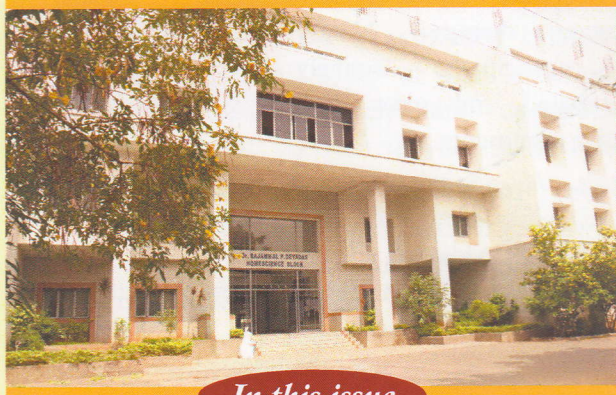




# Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD)  
Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12 B  
**Coimbatore - 641 043, Tamil Nadu, India**



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## Women's Studies Centre Newsletter

Volume - 19 □ April 2020 - March 2021

### *From Director's Desk*



"The noble state of womanhood is the noblest form of the superset architecture called human hood."

The Theme of International Women's Day, 2021 is "Choose to Challenge". A challenged world is an alert world and from challenge comes change. So let us all choose to challenge.

Womenhood symbolizes the higher state of humanhood and is the guardian of her nation's cultural, spiritual, civilization, economic and social assets. Living skills of household are built by the women incharge. Women have the ability of life-building, man-making, character-building, assimilating fine ideas and making them one's life and character. She seasons the members of the family and others in association to burn them into socially responsible citizens. Women have the higher capacity of wisdom, love and resourcefulness to make the people gentle, warm and responsible by mind, heart and hand.



Progress can be the reality only on the realization of potential and timeless responsibilities of women. However, no one can deny the fact that women are found relegated to the background, declining their privilege of having just space both in domestic and social life. All must realize that only the contribution of the potentials inherent in women can help the society of wheels. In the light of occurrences of gender violence, the women are found dehumanized and lethally devalued. Women must be committed to fight with renewed vigor to overthrow all the practices that lead to the oppression and victimization of women.

Modern women share the responsibilities of ruling and running the country as much as the men. We have women ministers, general managers, vice presidents, administrators, women teachers, auto drivers, pilots and truck drivers. No longer are women considered the 'weaker sex'. They are on equal footing with men. They are emancipated.

### Teaching

The centre has been offering M.Phil and PhD in Women's Studies since 2009. As of now two M.Phil and six Ph.D. students have been registered.

The following are the topic:

1. Effectiveness of exercise in managing Dysmenorrhea among adolescent girls
2. Management of premenstrual syndrome by Self restructuring
3. Menopausal challenges
4. Approaches for prevention, screening and early detection
5. Issues and problems of Women in India
6. Women and Health

Co-curricular courses are offered in Women's Studies for (i) B. Ed students and U.G. students. Two credits are offered for this co-curricular programme, 178 students have completed.

### Training / Workshop

Women's Studies Centre conducted webinars from 15.7.2020 to 17.7.2020 related to Gender Equality and Women's Rights in view of ongoing COVID - 19 circumstances.

On 15<sup>th</sup> July, 2020, **Dr. S. Gayathiri Devi**, Associate Professor and Head i/c, Department of Psychology, highlighted the Stress Management Techniques. During the present circumstances, the people normally undergo stress in the family situation. She explained causes, symptoms, stress related disorder. Through simple exercises, we can reduce stress and improve our health. She also explained the positive behavior therapy. Ninety five participants actively participated and gave their positive comments.



On 16<sup>th</sup> July, 2020 **Dr. Visalakshi Rajeswari**, Professor, Department of Resource Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore spoke on "Negate Negativity - Adopt 3C's Approach to unleash the power within". She explained how to change our frame of mind during this situation (COVID-19). Her talk would help the participants to equip themselves for the struggle for life and bring out strength of character and a spirit of philanthropy and new thrust, sixty five participants participated and gave a feed back.



On 17<sup>th</sup> July, 2020 MJF Lion, Advocate **Mr. M. Madhivanan** M.A.,B.L. highlighted the importance of Laws related to Women and Child Welfare. He highlighted the importance of Laws related to Women and Children and how the women should protect themselves and their children from violence. His talk on "Women and Child welfare Laws is an eye opener to women and children. Forty participants participated and gained knowledge on Legal Justice. We also observed "World Justice Day" on 17.7.2020.

