

Training/Workshop/Seminar/Programme/Conference

Breastfeeding Week Celebration (02.08.2024-07.08.2024)

The Breast feeding week celebration 2024 on the theme “**Closing the Gap: Breast feeding Support for All**” was planned to impact knowledge on breast feeding among students of Avinashilingam University for Home Science and Higher Education for women. An awareness drive was organized jointly Women's Studies Center department of Food Science and Nutrition.

1. Do you think breastfeeding is a must for infants? *

☐ Yes

☐ No

☐ Not sure

2. How long should an infant be exclusively breastfed? *

☐ Less than 1 month

☐ 0-6 months

☐ 0-12 months

☐ More than 12 months

3. What kind of support would be most helpful for breastfeeding mothers? *

☐ Lactation counselling

☐ Workplace accommodations

☐ Educational resources

☐ Family and partner support

1. BWI is celebrated 1-7 August in Commemoration of 1990 Innocenti Declaration to _____ breastfeeding. *

☐ promote, project and support

☐ project, promote and support

☐ propagate, protect and support

☐ protect, promote and support

2. The 4/4 rule for storage of fresh breast milk was recommended by the *

☐ Council for Disease Control and Prevention

☐ Campaign for Disease Control and Prevention

☐ Centre for Disease Control and Prevention

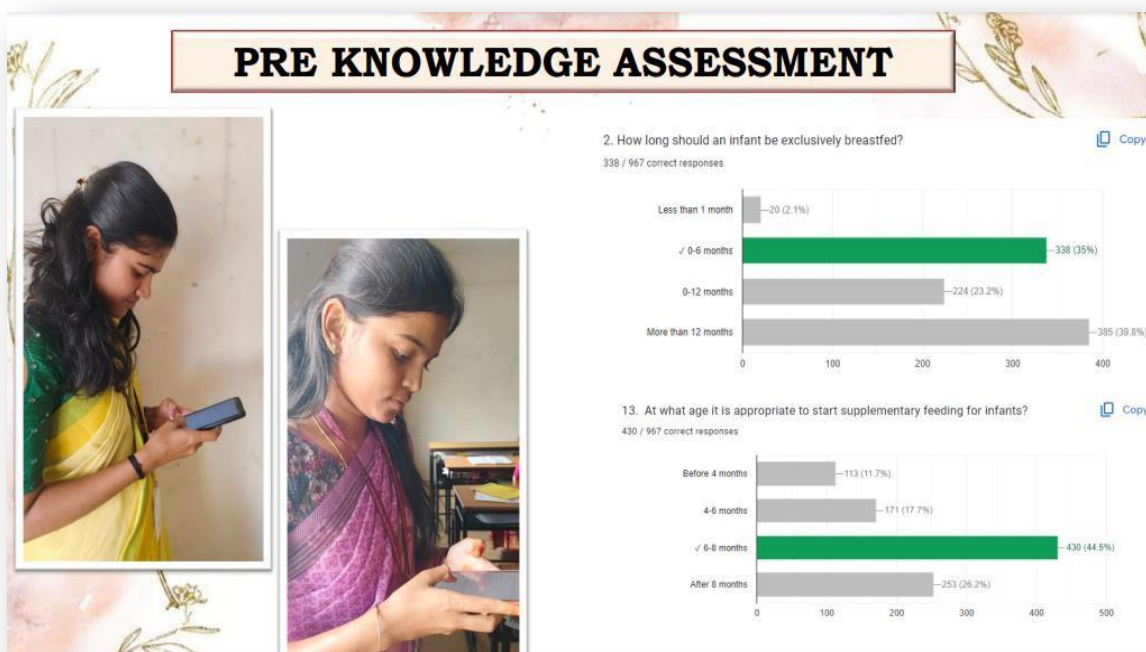
☐ Chamber for Disease Control and Prevention

