUNITY RADIO



WASA  
Dr. M. Sylvia Subapriya  
Professor and Head  
Dept. of FSN



Nutritional Importance of  
Breast Milk  
Dr. A. Thirumani Devi  
Professor, Dept. of FSN



Importance of Colostrum  
Dr. S. Uma Megawani  
Professor, Dept. of FSN



Best Breastfeeding  
Practices  
Dr. C. Premala Priyadarshini  
Professor, Dept. of FSN





Nutritional Needs of  
Lactating Mothers  
Dr. S. Thilakavathy  
Assistant Professor (SG)  
Dept. of FSN



Breast Milk Bank  
Dr. P. Rajyendra  
Associate Professor  
Dept. of FSN



Importance and Need for  
Breastfeeding  
Dr. R. Balasubramanian  
Assistant Professor (SG)  
Dept. of FSN



Psychological Factors  
Affecting Lactation  
Dr. N. Deepa Sathish  
Assistant Professor  
Dept. of FSN



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## POSTER MAKING



**BREASTFEEDING IS NOT A CHOICE, IT'S A RESPONSIBILITY**

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Name of the Activity	International Literacy Day
Date	12.09.2022
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium, Avinashilingam Institute for Home Science and Higher Education for Women
No. of Participants	825
Resource Person	<ul style="list-style-type: none"><li>• Kavingar M. Uma Maheswari, LIC Officer, Coimbatore</li><li>• Dr. S. Gurugnanambiga, Assistant Professor (SS), Department of Tamil, Avinashilingam Institute for Home Science and Higher Education for Women.</li></ul>

Details of activities conducted

International Literacy Day was jointly organized by the Department of Home Science Extension Education and Women's Studies Centre on 12.09.2022 at Thiruchitrambalam Auditorium, Avinashilingam Institute for Home Science and Higher Education for Women. The Programme started with a Prayer song by the Music Department students. Dr. T. Geetha, Director (i/c), Women's Studies Centre welcomed the gathering.

The Presidential Address was delivered by Dr. S. Kowsalya, Registrar, Avinashilingam Institute for Home Science and Higher Education for Women. Madam enlightened about the importance of Literacy Day and asked why we are celebrating the International Literacy Day? It's not only to learn and write but also to communicate to the masses. She also briefed about the theme of the International Literacy Day "Transforming Literacy Learning Spaces; Exploring Opportunities and Possibilities".

Dr.N.Vasugi, Dean, School of Home Science greeted the audience. Madam specified in her interaction that the literacy rate of India is 77.70%, with literate males at 84.70% and literate females at 70.30%, according to the National Family Health Survey (NFHS-5, 2021 and 2022). She also mentioned that Kerala is the most literate state in India with 96.25 literacy rate. Madam emphasized the need to educate all.

The Chief Guests were Kavingar M. Uma Maheswari, LIC Officer, Coimbatore and Dr. S. Gurugnanambiga, Assistant Professor (SS), Department of Tamil, Avinashilingam Institute for Home Science and Higher Education for Women. Kavingar M. Uma Maheswari in her special address articulated about the importance of celebrating the Saraswathi Puja. She ensured the dream of Bharathiar "Education for All" was predominantly focused as "Education for Women". Madam also narrated the real life story of KR Ushakumari is the lone teacher at the Agasthya Ega Adhyapaka Vidyalaya at Kunnathumala in Kerala. She teaches 15 children from a nearby tribal settlement in Classes 1 to 4 in all subjects, and guides them through extra-curricular activities. She is one such teacher-warrior standing high for the lifelong purpose of what is right, and work for the betterment of the society.

Dr.S.Gurugnanambiga in her Address informed that literacy gives Independence, Knowledge, Power, Employment and Economic support to the Women which leads to

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Economic Empowerment of Women. In the world money, wealth, power can be taken away from an individual but education is the only asset which cannot be taken from an individual. It stays as long as the individual is living in this world. She also shared her thoughts on sacrificial character of Savitribai Jyotirao Phule Ji who was an Indian social reformer, educationalist, and poet from Maharashtra and Dr. Muthulakshmi Reddy who fought for women against many wrong doings, including the Devadasi system and other eminent personalities like A. P. J. Abdul Kalam, Indian Space Scientist and Former President of India politician who played a leading role in the development of India's missile and nuclear weapons programs.

Vote of thanks was delivered by Dr. R. Jansi Rani, HOD (i/c), Department of Home Science Extension Education. Nearly 25 teachers and 800 students from School of Home Science participated in the International Literacy Day Programme. The Programme ended with the National Anthem.