### Webinar on challenges posed by COVID-19 in the Family Life Style

On 7<sup>th</sup> October, 2020 **Dr. K.C. Leelavathy**, Rtd. Professor, Former Director, Women's Studies





Centre, spoke on challenges posed by COVID-19 in the Family Life Style. She highlighted carnivorous disease is profoundly affecting lives around the globe. Isolation, contact restrictions and economic

shut down impose a complete change to the psycho social situation affects children, adolescents and their families in an exceptional way. Parents are asked to support their children with home schooling, while at the sametime working from home. There are numerous mental health threats associated with the current pandemic and subsequent restrictions. At the family level pandemic has led to a re-organization of everyday life. All family members have to cope with the stress of quarantine and social distancing. This can result in enormous stress and psychological distress for all family members. The pandemic has major economic implications and puts financial pressure on many families. In economic recessions there is a significant increase in domestic violence. Income loss and economic hardship can lead to feelings of economic stress and consequent marital conflict. Fifty Seven participants actively participated and gave their positive comments.

### Webinar on Role of SHG women in controlling COVID-19



On 8<sup>th</sup> October, 2020 at 2.30 p.m. **Ms. R. Rani**, Co-ordinator, NSS-ETI spoke on "Role of SHG women in controlling COVID-19. She highlighted the symptoms and measures taken against the Corona Viruses. She insisted that the most important

strategy for the population to undertake is to frequently wash their hands and use portable hand sanitizer and avoid contact with their face and mouth after interacting with the possibly contaminated environment. To reduce the risk of transmission in the community, individuals should be advised to wash hand diligently, practice

respiratory hygiene and avoid crowds and close contact with individuals. A nutritious diet and an operationally functioning immune system can never go wrong. Boosting immunity is of the utmost importance these days. Colourful fruits and vegetables, foods such as carrots, spinach, sweet potatoes, vitamin C - rich foods, omega-3, fatty acid, probiotics and fermented foods are loaded with good bacteria which help in maintaining a healthy body. All these will not just help in boosting immunity, but also help in maintaining good bone health, healthy joints and glowing skin. Sixty Seven participants participated and gave a feed back.

### Webinar on Healthy Heart and Healthy Women

On 9<sup>th</sup> October, 2020 **Mrs. Fuela Esther Thangam**, Professor, Apollo College of Nursing, Chittoor, Andhra Pradesh in lieu of World Heart day on 29.10.2020, spoke on Healthy Heart and Healthy Women. She highlighted the risk factors, diabetes, mental stress and depressions, inactivity, menopause, pregnancy complications and also explained the life-saving strategies for preventing and healing heart disease. She insisted the steps that we have to follow, know about your risk, know what a heart attack, quit smoking, start your healthy heart checkups at the age of 20, while away your middle, say no to fat foods, consume fruits and vegetables, get more exercise, shake your salt habit, eat fish twice a week, control stress, risk of diabetes, get enough sleep, know the sign of a heart attack. Fifty four participants actively participated and gave their positive comments.

### Webinar on Role of Women Youth in Digital ERA

**Dr. S. Uma Mageshwari**, Dean, Student Affairs, Professor and Head, Department of Food Service Management and Dietetics, initiated the program entitled 'Role of Women Youth



in Digital Era'. All the faculty members and about 180 students participated in the webinar. The Internet and other digital technologies are drastically changing the world we live in.



Information and data are being produced, shared, used and consumed at a continuously accelerating speed, and people and services are more and more inter-connected. Digital technologies are being applied throughout the food system, influencing the ways people interact with it and potentially redefining their food environments. She talked about both the boons and banes of the digitalization including easy access, addiction and particularly crimes against women. Information and Communication Technology is benefiting billions across the world by bridging certain gaps and multiplying human potential in every walk of life. However, digital space has opened doors to cyber criminals and mostly women are their target. Millions of women and girls around the world are subjected to deliberate violence because of their gender. Violence Against Women (VAW) knows no boundaries, cutting across borders, race, culture and income groups, profoundly harming victims, people around them, and society as a whole.

