



M.A.M. SCHOOL OF ENGINEERING

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SIRUGANUR, TRICHY - 621 105

www.mamse.in

7.1.1 Measures initiated by the Institution for the promotion of gender equity during the last five years.

ANNUAL GENDER SENSITIZATION ACTION PLAN

SNO	DATE	ACTIVITY
1	08.03.2021	Lecture on "Women Entrepreneurship" in the theme of "Women are the real architecture of the Society" (Online)
2	27.09.2019	Awareness program on Women & Business
3	28.03.2019	Campaign on "World Day Of Fight Against Sexual Exploitation"
4	08.03.2018	Awareness Program on "Practical implications of gender equity in relation to Indian culture"
5	31.08.2017	Orientation program on "Gender Discrimination and Safety"
6	08.03.2017	Awareness program "Woman rights and Gender Sensitization"

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Women Empowerment cell and POSH cell of MAMSE organized an interactive session on “Women Entrepreneurship – 2021” in the theme of “Women are the real architecture of the Society” on 8th March 2021 through Google Meet.

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POLYTECHNIC COLLEGE
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Women are the real architects of society
Happy Women's Day

Women's Day Celebrations
2021

Chief Guest
Prof. N. Manimkalar
Chair, School of Social Sciences, Director and Head,
Dept. of Women's Studies, Bharathidasan University,
Tiruchirappalli.

8th MARCH
@12.30PM

Organised by
Women Empowerment Cell & POSH Cell.

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Women Empowerment Cell & POSH Cell
Organized
WOMEN ENTREPRENEURSHIP - 2021"
Date: 08.03.2021

Google Meet interface showing a grid of participants' video thumbnails.

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“Women & Business”

(27.09.2019)

Women Empowerment cell and POSH cell of MAMSE organized an interactive session on “**Women & Business**” on 27.09.2019 at Seminar hall, M. A. M. School of Engineering.

Ms. Chamundi Bose, Lawyer, High Court of Judicature Chennai, Madurai Bench & Trained Mediator of the Madras High Court, Madurai Bench was the Chief Guest. She discussed the Gender equality & women rights in the society, we live. She explained basic laws & order that everyone has to know. She talked about latest laws introduced by our Tamil Nadu Government such as Transport laws, usage of helmets, etc. She mentioned some famous women entrepreneurs & sports personalities. She quoted Kiran Bedi as a living example for a women leader. She discussed the dowry system and its consequences among the students with her personal cases she dealt with. She encouraged the students to read newspapers and insisted them to relate the news with their real life. She motivated the students by her personal client’s experiences. She explained the pros and cons of social media such as Whatsapp, Instagram, Facebook, etc. She advised the students to save agriculture, to change the society, to give equal respect and to live a disciplined life. As a whole, she inculcated importance of the meaningful life among the students. At last the students took the oath on “Not demanding Dowry”. Dr. P. Ranjith Kumar, Principal, MAMSE welcomed the gathering.


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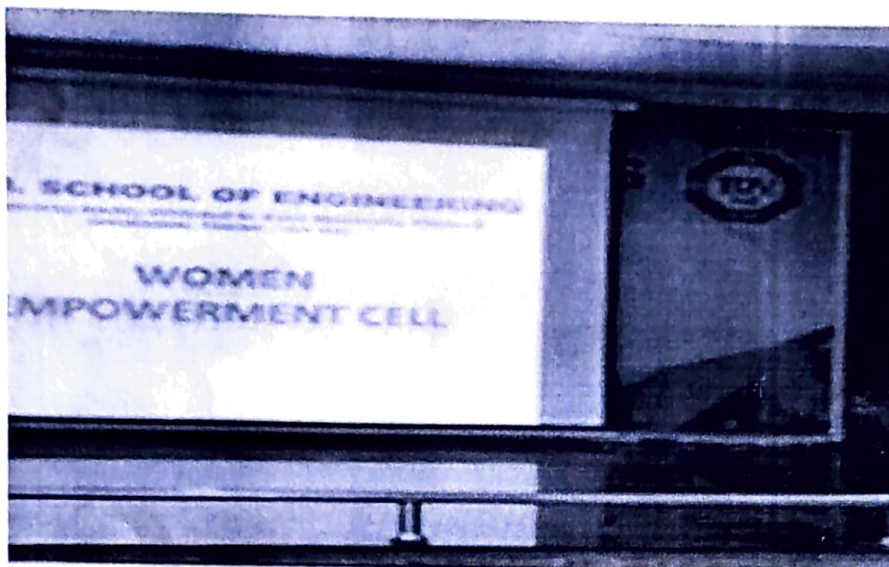
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WOMEN'S DAY CELEBRATIONS