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Name of the Activity	Programme on Adolescent Health
Date	24.9.2022
Department	Women's Studies Centre
Venue	Community Hall, Sennanoor
No. of Participants	65
Resource Person	Mr.Vaitheeswaran, Secretary – Thulir Foundation, Coonoor explained in details about adolescent health
Details of activities conducted	
<p>In association with the NSS Day, on 24.9.2022, a Special lecture was given on ‘Adolescent Health’, to the NSS volunteers of Unit 10 (Botany) and Unit 12 (Zoology) and the community folk of Sennanur and Mathipalayam village, Thenkarai, Coimbatore by the chief guest, Mr.Vaitheeswaran, Secretary – Thulir Foundation, Coonoor, The Nilgiris.</p> <p>The importance of adolescent health was emphasized and the significance of physical, mental as well as social health among the youth between the ages of 10-20 was also highlighted. Mr.Vaitheeswaran also explained the importance of healthy food and the necessity of physical activity for the same age group. The multidimensional aspects of mental health were explained and the need for proper management of emotions was elaborated. He also enlightened about the significance of learning to identify reliable people and the need to be assertive in essential situations. The need for proper education on social connection building and on sexual health was also briefed to the NSS volunteers and the youth from the community. He also emphasized the habits to be practiced by the adolescents and the elderly assembled in the village. The volunteers and the youth from the community were able to learn about the importance of adolescent health and the related aspects, which need to be properly understood and practiced effectively to bring forth the needed impact on the individuals well-being. Mr.Vaitheeswaran, Secretary – Thulir Foundation, Coonoor explained in details about adolescent health. 65 students were benefitted</p>	

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Name of the Activity	Inauguration of Helpline for Women: "Police Akka" Project
Date	20.10.2022
Department	Women's Studies Centre
Venue	Thriuchitrambalam Auditorium
No. of Participants	2500
Resource Person	Thiru.V.Balakrishnan, City Commissioner of Police, Coimbatore City. Tmt. R.Sugashini, Deputy Commissioner of Police and Ms.Hasina Bibi, Assistant Commissioner of Police Tmt. R.Sugashini, Deputy Commissioner of Police and Ms.Hasina Bibi, Assistant Commissioner of Police

Details of activities conducted

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore in association with Department of Police inaugurated the **"Police Akka"**, project on 20.10.2022 in the campus, initially launched by the Coimbatore City Police on 18.10.2022 for the first time in the state.

The project envisages in creating a socially and emotionally conducive environment by assisting the women students who would be coming forward to seek counselling assistance or it may be for reporting any form of harm, abuse or risk for safety of their movements both within the institute and outside with the assistance of **"Police Akka"** ie the Police Personnel identified and trained with the necessary skills and the aptitude to reach out to the women students in the various institutes within Coimbatore City levels.

Students were informed of the contact details and scheduling of the programme with **"Police Akka"** which is also displayed at significant locations and put up on the institute website for wider accessibility and reach out to the students.

Dr.V.Bharathi Harishankar, Vice Chancellor in her Presidential Address focused on various measures that could be adopted to prevent such incidences for women safety. Dr.S.Kowsalya, Registrar, welcomed the gathering and appreciated the project focus in introducing the assistance of Police Personnel as **"Police Akka"**

**"Police Akka"** Project was inaugurated by **Thiru.V.Balakrishnan, City Commissioner of Police, Coimbatore City**. The project objectives were explained to the students of the Institute by the Commissioner of Police and he stated that students need not panic and they will have a friendly approach from the police officer assigned to the Institute. He reiterated the various hardships and challenges women students would encounter in any given situation.

Highlighting the various forms of attacks, crime, stalking and abuse, the Commissioner of Police advised the students to make the best use of this resource prior to occurrence of such incidences that could reduce 50 percent of the problems that may follow.

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Special Address was given by **Tmt. R.Sugashini, Deputy Commissioner of Police and Ms.Hasina Bibi, Assistant Commissioner of Police.**

Mrs.Meenabigai, Inspector of Police and Nodal Officer for this Project introduced Mrs.Dhanabagyam, Head Constable, All Women Police Station, Gandhipuram and **Mentor - "Police Akka"** for the Avinashilingam Institute. Dr.T.Geetha, Director (i/c), Women's Studies Centre proposed the formal Vote of Thanks. Students from the School of Home Science, Bio Science, Arts and Social Sciences and Management around 2500 students benefitted.