### Webinar - Studentpreneurs - Focus For The Future



Webinar was conducted on the topic 'Studentpreneurs – Focus for the Future' on 27.1.2021. A total of 153 students participated in the webinar. The lecture was delivered by **Dr. P.L. Sridevi Sivakami**,

Associate Professor, gave an insight into who studentpreneurs are, and about their significance in today's world. She gave a brief introduction about the role of studentpreneurs, and on what the youth require to become a successful studentpreneur. She then enlightened the students on the steps to be followed to transform themselves into studentpreneurs, which include, skills, a general idea about how the students intend to satisfy their needs, research, business plan, seeking a mentor, registering the business. She also gave an insight into the qualities and characteristics that are required to be possessed by a studentpreneur – ability to think, act and receive confidence, passion and drive, creativity, professionalism, risk taking, planning, knowledge, social skills, empathy,

vision and versatility. she then briefed on some famous and successful studentpreneurs and their achievements, such as, Ritesh Agarwal, Farrhad Acidwalla, King Sidharth – who have broken all boundaries through their work and success, and serve as a great inspiration to today's generation. She encouraged, the students and gave them a head start on how they can also become successful studentpreneurs.

### Webinar on Contemporary Women Academicians Challenges and Pathway

**Dr. V. Premala Priyadharshini**, Professor, conducted the webinar on 'Contemporary Women Academicians Challenges and Pathway' on 29.1.2021. A total of 135 students participated in the webinar. Dr. Premala stressed the challenges that are commonly faced by women as students and as academicians. As students face the challenges of – responsibility, integrity, reliability, knowledge, skill and accountability. She enlightened the students on how these challenges can be overcome, and how the progression towards change. These challenges can most bravely be faced by the students when they start believing in themselves, and when they start standing up for their dreams and goals, without running away from them. Each student has the capability to question the society, and prove to the people around them that can be accountable, responsible, knowledgeable, and reliable. She also talked on challenges faced by academicians, which include – qualifying exams, research, publications, plagiarism, online teaching, up-gradation of knowledge, communication, etc. She gave the students a reality-check which made them realize that nothing can be achieved without the desire to actually accomplish what they strive to be. She gave the students a push to work towards their purpose and encouraged them to truly identify their actual purposes in life, and also spoke on the significance of living to achieve what they want and not what their family or the society that they live in.





### Webinar on success stories of Indian women Foodpreneurs - An Inspiration

**Dr. S. Thilagamani**, Assistant Professor (SG), spoke on 'Success Stories of Indian Women Foodpreneurs – An Inspiration' on 1.2.2021. A total of 115 students showed their active participation in the webinar. She explained the term 'foodpreneurs' and the various roles performed by foodpreneurs, and the prevalence of foodpreneurs in today's world. A foodpreneur is a person who operates a food business; home bakers, home food processors, incubators and commissary kitchens, come under the category of foodpreneurs.



**Mrs. Sashikala Gopi**, Foodpreneur - Chocolates and Nutri Products, talked to the students on her role as a diet counselor, her role in preparing foods for children and adults, in rectifying the deficiencies of patients through diet, and finally, her role and experience as a home baker. She encouraged and motivated the students to pursue their dreams, and also enlightened them on what they initially require to establish their careers as foodpreneurs. She also talked about the challenges faced by foodpreneurs, and the support required to establish their business.

### Webinar on Women Empowerment for a Progressive Society

**Dr. R. Radha**, Assistant Professor (SS), conducted the webinar on 'Women Empowerment for a Progressive Society' on 2.2.2021. A total of 175 students showed their enthusiastic participation in the webinar.

**Dr. Radha** gave an insight into the constant challenges that are being faced by women in their day to day lives. She enlightened the students the definition and meaning of empowerment and women empowerment. She also mentioned that the greatest need of the hour is to change the social attitude towards women and to change the way in which the society has been perceiving women. The first step towards



breaking the norms and allowing women to cross the boundaries, is to recognize their potential and capabilities. When the society talks about women, it turns a blind eye towards the important roles that a woman plays – managerial, time management, multi-tasking, innovation, displaying physical strength and untapped energy. These roles speak a lot about the unshakable strength that every woman possesses, and thus, it can be implied that such women cannot be confined within barriers and boundaries. However, the sad state of today's world forces women to face a series of mishaps – sexual harassment, domestic violence, discrimination at the work place, child marriage, infanticide, and so on. How these challenges can be overcome – empowering the ecosystem, gender equality, equal treatment at work and equal pay scale, promoting training and educational opportunities, making education free and compulsory, spreading awareness, seeking community initiatives such as self-help groups and non-governmental organisations that stand up for the rights of women and provide them educational and employment opportunities.