WORLD DAY OF FIGHT AGAINST SEXUAL EXPLOITATION (28.03.2019)

We have celebrated Womens' Day and Campaign on World Day of Fight against Sexual Exploitation on 28.03.2019. Mrs.N.S.Nisha, IPS, Deputy Commissioner of Police, Law and Order, Trichy City was the Chief Guest. In her speech, she mainly insisted to download the Kavalan SOS app in every woman's android mobile & explained the use of that application in the case of emergency. She enlightened the women fraternity by giving the updated rules about harassment. She gave the awareness about the social media & how to use the applications in a safer way. She happily mentioned that all women have to be proud being women. By the quote of "All women are employed but few are salaried", she insisted the necessity of employment for every woman. She motivated the students to study well by making use of the facilities, importance of women independence. Dr.P.Lilly Florence, Professor & HOD/Chemistry welcomed the gathering. Mrs. D. Asha Fithika, AP/ Civil, MAMPC introduced the chief guest. Mrs.Khairunnisa Peer Mohammed honored the Chief Guest.

Mrs.P.Kavitha, HOD/ ECE delivered the vote of thanks. The programme was ended with National Anthem.


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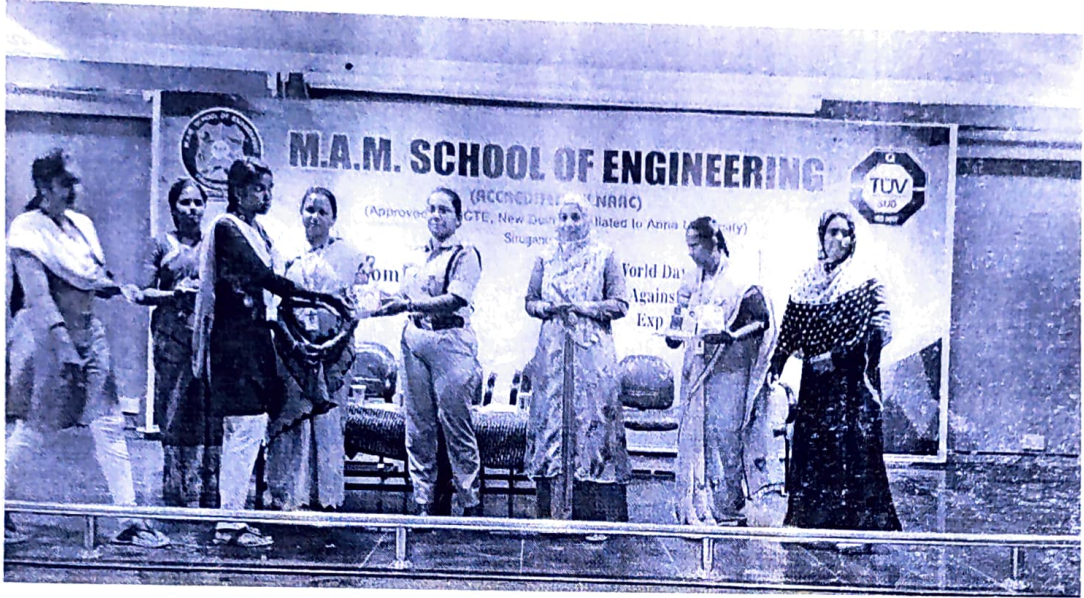
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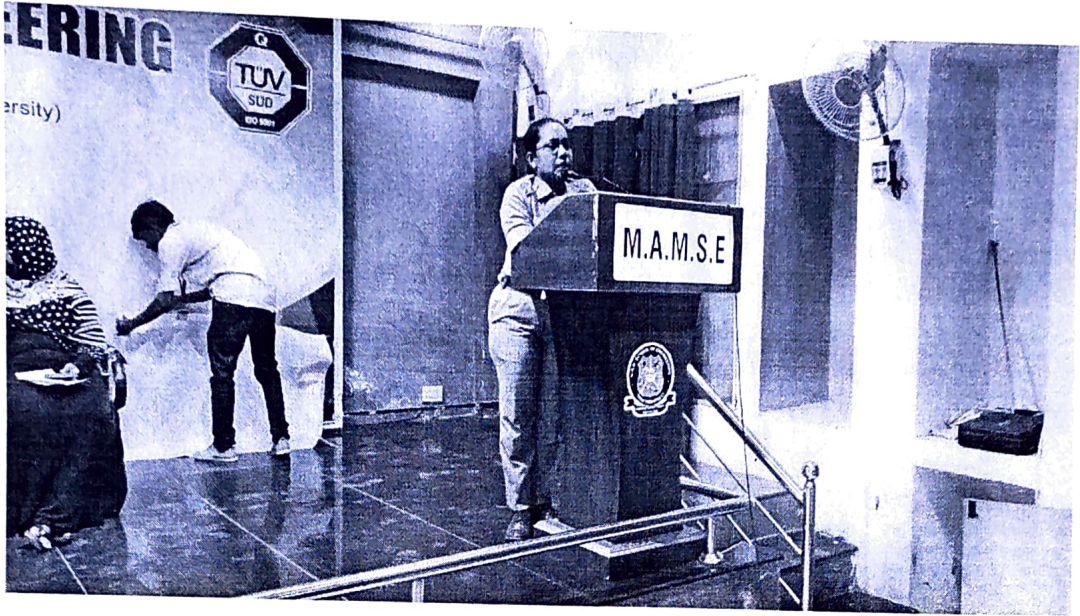
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WOMEN'S DAY CELEBRATIONS – 08.03.2018

Awareness Program on Practical implications of gender equity in relation to Indian culture