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Women's Studies Centre

Name of the Activity	International Day for the Elimination of Violence Against Women – Campus – II- Rally
Date	25.11.2022
Department	Women's Studies Centre
Venue	Avinashilingam Institute of Home Science and Higher Education for Women, Campus II.
No. of Participants	110
Resource Person	The Dean, School of Engineering Avinashilingam Institute of Home Science and Higher Education for Women, Campus II.

Details of activities conducted

In collaboration with National Service Scheme (NSS) an activity to observe “**Elimination of Violence Against Women**” was organised by the NSS Units- School of Engineering on 25.11.2022 by the students of Avinashilingam Institute of Home Science and Higher Education for Women, Campus II. A Rally was flagged off with 110 NSS Volunteers who had participated in the event representing all the departments of School of Engineering. The students assembled in the School of Engineering foyer.

### Objectives

International Day for the Elimination of Violence Against Women was observed on 25.11.2022 as an opportunity to spread awareness against gender-based violence. Every year on November 25, there is a celebration of the International Day for the Elimination of Violence Against Women. Today is observed as a day of remembrance for the Mirabal sisters, Dominican Republic activists who were assassinated in 1960 at Rafael Trujillo's command. The United Nations wants to increase public awareness about violence against women based on gender.

### Importance

Violence against women and girls is a Human Rights Violation, and the immediate and long-term physical, sexual, and mental consequences for women and girls can be devastating, including death. Violence negatively affects women's general well-being and prevents women from fully participating in society. It impacts their families, their community, and the country at large. It has tremendous costs, from greater strains on health care to legal expenses and losses in productivity

At the end of the rally, students were asked to assemble in the foyer for rendering their ears to hear the words of gratitude in observing the day displaying pla-cards significant to the occasion their by creating awareness among the faculty, students and administrative staff.

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Women's Studies Centre

Name of the Activity	International Day for the Elimination of Violence Against Women
Date	25.11.2022
Department	Women's Studies Centre
Venue	Seminar Hall, School of Management
No. of Participants	80
Resource Person	Mrs.S.Anusuya Saravana Kumar, Advocate of District Court, Coimbatore
Details of activities conducted	
<p>To observe the 25<sup>th</sup> of November as the International Day for elimination of Violence against Women a Sensitization Workshop for the Students and Faculties was organised by the Department of Business Administration to make them aware about the provisions of the Act. Under the guidance of the Vice Chancellor, Dr.V.Bharathi Harishankar, the Registrar, Dr.S.Kowsalya and the Dean Dr.P.Chitramani, the Department conducts special sessions, contests, poster demonstrations, street plays, skits to sensitize the public as well as the students community about the observance of National Day of Importance. Keeping in same lines, the Department of Business Administration commemorated the International Day for the Elimination of Violence Against Women. This will contribute to the realisation of gender equality and inclusive growth for the benefit of individuals, the family and Nation as a whole.</p> <p>In view of the above, a Special Lecture was delivered by Mrs.S.Anusuya Saravana Kumar, Advocate of District Court, Coimbatore; Her profile portrays her as challenging personality holding the position of a legal advisor in which she can apply her knowledge into the administration and cases handled. As an Advocate, she represents and follows up cases in various courts. She also independently handles all kinds of family cases pertaining to Criminal Litigations, Domestic Violence Act and Maintenance.</p> <p>She mentioned that it was five years ago, the #MeToo movement, founded by activist Tarana Burke, which exploded and sparked global mobilization creating a moment of urgency in preventing and responding to violence against women and girls</p> <p>The department strives to sensitize the girl children about the workplace harassments, Abuse against the modesty of women and boost the level of confidence of the students through counselling sessions and Mentor-Mentee one-on-one interactions.</p> <p>Let's all strive to fight against the violence happening to women and stand as an inspiration to each other.80 students were benefitted.</p>	



  
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**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**Organises a**  
**Sensitization Session**  
**To Observe International Day for the Elimination**  
**of Violence against Women**



**Mrs. S. Anusuya Saravana Kumar, M.A., M.L.,**  
**Advocate, District Court, Coimbatore**

Date: 22.11.2022  
 Time: 2.30. PM  
 Venue: MBA Conference Hall

*All are Cordially Invited*

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Women's Studies Centre

Name of the Activity	Marathon ( 3km) for Students and Staff
Date	07.03.2023
Department	Women's Studies Centre
Venue	Campus - II
No. of Participants	763
Resource Person	Dr.G.Victoria Naomi, Dean, School of Education and Dr. B. Sargunam, Dean, School of Engineering

Details of activities conducted

Avinuty Fitness Club, Avinashilingam Movement and Women Studies Center of Avinashilingam Institute for Home Science and higher Education for Women . Organized 3km marathon for lie of women's day celebration on 07.03.2023. The faculty and Students of Education, Self finance & Engineering assembled at the starting point by 9.40 am and given warm up by the physical education students. More than 763+ students and staff enthusiastically participated in the marathon.