### Webinar on Gender Sensitization - Societal Challenges in India

**Dr. S. Karthiga**, Assistant Professor, delivered an insightful webinar on 'Gender Sensitization - Societal Challenges in India' on 3.2.2021. A total of 165 students attended the webinar through the platform of google meet.

**Dr. Karthiga** initiated her lecture by stating that – 'stereotypes' cannot apply to the human race, since each individual



has their own unique traits and personality, thus, 'men' and 'women' cannot be discriminated or differentiated on the basis of their duties or abilities. The society has a preconceived notion that confines to certain boundaries, within which they are supposed to direct their behaviour. The society shows stereotypes towards – personality, domestic behaviour, physical appearance, and nature of work. Over the years, women and men have been witnessed performing a certain set of 'traditional roles', which are now being eliminated,



and women have started performing 'progressive roles', such as, excelling in academics, establishing a higher position for themselves in their career, women working in the army and other such fields, which were earlier thought to be meant only for men. Gender sensitization is to create awareness on gender equality for a healthy and progressive society, the prime objectives being – eliminating discrimination, providing equal rights, prevent cruelty, and providing a safe working environment.

### Webinar on Role of Women Leaders in Empowering Young Women

**Dr. N. Rekha**, Assistant Professor, spoke on 'Role of Women Leaders in Empowering Young Women' on 4.2.2021. A total of 120 students showed their enthusiastic participation in



the webinar. **Dr. N. Rekha** started the webinar with brief introduction on Leadership Qualities and Characteristics and Leadership styles, she also gave an insight into how women were perceived in the history. She enlightened the students on the different

types of barriers especially the Glass Ceiling Effect between the Men domination over Women in an organization. She also mentioned that the as a women we should have more courage and initiative to take up any responsibility given as this forms the stepping stone to built or kindle up the hidden qualities as a leader in each individual and she also elaborated on how by taking up small responsibility forms a basis for learning, to recognize one's own potential and the capacity to lead a group as a leader. She then provoked the keen interest of the students by telling about the inspirational stories of great women leaders in the management like Soumya Swaminathan Yadav, Chief Scientist in World Health Organization, on how she worked for combating the corona virus outbreak, she also mentioned about the achievement stories of Indra Nooyi, as CEO of PepsiCo, Karyna Bajaj, who is known as Queen of Hospitality industries, Kiran Mazumdar Shaw, Chairperson and managing director of Biocon Ltd. Finally, she also talked about the 5 C's Model of Leadership, Competence, Courage and Confidence, Communication, Consistency, and Compass.

### Webinar on Folic Acid and Neural Tube defects in Reproductive Health

A webinar on Folic Acid and Neural Tube defects in Reproductive Health conducted by **Dr. R. Balasasirekha**, Assistant Professor. A total of 58 students were benefitted.

The resource person highlighted that folic acid is a B vitamin that helps to make healthy new cells. Everyone needs folic acid but it is especially important in a woman's life. Folic acid supplements should be taken at the right time in order to prevent the adverse effects of folic acid deficiency. It is also required for the development of the brain and growth of the foetus. Students came to know about the folate deficiency that leads to life threatening neural tube defects namely spinal bifida and anencephaly (underdeveloped brain and an incomplete skull). A normal adult requirement of folate is 200 microgram /day. who are planning for pregnancy should ensure the start of the intake of folate supplement prior to the pregnancy itself. 400 micrograms of folic acid /day is recommended during pregnancy inorder to prevent the adverse effects of folate deficiency. Finally the session ended by emphasizing the sources of folic acid.



The webinar was an eye opener for the students who are the future mothers.

### Webinar on Developing Managerial Skills

Webinar on Developing Managerial Skills delivered by **Dr. M.R. Thilagam**, Head, Department of Resource Management on 3.1.2021. Family living is becoming complex in this modern world and ever changing scenario. Due to lack of time by the mother's of present day, the homemaking skills are not taught but rather learn through computers. Hence to give a brief knowledge on Developing Managerial Skills to the students was considered essential. The following aspects were dealt in the webinar.