An Awareness Program on Practical implications of gender equity in relation to Indian culture was conducted on 8th March 2018. In her speech, the resource person pointed that discrimination against women and girls is a pervasive and long-running phenomenon that characterizes Indian society at every level. India's progress towards gender equality, measured by its position on rankings such as the Gender Development Index has been disappointing, despite fairly rapid rates of economic growth.



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Gender Discrimination and Safety

31.08.2017

About 150 (girls) students of MAMSE, 100 (girls) students of MAMPC and 20 faculty members of MAMSE & MAMPC were participated and benefitted out of this awareness programme. The session was started with (Prayer) Kirath. Ms. Daisy Precilla of IV year Mechatronics student welcomed the gathering. The presidential Address was given by Mrs. Khairun Nisha, CEO, MAMPC. Ms. Sruti Menon of IV year Mechatronics student introduced the resource person, Dr. Rahini, Asst. Professor, Heber Institute of Management Studies, Bishop Heber College, Trichy.

The resource person, Dr. Rahini is a versatile personality. She has language fluency in English, Hindi, Urdu, Tamil, Malayalam, French, Telugu, Kanada and Sanskrit. She had presented more than 15 papers at NATIONAL & International level. She had attended 7 workshops and received awards such as Best N.S.S. Student Award, Best Staff Adviser Award from Trichy District, EXNORA & Best Organizer Award from Bharadhidasan University. Then, the resource person of the day was honored by a Memento by Madam Khairun Nisha, CEO, MAMPC.

The resource person started energetic note in understanding "Gender Discrimination & Safety", and gave her life experiences. In the beginning, she discussed how the mobile phones are used by the youngsters and what the problems raised by wrong usage of mobiles are. She also explained the problems faced by girls now-a day in society and how to come out of that through real time examples.