Dr.G.Victoria Naomi, Dean, School of Education and Dr. B. Sargunam, Dean, School of Engineering flagged off the marathon. Volunteers were made to stay all along the way to encourage the students; the run was from the main gate then around the border of the campus, then again through Self Finance coordinator, then through engineering hostel metal road, around the hostel of education, then through basketball court to the ground for the finish.

Lead runner was escorted with pilots and there were water points and needed first aid for the runner. The students were very zestful and every one of them completed the race After competition of the race prize distribution saw conducted immediately. In students category the first place was bagged by R.Kalaivani-III B.Com(PA)with the timing of 27.03.81,the second place was bagged by M. Surya-II BCA with the timing of 28.28.52,and the third place was bagged by P.Hema Rupa-I BCA with the timing of 28.30.78.In staff's category the first place was given to S.Keerthana Department of Commerce with the timing of 32.29.60,second place was bagged by P. Niveethitha, Department of Psychology with the timing of 34.29.50 and the third place was bagged by S.Dhanalakshmi, with the timing of 36.55.44,the winners were awarded medals by Dr H. Indu Deputy Dean-Research, Department of Education and Dr. Judith Justin Deputy Dean-Research, Department of Engineering. All the participants got their e- certificates for completing 3 km marathon race successfully

While the prize was distributed the participants volunteered and shared their feedback. After the prize distribution, Dr.R.Saravana Prabha, Project Director, and Ms.Sivasankari.A, Project Co- Director meticulously organized the 3 km Marathon for Students and staff.





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Name of the Activity	International Women's Day
Date	08.03.2023
Department	Women's Studies Centre
Venue	Thiruchitrambalam Auditorium
No. of Participants	1500
Resource Person	Dr.Gowri Ramakrishnan, Assistant Managing Trustee, Avinashilingam Education Trust, Coimbatore

Details of activities conducted

The culmination of the week-long observance of International Women's Day 2023 was organized on 08.03.2023, globally observed as International Women's Day. This year's global theme for International Women's Day, is '**DigitALL: Innovation and Technology for Gender Equality**'. It recognizes the critical contributions of women human rights defenders and feminist movements, who use the transformative power of digital technology to connect, mobilize, and drive social change, while fighting against the persistent pushback of women's rights. It is a day when women are recognized for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic or political.

International Women's Day was observed at Avinashilingam Institute of Home Science and Higher Education for Women, Coimbatore on 8th March, 2023 organized by Women's Studies Centre at Thiruchitrambalam Auditorium. At the outset of the program Dr.N.Vasugi, Dean, School of Home Science welcomed the gathering. The Presidential Address was delivered by Dr.V.Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women. Madam highlighted the theme of the day Embrace Equity and Diversity with practical examples for the students to carry home the message. The Women's Day Address was given by Dr.Gowri Ramakrishnan, Assistant Managing Trustee, Avinashilingam Education Trust, Coimbatore. Madam in her address brought to focus the various laws and rights of women in the framework of the Constitution of India and stressed the need for empowering young women with skills in for self protection and safety.

Four Women Achievers were recognized for their significant contribution included:

- **Mrs.Deepa Mohanraj for Education** is presently the Managing Trustee of Kaumaram Prashanthi Trust, Coimbatore. She highlighted on the need for empowerment of women and the entrepreneurial opportunities for women
- **Mrs. Shubhadhra for Entrepreneurship**, is the Founder of PVR Foods. She shared her tale of struggle and success to motivate the students
- **Ms. E.S. Uma, IPS** for Public Service is an Alumni and presently the Assistant Inspector General of Police, Law and Order, Chennai. She briefed about the various legal aids available for women and the schemes implemented by the police department for the protection of rights of women



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- **Ms.Y.Vidya** for Innovation, is the Founder of Vision Empower. She shared her experience and challenges in founding Vision Empower and the struggles faced by Visually Impaired students

Dr.V.Bharathi Harishankar, Vice Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women Honoured the Women Achievers with a Citation and a Medal.

The report for the weeklong celebrations was presented by Dr.G.Sheefna, Assistant Professor, Department of Home Science Extension Education and the winners in various competitions held in the Institute were felicitated with a certificate. The formal Vote of Thanks was given by Dr.T.Geetha, Director (i/c), Women's Studies Centre, 1250 students were participated



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