- Philosophy of management
- Need for management
- Some facts about management in family living
- Ethics in management of family living
- Qualities of a good homemaker
- Role of home management process in developing
- Managerial skills
- Values, Goals and Standards in developing managerial skills
- Decision making and its importance
- Resource use in efficient management

The webinar was ended with a short conclusion followed with a question answer session.

### Webinar on “How to Become a Green Consumer?”

Webinar was conducted by **Dr. B. Loganayagi**, Assistant Professor, for the students of II B.Sc Interior Design and Resource Management (52 Number) on 30.12.2020.



The webinar is focused on the meaning and need for Green Consumerism, which is in terms of food and shelter. It includes methods of organic manure preparation to be utilized for cultivation of vegetable, greens and fruits in the home gardens. Other aspect is on green building materials and its advantages in the residential and commercial construction. Students followed green practices for environmental conservation and its protection.

### Webinar on “Application of Software in Designing the Interiors”

A webinar on “Application of Software in Designing the Interiors” was conducted by **Dr. Shakthi Devi**, Assistant Professor, on 28.1.2021. She explained that the different types of software used were the name application software, programming, designing,

editing and management software. It was mainly about the software used for interior design as it is a major requirement for the job opportunities in interior design. Hence the usage of different software for 2D and 3D, editing and management in Interior design, civil engineering and architecture field was explained clearly. They also got good idea about the difference between each software, their importance, tools used and the area of usage through this session. This session was an eye opener for them to learn and use such software and become good designers. Forty four benefitted.



### Webinar on Adoption of Renewable Energy Devices

The webinar on Adoption of Renewable energy devices by **Dr. D. Sumathi**, on 31.12.2020. As renewable energy is available from nature and using such resources has environmental and economic benefits. Since Fossil fuels are finite - it should be consumed for long enough and global resources will eventually run out. Apart from over-reliance on fossil fuels, most people can also attribute their reluctance to adopt renewable energy technologies. Renewable energy provides reliable power supplies and fuel diversification, which enhance energy security, lower risk of fuel spills, and reduce the need for imported fuels. Renewable energy also helps conserve the nation's natural resources. Renewable energy will continue to rise in the upcoming decade, edging out fossil fuels and reducing greenhouse gas emissions. The increasing deployment is crucial for efforts to tackle greenhouse gas emissions, reduce air pollution, and expand energy access. Fifty two students benefitted.



### Webinar on Gender stereotype in work place

**Dr. Sarasvathy, V.**, Assistant Professor conducted the webinar on “Gender Stereotype in



Work Place”, on 30.12.2020. We had a wonderful interactive discussion about gender stereotype how it’s related to, in our daily life. She quoted few studies as example to narrate that stereotypes starts from the early childhood. Gender norms and stereotypes are so ingrained in our society. In addition, we discussed workplace consequences of both descriptive gender stereotypes (designating what women and men are like) and prescriptive gender stereotypes (designating what women and men should be like), and their implications for women’s career progress. Negative impacts of gender stereotypes shape self-perception, attitudes to relationships and influence participation in the world of work and how they can affect a young person’s classroom experience, academic performance, subject choice and well-being also was explained. Androgyny was explained (the blending of feminine and masculine attributes in the same individual). Parents and other socializing agents can teach their children to be androgynous, just as they can teach them to be gender-biased. Gender equality provides benefits to both men’s and women’s welfare and health. Initiatives and interventions have been implemented in several countries to encourage boys/men and girls/women to consider non-traditional occupational choices. These initiatives and interventions are often based on the rationale that observing or interacting with men and women in non-traditional domains, provide a so-called gender-counter stereotypical role model, that will also promote non-traditional behavior and be antithetical to gender stereotypes. Fifty five students participated and benefitted.

### Webinar on Immune Boosting Dietary Practices to Enhance Immunity

**Dr. S. Thilakavathy**, Assistant professor, (ss) spoke on Immune boosting dietary practices to enhance immunity. Seventy students from II UG and II PG were participated in the webinar. The speaker **Dr. S. Thilakavathy** highlighted the need to have an awareness on



immunity enhancing foods which should be consumed during and after pandemic. She discussed about the fruits and vegetables to be consumed during and after pandemic. And also she explained about health benefits, functional

properties and nutritional importance of all foods. She focused mainly on locally available low cost and seasonal foods which will impart additional health benefits along with enhancing immunity power.