Dr. P. Lilly Florence, Co-ordinator, POSH cell, Professor & Head, Department of Chemistry and Mrs. Dharani Devi, Co-ordinator of Women Empowerment cell, Associate professor, Department of EEE organized the programme well. The session ended with Vote of Thanks which was proposed by Ms. Indhumathy, IV year ECE student, followed by National Anthem.

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Gender Discrimination and Safety (31.08.17)



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WOMEN'S DAY CELEBRATION - 08.03.2017



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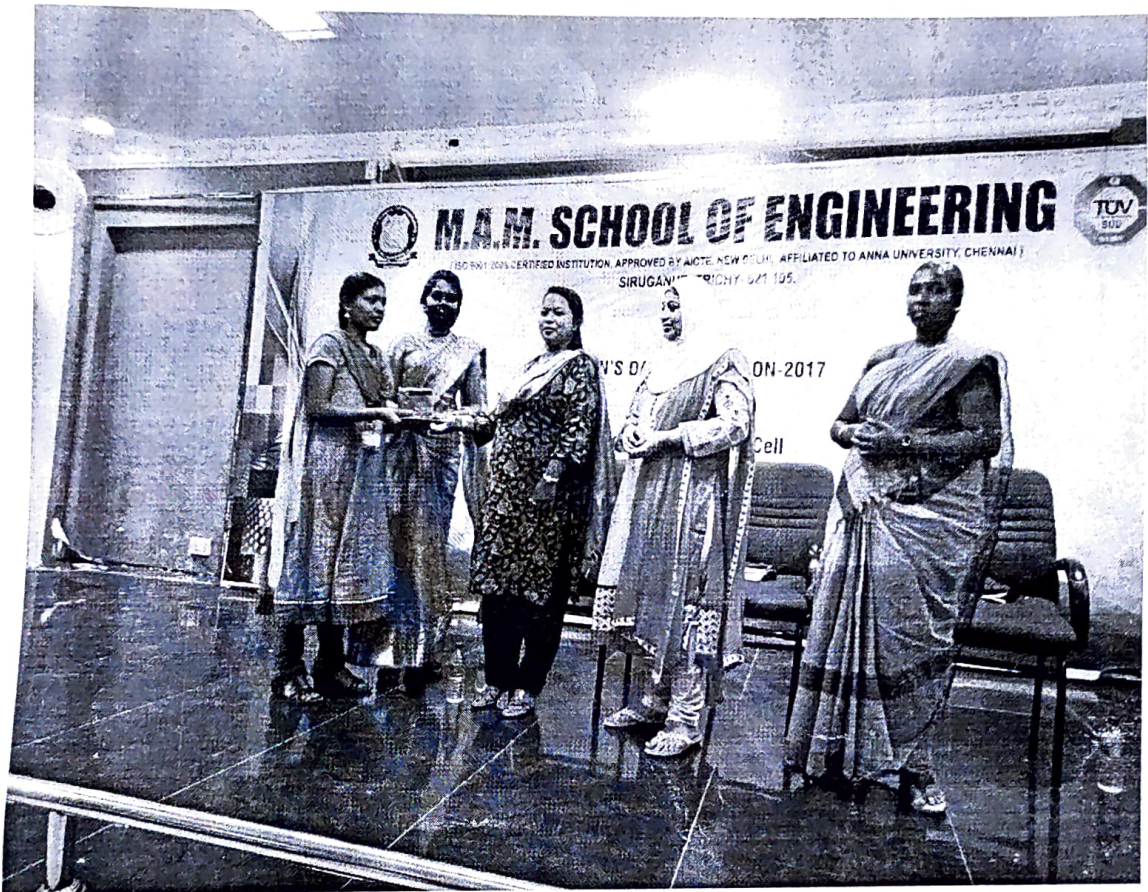
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WOMEN'S DAY CELEBARTION – 08.03.2017




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