3. The water content of breast milk is ____ per 100 ml. *

☐ 67-68 g

☐ 77-78g

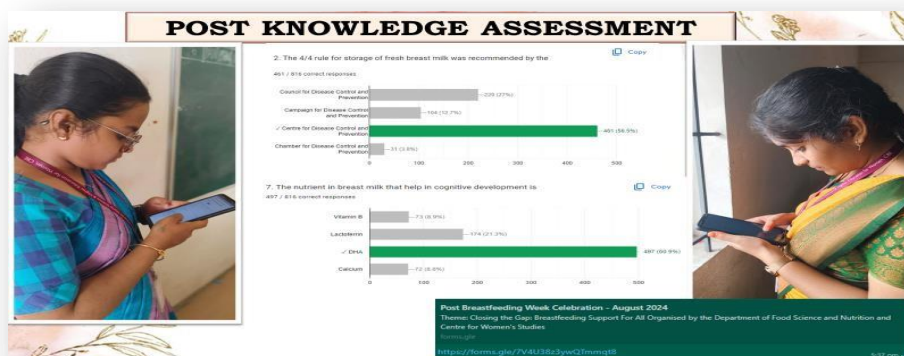
Pre-knowledge Assessment Google Form



A Pre-assessment of knowledge on breast feeding was done for a total of 1150 students from the School of Home Science, School of Physical Science and Computational Science, School of Bioscience, School of Arts and Social Science, School of Commerce and Management. Knowledge gap pertaining to composition of breast milk, nutritional facts and breast feeding practices were identified. A Customized awareness program for students of each school was given for a week as given in the schedule.

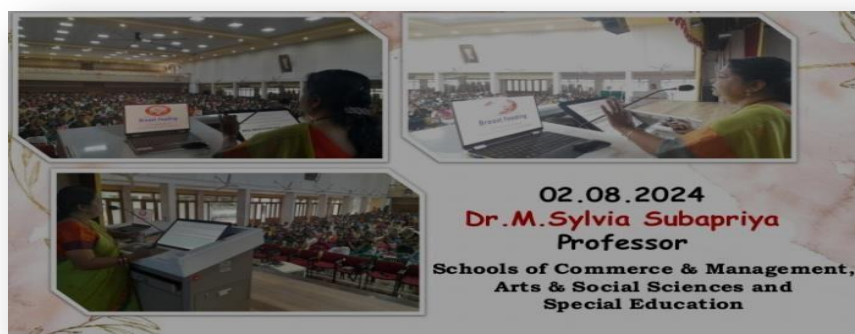
S.No	Date	School	Resource Person
1	02.08.2024	School of Commerce & Management, Arts & Social Science and Special Education	Dr.M.Sylvia Subapriya Professor
2	05.08.2024	School of Home Science	Dr.S.Kowsalya Professor
3	06.08.2024	School of Physical and Computational Sciences	Dr.S.Thilakavathy Associate Professor
4	07.08.2024	School of Bio science and Allied Health Sciences	Dr.K.Devi Assistant Professor(SS)

Post-knowledge Assessment Google Form



Awareness in Students Assembly

On the first day 2nd August, **Dr. M. Sylvia Subapriya**, Professor in the Department of Food Science and Nutrition, addressed the students of the School of Commerce and Management, Arts and Social Sciences, and Special Education on the topic —Breastfeeding and Mental Health. During her presentation, madam highlighted the crucial link between breastfeeding and the mental well-being of both mother and child. She explained the functions of essential nutrients in breast milk and their importance in Infant's physical and cognitive development emotional bonding between mother and child.



Dr. Sylvia emphasized on how breastfeeding can reduce stress and lower the risk of postpartum depression in mothers, and fosters maternal mental health. She also education on neurological benefits of breast feeding for infants, and its impact on early brain development and long-term psychological well-being. She also addressed on common challenges faced by mother's in breastfeeding, such as societal pressure, physical discomfort, and balancing work, offering solutions like lactation counseling and supportive environments. She further highlighted global and national breastfeeding policies, including WHO recommendations and government initiatives aimed at encouraging breastfeeding awareness.

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On 5th August, **Dr. S. Kowsalya**, Professor in the Department of Food Science and Nutrition, gave an in- depth lecture to the students of the School of Home Science on the —Nutritional Value of Breast milk,|| Madam explained on uniqueness of breast milk and essential nutrients customized for each child. She elaborated on the composition of breast milk, and their role in immunity growth and development.



Furthermore, Madam emphasized on the presence of essential fatty acids, such as DHA (docosahexaenoic acid), which is vital for brain development and cognitive function, and how these fats are uniquely structured to be absorbed efficiently by an infant's developing system. She also highlighted on the presence of antibodies and bioactive compounds, such as immunoglobulins and lactoferrin, which not only protect against infections but also promote the healthy maturation of the digestive system and gut micro biome.