### Webinar on Gender and Health in India

**Dr. A. Thirumani Devi**, Professor, conducted a webinar on Gender and Health in India on 5.1.2021. She explained that the most important social determinants of health, which include social, economic and political factors, that play a major role in the health outcomes of women in India and access to health care in India. Currently women in India face a multitude of health problems, which ultimately affect the aggregate economy’s output. Addressing the gender, class or ethnic disparities that exist in health care and improving the health outcomes can contribute to economic gain through the creation of quality human capital and increased levels of savings and investment.



### 10 ways to promote gender equality in daily life are:

1. Share household chores and child care equally.
2. Watch for signs and domestic violence.
3. Reject Chauvinist and racist attitudes.
4. Help women to gain power and for empowerment.
5. Listen and reflect
6. Hire Diversity
7. Demand the same salary for equal work.
8. Sexual harassment and racism; Zero tolerance.
9. Provide antibias training
10. Support mothers and parents.

Ninety Five students participated and benefitted

### Webinar on Job Opportunities For Women In Textile Industry

**Dr. S. Amsamani**, Professor, Department of Textile and clothing conducted the webinar on





5.1.2021. Textile Sector is one of world's largest sectors. It provides a variety of job opportunities irrespective of sex and education. Especially women with minimal educational qualifications are also able to get some good jobs under this sector.

**The most common jobs in sector are:** Sales executive, Medication technician, Production Associate, Warehouse associate, Customer service rep, Packaging technician, Textiles quality engineer, Administrative assistant, Textile technician, Product designer, Freelance textile designer, Art Licensing for textiles, Clothing/textile technologist and Fashion designer. Sixty five students benefitted.

### Webinar on Income Generation of Women Through Apparel Designing

**Dr. R. Prabha** Assistant Professor, was conducted the webinar on 5.1.2021. She explained that the low income women are being trained to elaborate clothing. Most of them work in workshops and sell their product at a very low price to middlemen. Rural women play a crucial role for the well being of their families. Without any glare of publicity, they contribute their best to the welfare and progress of the society. Entrepreneurship-development and income-generating activities are feasible solution for empowering the women. Most of the rural women indulge in stitching activities but due to lack of knowledge, in the technical know-how and latest designing techniques, they are unable to earn the remunerative income. Therefore, keeping in view these factors, who had knowledge of garment construction, were selected to impart trainings on various fabric enrichment techniques viz. neck and collar designing; fabric painting; embroidery; tie and dye techniques; cushion and bag-making etc. Arrange one sewing machine along with accessories was given to all these women so that they can start their small entrepreneur for their economic upliftment. The aim is to empower these women through design and business practices to set up their home based atelier, as a unique and viable opportunity for them to get the needed training workshop at home and be economically independent. Seventy five students participated and benefitted.

### Webinar on Women Inputs in Developing Sustainable Fashion

**Dr. G. Bagyalakshmi**, Associate Professor and Head, conducted the webinar on 6.1.2021. She explained that the Women especially in India use every small bit of fabrics to its best. Sustainable fashion the bussing word thought the world can be described as clothing, shoes and accessories that are manufactured, marketed and used in the most sustainable manner possible, taking into account both environmental and socio-economic aspects. The concept of using old clothes is not a new area of work for Indian women. For our grand Mothers the old bed spread becomes a mat at the door step, the old blouse is her kitchen cloth, her old saris are combined to be matle soft beddings. This is the simplest technique when used to create fashionable garments and accessories are termed as "Sustainable Fashion "across the globe. The main idea behind is to save the environment and create an impact on economical development. In the modern world of fashion use of old jeans to make hand bags, kids dresses, and accessories is on the rise. Apart women involve in each and every activities happening in fashion industries. Directly or indirectly women supports and promotes sustainable fashion. Most of the sustainable fashion brands are successfully branded by women. Seventy five students benefitted.



### Webinar on Health Problems of Female Workers in Textile Sectors

**Dr. K. Kalaiarasi**, Assistant Professor, conducted the webinar on 6.1.2021. The Textile Industry of Tamil Nadu contributes significantly to national and state economy. It is the second largest sector for employment. The common jobs handled by them are sewing, ironing, packing and lifting heavy loads which are monotonous, continuous and prolonged. Working for longer period of time without rest, high levels of dust and noise, inadequate light, absence of personal





protective equipment and inadequate provision of ergonomic facilities at workplace leads to major health-related issues among the workers. The major health problems among the workers were musculoskeletal disorder, cardiovascular, respiratory, gastrointestinal, gynecological, ophthalmological, nutritional problems and mental illness. These conditions are hazardous to the respiratory system (resulting in cough and chest tightness), the hearing system (pains as well as impaired and hearing loss), eye systems (irritation, reduced visual capacity) and skin allergy. Such illnesses are intensified in the long-run. The women in textile industries work on an average between 10 and 12 hours in sustained postures. This leads to pain or weakness of limb (40.2%) followed by back pain (34.2%). Less than 18% reported joint pain or neck stiffness. Overall 18% workers reported their general health condition to be fair or poor. Back pain was found to be significantly associated with sitting jobs (tailoring, embroidery, quality controller, etc.) compared to standing. Reforms have to be brought about in the textile industries to improve health status of women. Health education sessions have to be conducted to prevent work-related illness which can have positive economic benefits by increasing their productivity. Sixty Five students benefitted.

### Webinar on Role of Women of Knitwear Industry

**Dr. U. Ratna**, Assistant Professor, conducted the webinar on 5.1.2021. The Textile Industry occupies a unique position in the Indian Economy. The types of role women play and hurdles face in the textile industries have been discussed. In garment



and knitwear industry women accounts for 80% of the labour force. Nowadays government have introduced schemes to help women workers against exploitation and health risk in work place. Sixty students benefitted.

### Webinar on Women Entrepreneur is a Doer, Not a Dreamer

**Dr. R. Sunitha**, Assistant Professor (S.S), conducted the webinar on 6.1.2021. She explained

that the entrepreneurship is a major strategy for economic development of a country. An entrepreneur is an important constituent of the development process and an integral part of the socio-economic transformation process. A woman as entrepreneur has to perform multiple roles both at home and at workplace. Though women are multi talented with many skills, they may lack in some specific skills required for an entrepreneur. These may be brought in her through training programmes. In today's world, women entrepreneurs are playing a very vital role and they have become an important part of the global business environment and it is very important for the sustained economic development and social progress. There are several programmes and policies initiated by the Government for training and teaching the for the successful initiation and progress of the business. Linkage of Skill India and Mudra Yojana has been achieved which comprises about 78% of the beneficiaries and this linkage will further give boost to aspiring women entrepreneurs. Development of women leads to the improvement of the nation and hence expansion of education, financial assistance, training for entrepreneurship, infrastructural development, marketing facilities, family and society support are very much essential for the women entrepreneur. Seventy Five students benefitted.

### Webinar on Women in Textile Industry in India

**Mrs. K. Sangamithrai**, Assistant Professor, conducted the webinar on 6.1.2021. She explained that Women throughout the world play critical role in economic growth and development and their contribution have an impact not only on households and communities but also in national economy. Women's employment is a major factor in this. Textile industry is the only industry to have employed women workers since long time. Women work in textile mills as spinners, weaver, dyeing, printing and in Garment sector. Around sixty percent of garment workers are women. They work both in organized and unorganized sectors in textile industry. But the saddest part is majority work as informal workers. Women are concentrated in lower forms of technology which could be small scale powerlooms or handlooms, garment production, which permit labour-intensive production processes.



Women workers in the informal sector are exposed to rigorous work, long working hours, specific production norms etc. Most women do not enjoy the benefits of an organized workforce, like security of employment, bonus, sickness benefits etc.

Today though many women are still in workforce, there is slow change that women are taking up entrepreneurship. Awareness on the rights and condition of working women have increased. More women are educated and prefer working as job workers or setting work from home. Online market has encouraged women in business. Apart from this NGOs play a role in uplifting the traditional textiles. Formal training in various textile fields are organized. This paved way for women to join in organization that create market around the globe. Womens' contribution in textile sector is being recognized. This may help them achieve their status and empower them truly. Sixty students benefitted.