On 6th August, **Dr. S. Thilakavathy**, Associate Professor in the Department of Food Science and Nutrition, delivered a comprehensive lecture to the students of the School of Physical and Computational Sciences on the topic —Exclusive Breastfeeding vs. Formula Feeding and Foods to be Included and Avoided during breastfeeding. She emphasizing on the benefits of exclusive breastfeeding for the first six months



. The nutritional gaps of formula feeds, in terms of immune-enhancing bioactive components, colostrums, and water and micro nutrients were educated. Madam also discussed the introduction of complementary foods after six months of exclusive breastfeeding. She stressed on the importance of including nutrient-dense foods such as mashed vegetables, fruits, iron-fortified cereals, and proteins like lentils and eggs, to support continuous growth and development.

On 7th August, **Dr. K. Devi**, Assistant Professor in the Department of Food Science and Nutrition, created awareness on breast feeding to the students of the School of Biosciences and Allied Health Sciences on the topic —The Role of Breast feeding in Reducing Infant



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Mortality. In her presentation, Dr. Devi highlighted on infant mortality rates malnutrition and access to adequate healthcare to infants and mothers. Dr. Devi elaborated on the numerous protective factors present in breast milk, including antibodies, immunoglobulin's, and essential nutrients that improves infant's immune system, and their role in reducing the risk of infections such as diarrhea and pneumonia leading causes for infant death. Dr. Devi also stressed on the importance of colostrum, the nutrient-rich first milk, which plays a vital role in establishing the infant's immune defenses shortly after birth.

The post evaluation on breast feeding practice was done for all the 1150 students. The culmination of the awareness program was celebrated on 08.08.2024 **Dr.V.Bharathi Harishankar** preside the program.

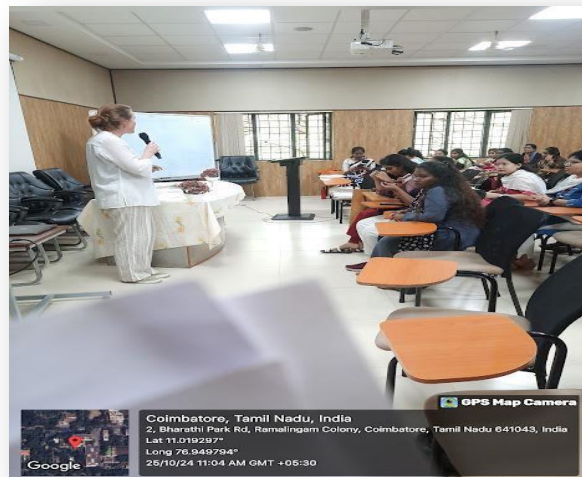


Release of cover page of ISBNe-Book

A release of the cover page of e-book title —Best breast feeding practices jointly by the Women's Studies Centre, department of Food Service Management and Dietetics and department of Food Science and Nutrition was relased.

Special Lecture on “Women’s Work”
(25.10.2024)

A special lecture on —Women’s Work by **Dr.Heather** Layton, (Visiting Professor) Associate Professor of Art and Art History University of Rochester was organized by the Women’s Studies Centre on 25.10.2024. The event started with a prayer. The **Dr.S.Amsamani**, Dean, School of Home Science in her presidential address highlighted the multiple roles of Indian Women and their cultural practices.



Dr.Heather Layton, with illustrative art work reflected the women leaders of western work and their contribution to women empowerment. Highlighting the need to break the barriers of discrimination across the globe, she emphasized on the need to be assertive and to stand for them and for their career path. Dr. Heather Layton interacted with the III under Graduate students of Food Service Management and Dietetics, Human Development and Home Science Extension Education and addresses them on real life situation of goal setting and motivation.

Dr.V.Premala Priyadharsini, Director (i/c), Women’s Studies Center welcomed the gathering.

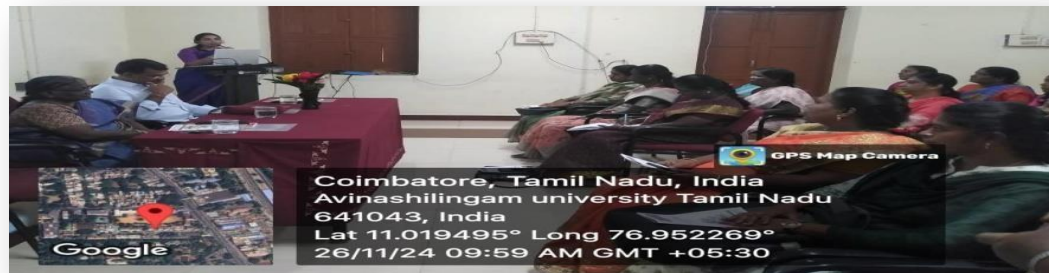
Dr.S.Gayathiri, Assistant Professor in the department of Home Science and Extension Education proposed vote of thanks.

Totally 91 III under Graduate students and PhD Scholars of the Department of Food Service Management and Dietetics, Department of Human Development and the Department of Home Science Extension Education were benefitted.

**Hands-on training on Mushroom Cultivation and Marketing Strategies for Student
Entrepreneurs and Self-Help Women Entrepreneurs**
(26.11.2024)

A hands-on training program on mushroom cultivation and marketing strategies was organized on **26thNov2024**, for 50 Self-Help Groups (SHGs) in the Coimbatore district.

The program began with a soulful prayer song rendered by Ms. Yangchen Dolma Kom, a research scholar from the Department of Botany. **Dr. V. Premala Priyadharsini**, Professor, Director (i/c), Women's Studies Centre and Head, Department of Food Service Management & Dietetics, gave the opening remarks; she lauded the SHG women for their enthusiasm, emphasizing the potential of mushroom cultivation to enhance their economic status.



Dr. Vijayalakshmi, Dean Academics stressed on the importance of hard work in transforming any business into a profitable venture. She encouraged participants to adopt positive mind set and maximize their learning during the program.

Mr. Yuvaraj Vice President of the Indian Mushroom Grower's Association and Managing Partner of Nilgiri Farm Produce, discussed on critical factors like substrate quality, temperature, moisture, and humidity, emphasized on adjusting these parameters according to the regional seasonal and climatic changes, that occur once every three months.



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He underscored the importance of high-quality spawn for achieving optimal growth and yield, suggesting that farmers can produce their own spawn to reduce dependency. He significantly lower expenses and makes the business more accessible.



Also advocated for natural cultivation methods over controlled environments, as these vital role women have played in saving and nurturing their families, a tradition passed down through generations. She congratulated the participants for their enthusiasm in learning mushroom cultivation.



Dr.D.Leena Lavanya, Assistant Professor, Department of Botany, proposed the vote of thanks.

Session II

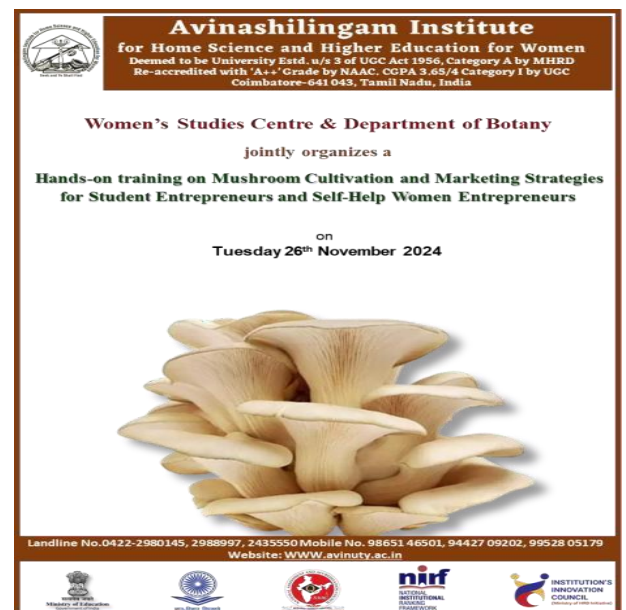
A technical session featuring detailed demonstration of mushroom cultivation was conducted by **Dr. D. Leena Lavanya**, Assistant Professor, and Department of Botany.



Moisture and humidity essential for successful mushroom cultivation. The day concluded with the participants gaining both theoretical and practical insights on effective mushroom cultivation.

About the Pamphlet

A comprehensive 17-page bilingual pamphlet explaining oyster mushroom growing and culinary applications in both Tamil and English was provided to participants. In addition to providing comprehensive directions on how to autoclave and bag oyster mushrooms, the guide also covered how to use materials such as polyethylene bags for bagging and paddy straws substrates. Additionally, a brief description of the ideal humidity and temperature ranges for mushroom growth along with nutritional benefits was included in the pamphlet.