### **Webinar on Textile Dyeing and Printing Opportunities for Women Start Ups**

**Dr. S. Aishwariya**, Assistant Professor, conducted the webinar on 6.1.2021. She explained that grey cloth from factories lack attraction or any aesthetic appeal. Dyeing and printing of fabrics helps in value addition which in turn result in fixing the price range for the material. In today's scenario everyone wants to be individually identified and clothing plays a major role in creating an image for a person. Dyeing of textiles has been known to mankind from the ancient times when berries and other colour producing materials from nature rubbed/painted over the textile created interesting patterns. The use of materials on textiles helped in symbolizing the social status, for attraction towards opposite sex and also for protection against evil eyes. It is ironical that empowerment of women begins from making them educated and self sufficient financially. Considering the entrepreneurship potentials women have lot of scope in the field of dyeing and printing. For instance, the recycling of flowers collected from the near flower market or temples, is proceed to extract dye or herbal/ fragrance finish on a textile material. There are quite many loan and support schemes that help in promoting the business start ups done exclusively by women. The plain fabric or an old silk sari can be upscaled by infusing a print on the surface. Today various kinds of prints are possible:

foil, glitter, colour changing, embossed, digital, block, screen, rotary and many more. The platform definitely provides huge opportunities for women to explore more and become successful. Sixty five students benefitted.

### **Webinar on Sexual Harassment**

Webinar on sexual harassment was organized by the Women Studies conducted by the Department of Psychology, Avinashilingam Institute for Home Science and Higher Education for Women on 23.3.2021, 2.00 to 3.00 p.m. **Dr. S. Gayathridevi**, Associate Professor, Head of Department of Psychology welcomed the gathering and also introduced the speaker, **Mrs. R. Sudha**, Assistant Professor, Department of Psychology, Avinashilingam Institute for Home Science and Higher Education for Women.

The concept of sexual harassment was introduced. The factors associated with sexual harassment, the causes, risk factors and associated effects, the POCSO (Protection of Children from Sexual Offences) law and its ramifications were also enlisted. The psychological implications, the strengths necessary to overcome sexual harassment and the paradigms for empowerment was effectively detailed. The session attempted to create an awareness and awakening towards sexual harassment. The session concluded with a group discussion. One hundred and Eighty students benefitted.

### **Celebrations of International Women's Day, 2021**

#### **Theme: Choose to challenge**

The International Women's Day was celebrated on 8<sup>th</sup> March, 2021. **Dr. N. Vasugi**, Dean, School of Home Science welcomed the gathering. **Dr. Prof. S.P. Thyagarajan**, Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women delivered the presidential address and honoured chief guest. **Dr. Pankaj Mittal**, Secretary General of Association of Indian Universities (AIU), New Delhi and Guest of Honour **Dr. Archana Thakur**, Joint Secretary, UGC, New Delhi. **Dr. Premavathi Vijayan**, Vice Chancellor and **Dr. S. Kowsalya**, Registrar felicitated the gathering.





The Avinashilingam Institute gives away the awards every year to recognize the service of women towards the cause of women upliftment. This year 2021, the winners are from fields, administrators, organic farming, Self Help Group, economic analyst and executive director of blind people's association.

#### The awardees of the day are

1. **Mrs. R. Pappammal** is 105 years old and comes from farmer family and an organic farmer herself.
2. **Mrs. Vijaya Kumar** is the member of SHG, improved the livelihood of the SHG members through Income generating activities.
3. **Dr. Alli Rani** the Director of Sardhar Vallabhai Patel International school of Textiles and Management is an excellent administrator.



4. **Ms. Nandhini Rawal Singh** has been working in the field of development of Innovations and administrators of disability development programmes for last 30 years.

#### Our Alumni

1. **Mrs. Saishree. R.**, Director of Programme Management, New Jersey, USA and **Dr. Viji Draviam**, Queens University, UK and **Ms. V.S. Ishwaryaa**, III year Computer Science shared their experiences.

As part of Women's Day celebration Mela (Exhibition cum sale of products) was conducted. Twelve Self Help Group women and three women Entrepreneurs participated and benefitted. They displayed the items such as Artificial Jewellery, Sarees, Salwars and kurties, Metal products and food products.

#### Editorial Board

**Prof. S.P. Thyagarajan**, Chancellor  
**Dr. Premavathy Vijayan**, Vice Chancellor  
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