Awareness on "Women on Conservation Science and Nilgiri Tahr Conservation"

(13.02.2025)

An Awareness Program on "Women on Conservation Science and Nilgiri Tahr Conservation" was organized by **Women's Studies Centre & Department of Botany** on **12.02.2025**. The event started with a prayer.

Dr.A.Vijayalakshmi, Dean, Academics, Professor and Head, Department of Botany welcomed the gathering.

Dr. Shubashini K. Sripathi, Deputy Dean, School of PSCS, Professor, Department of Chemistry in her presidential address highlighted the role of women on conserving the forest and bio diversity of NilgiriTahr.



M.G.Ganesan, Agricultural officer Nilgiri Tahr project in his special lecture highlighted on Women in Science and Career in Wildlife Science. He motivated the participants to take up opportunity in forest service and to contribute their innovative ideas to the nation's upliftment.

Dr.M.Ashokkumar, Project Scientist, Nilgiri Tahr in his presentation discussed on the importance of Nilgiri Tahr in maintaining the bio diversity of Nilgiri Tahr region and water bodies.

Dr.V.PremalaPriyadharsini, Director, Women's Studies Centre, Professor and Head, Department of Food Service Management and Dietetics proposed the vote of thanks.

Totally **121 Final year PG students and Ph.D. Scholars from School of PSCS, School of Home Science, School of Bio Science and School of Arts and Social Science attended** and participated on the spot quiz was conducted by the agricultural officer and prizes were distributed.

Skill development on Digital Marketing

(24.02.2025)

The Department of Business Administration, in collaboration with the Women Studies Centre under the **T.S.Dhandapani Chettiar** Endowment Chair, organized a training program on **Digital Marketing**.



The event took place at Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, on 24th Feb 2025. The session aimed at providing insights into digital marketing strategies and opportunities for self-help group women. Thirty-five women from self-help groups attended the session, gaining valuable insights on how digital marketing can empower them to expand their businesses and improve their financial independence. Students pursuing MBA and Ph.D in Management also attended this session, further enriching their knowledge in the field of digital marketing.

Inauguration

The event commenced with a prayer followed by a formal welcome note. Following are the glimpses of the key speakers in the inauguration.

Dr. P. Shanthi, Professor & Dean, School of Commerce & Management presided over the program and addressed the audience on the importance of welfare platforms for new entrepreneurs. She emphasized how digital marketing serves as a crucial tool for business expansion and sustainability in today's competitive market.

Dr. S. Amsamani Professor & Dean, School of Home Science in her greetings highlighted on how new start ups could leverage digital platforms to enhance their market presence and develop their businesses effectively.

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Dr. V. Premala Priyadharsini, Director, Women's Studies Centre briefed about the conceptualization of the program and role played by the center in supporting SHGs.



Dr.K.Ramya, Head, Department of Business Administration introduced the Resource Person Mr. A. H. Mohamed Imran and acknowledged My Skills Academy, Coimbatore for their presence and support rendered to the department.



Mr. A.H. Mohamed Imran (Training Consultant, my skills Academy, Coimbatore) provided a comprehensive training session on digital marketing techniques, covering: **Traditional Marketing vs. Digital Marketing:** He began by explaining the differences between traditional marketing methods such as print media, television, and radio advertisements versus digital marketing strategies like social media, email marketing, and SEO. He highlighted how digital marketing offers a more cost-effective and measurable approach compared to traditional methods.



Significance of Digital Marketing: The session emphasized the growing importance of digital marketing in today's business landscape. Mr. Imran discussed how businesses can use digital marketing to reach a wider audience, build customer engagement, and achieve long-term success.

- **Search Engine Optimization (SEO):** The practice of optimizing websites to rank higher on search engine results pages. It involves on-page SEO (content optimization, Meta tags, and keywords) and off-page SEO (back links, social signals) to enhance visibility and traffic.
- **Keywords:** Explained the two types—short-tail and long-tail keywords. Short-tail keywords are broad and highly competitive, while long-tail keywords are more specific and have a higher conversion rate. Effective keyword research helps in targeting the right audience.
- **Search Engine Results Page (SERP):** The page displayed by search engines in response to a query. The session covered organic results, paid ads, featured snippets, and the importance of optimizing for better ranking and visibility.
- **AIDA Model in Digital Marketing:** Mr. Imran also discussed the AIDA (Attention, Interest, Desire, and Action) model, which represents the stages a customer goes through before making a purchase.

The Resource Person further demonstrated as to **how to open a Page in the Shopify App and Create an Account**. Attendees were guided through the process of signing up on Shopify by visiting the official website or downloading the app. They learnt how to set up their store by entering essential business details, selecting themes, and adding products. The importance of optimizing their online store with SEO-friendly descriptions and integrating payment gateways was also emphasized. The speaker concluded by emphasizing the need for digital presence and marketing to improve businesses.

Vaagai Soodu-An Awareness Programme for Students Empowerment
(03.03.2025)



The “Vaagai Soodu- An awareness programme for student’s empowerment was organized by Women’s Studies Center and PRO section of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and Dinamalar prominent news daily on 03.03.2025. The program was started with the prayer song.

Dr.V.Premala Priyadharsini, Director (i/c),

Women’s Studies Centre welcome address was delivered by in her speech.

Dr.H.Indu Registrar (i/c) given the presidential address.

Dr.S.Amsamani, Dean, School of Home Science introduced the chief guest.

Mr. Arun Inspector of Police, Cyber Crime Branch, and Coimbatore sensitized students in his speech, he highlighted safe use of mobile apps and techniques to protect privacy while using mobile app.

Ms. Kirthanya Krishmurthy Founder of Mind Fresh Training an inspiring young motivation coach. Spoke on her journey of life and highlighted the surprising secret behind motivation and gave on mediation to exercise.



Dr.Shubashini KSripathi, PRO i/c; Prof. of Chemistry proposed the vote of thanks.



A total of 2000 students actively participating and benefited from the program.

**PowerChallenge–30minutesAerobics
(05.03.2025)**

The “**POWERCHALLENGE–30 MINUTES AEROBICS**” session was organized by Women's Studies Center & department of Physical Education Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on **5th Mar 2025**.



The **POWERCHALLENGE–30MINUTES AEROBICS** session energized **1000 students** from the **School of Engineering Programme**, through intensive endurance and agility aerobics work out. The initiative was planned to promote **women's health, strength, and unity**, in alignment with the **Fit India Mission** and to build a healthier nation. This celebration reinforced the importance of **physical activity** for women's well-being and societal progress.

Yoga Empowerment (05.03.2025)

The Women's Day Week celebration began with ***RISE AND THRIVE – YOGA EMPOWERMENT***, a dedicated yoga session aimed at improving mental peace, flexibility, and strength by Women's Studies Center & department of Physical Education of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on **5th Mar 2025**.



The event was organized to **empower women's fitness, and well-being**, in alignment with the national theme "**For ALL Women and Girls: Rights, Equality, Empowerment**" and "**Stronger Her, Healthier Future**" under the Fit India Mission.

A total of 400 students actively participating and benefited from the program.

Lokamata Shri Ahilyabai Holkar Quiz Competition (05.03.2025)

Dr. S. Bharani, Head of the Tamil Department in her speech, highlighted Lokmata Shri Ahilya bai Holkar as one of the prominent person who led the government for religious harmony Later, Dr.S.Barani, Head of the Tamil Department, and **Dr. P. Deivanai**, Assistant Professor, Department of Commerce, jointly conducted a quiz program. Students from various departments participated.



In this, the students were divided into 9 groups of three students each. Three rounds were held. The students participated with great enthusiasm and the first and third prizes went to postgraduate students from the Department of Food Science Management and Dietetics while the second prize was bagged by the first-year undergraduate students from the Department of Tamil. Dr. A. Kalaivani, Assistant Professor, Tamil Department welcomed the gathering and Dr. K.S. Bhavani, Assistant Professor, Tamil Department, proposed the vote thanks. The ceremony concluded with a national Anthem.

Strength in Action–Women's Self-Defense

(06.03.2025)

The *Strength in Action – Women's Defense* was organized by Women's Studies Center & department of Physical Education of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on 6th Mar 2025 for Students from both the School of Education and Engineering to train them with essential self-defense skills in different batches.



This training session reinforced the importance of **Self-defense** for women's well-being and societal progress and empowered the students to face critical situation. 50 students from both the School of Self-Finance and Engineering.

Women's Day Celebration-2025

(07.03.2025)

The —**International Women's Day Celebration – 2025**” was organized by Women's Studies Center of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore on **07.03.2025**. The program started with the prayer song. **Dr.S.Amsamani**, Dean, School of Home Science Welcomed the gathering.

Dr. V. Bharathi Harishankar Vice Chancellor's gave the Presidential address. Madam in her presidential address highlighted on the achievement of Women in science and technology arts and cultural studies and community outreach.

Dr. A. Nirmala's, Dean, Coimbatore Medical College gave the special address, madam, stressed on the need for economic independence. She motivated the students to up skill their professional and personal competency to excel in life. A total of six awards was given to Women achiever under the following category. Academic, Person with Disability, Innovation, Entrepreneur, Advocacy, Community Service.



The awardees inspired the participants of the events within success story.

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S.No	Name of Details	Award Category
1	Dr R Suganthi Designation: Professor & Deputy Controller of Examinations Institute: Dr NGP Arts and Science College, Coimbatore,	Academia
2	Ms. Megha Chakraborty Designation: Student Institute: Maulana Azad College, Kolkata	Person With Disability
3	Mrs. Sudha Srinivasan Designation: Assistant Manager Institute: Indian Bank, Chennai	Person With Disability
4	Dr Senbagavalli M Designation: Associate Professor Institute: Alliance University, Bangalore	Innovation
5	Dr. Sriparna Chatterjee Designation : Director Institute: Reseapro Labs Pvt.Ltd	Entrepreneur
6	Dr. Issa Fathima Jasmine, MDS Designation : Consultant Ortho dentist Founder Institute: AyyamittuUnn	Advocacy
7	Dr. M.Deepika Designation: Deputy Commandant- Medical Officer in Border Security Force, Ministry of Home Affairs. Institution: Defence	Community Service

Dr.GBagyalakshmi Professor, Textiles &Clothing School Co-Ordinator Institution's Innovation Council proposed the vote of thanks.

More than 800 participants benefited from the program.

Felicitation of Student Innovators

(08.03.2025)

The event, titled "*Felicitation of Student Innovators*" aimed to celebrate the ingenuity and creativity of the students who have shown exemplary innovation in their respective fields. The event was organized under the auspices of the **Women's Studies Centre** and the **R&D Cell**. The program was started with the prayer song.

Dr. V. Premala Priyadharsini, Director (i/c), Women's Studies Centre in her welcome address highlighted the importance of innovation in the current educational landscape, especially focusing on how student-led innovations contribute to societal progress.

Dr. P. Lalitha, Director of the R&D Cell in her Presidential Address lauded the students for their innovative approaches and ideas, to solve social issues. She emphasized the importance of collaboration between different academic units and research departments to foster a robust platform for innovative thinking and problem-solving.

Mrs.Sathiya Bama Nachiyar, Founder, Sathiya NSquare Herbals P. Ltd and alumni of Avinashilingam Institute her journey of entrepreneurship. She also inspired the students by outlining her experiences in handling hurdles and challenges during the initial period of her entrepreneurial journey. During this segment, selected student innovators shared their experiences and insights into their innovative projects.

Dr.S.Meenakshi Coordinator of the Career Guidance Unit proposed the vote of thanks.

More than 500 participants benefited from the program.



Pinky Pink Performance (PPP)

09.03.2025

Women's Studies Centre jointly with conducted with the PINKY PINK PERFORMANCE (PPP)-s Three Kilometer Walkathon on 09.03.2025.To promote on Women's health and well-being through an engaging and empowering fitness walk.



Dr.S.Amsamani, Dean, School of Home Science flagged off and set the energy for the walk.



A total of 1000 students actively participated and benefited from the program.

Femininity Seminar and Mangala Sculptor Award

(10.03.2025)

In view of International Women celebration Department of Tamil, Avinashilingam Institute for Home Science and Higher Education for Women jointly with **Vanam India Foundation and Thirukkural Ulagam** Organized a seminar “**Penmaiyaipotruvom**” on 10.03.2025 at 10.30 a.m. **Dr. V. Bharathi Harisankar** Vice Chancellor Avinashilingam Institute for Home Science and Higher Education for Women presided, **Dr. SKY founder V. Sundararaj** and CBIAS Academy Director **Mr. Agapathi. Arangam Gopal** and **Mr. K. Ganesan**, founder of Thirukkural Ulagam Kalvisalai gave special lecture.



The faculty member school of Humanities was awarded with—Mangala Sirpiyar Award.