



# Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category A by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12 B

Coimbatore - 641 043, Tamil Nadu, India



## *In this issue*

- ✿ From the Director's Desk
- ✿ Teaching
- ✿ Training / Workshop
  - Eye camp for adolescent Boys and Girls
  - Workshop on Sustainable Strategies to Strengthen Mental Health
  - Awareness Programme on Personal Health and Hygiene Management for Rural Women
  - Menstrual hygiene (Personal hygiene for Women)
  - Mahamela (Exhibition cum sale of products)
  - Workshop on Gender Sensitization and Mental Health
  - Celebration of World Tribal day
  - International Women's Day Celebration, 2019
  - Workshop on "Women Empowerment"
  - Awareness Programme on Sexual Harassment
  - Workshop on Stress Management
  - Workshop on Gender Sensitization
  - Training Programme on Water Management
  - Awareness programme on Spinal Card
  - Awareness about "Kavalan SOS App" for safety of Women and Children
- ✿ Celebrations of International Women's Day (1<sup>st</sup> March, 2020 to 8<sup>th</sup> March, 2020)

## Women's Studies Centre Newsletter

Volume 18 ★ January 2018 - March 2020

### *From the Director's Desk*



A nation that destroys its soil destroys itself. Forests are the lungs of our land, purifying their air and giving fresh strength to our people.

**- Franklin Delano Roosevelt**

Environmental protection and making use of our natural resources Soil, Water, Air, Minerals etc efficiently are two of the most pressing demands in the present stage of our development. The task of preserving the purity of the environment is of utmost significance both at national and at global levels.

Soil degradation is now a serious issue all over the globe.

Water is an essential element for life to survive on earth. Earth is the only known planet wherein water is available in substantial quality.

Fresh Water availability is the biggest crisis that is present in the troposphere.



Now air pollution is a matter of great worry nationally and internationally. The urban areas in both developing and developed countries are exposed to very high levels of pollution that can lead to serious hazards to public health and hygiene.

Air pollution, Water pollution, Soil pollution, Noise pollution, Thermal pollution and Radio Active pollution - a problem of recent origin of our planet.

Protecting the environment and making use of our natural resources efficiently should be viewed as a way of life. Let us resolve to undertake the task of preserving the purity of the environment and save the world/ globe.

**Dr. M. Kasthuri**

Director (i/c),  
Women's Studies Centre

### Teaching

The centre has been offering M.Phil and PhD in Women's Studies since 2009. At present two M.Phil and eleven Ph.D. students have been registered.

Co-curricular courses are offered in Women's Studies for B.Ed students and U.G. students. Two credits are offered for this co-curricular programme, 138 students have completed.

### Training / Workshop

#### Eye camp for adolescent Boys and Girls

Women's Studies Centre in association with Sankara Eye Hospital organized Eye Camp at Railway Mixed High School, Podanur on 5.7.2018. Totally

256 boys and Girls from second standard to tenth standard participated. A team of experts from Sankara Eye Hospital came for eye camp. They found out that out of 256 boys and girls, most of them were normal. Only minimum number of students were affected with refractive error and squint eye. The students who were referred to the hospital got concession for treatment. Teachers and staff from the school also participated in the eye camp.

### Workshop on Sustainable Strategies to Strengthen Mental Health

On 4<sup>th</sup> September 2018 the Department of Food science and Nutrition, Nutrition Society of India, Coimbatore chapter and Women's Studies Centre conducted a workshop on "Sustainable Strategies to Strengthen Mental Health", in the Seminar Hall, Dr. Rajammal P. Devadas Home Science block. The workshop focused on how to maintain a good physical and mental health. About 150 participants were benefitted from the workshop.

The presidential address was given by **Dr. N. Vasugi**, Dean, School of Home Science. She mentioned about the importance of mental health for overall wellbeing and how a positive thought can lead to a positive life. **Dr. A. Thirumani Devi**, Professor and Head, Department of Food Science and Nutrition and **Dr. M. Kasturi**, Director In-charge, Women's Studies Centre greeted the gathering.







Inaugural address was given by **Dr. N.S. Rohini**, Professor, Department of Psychology of Avinashilingam Institute for Home Science and Higher Education for Women. She presented an overview on mental health which emphasized that without mental health there can be no true physical health. She also mentioned about the ancient science of Yoga "chittavrittinirodha" i.e. to calm the oscillation of mind towards stability and peacefulness.

The workshop was conducted with the objective to strengthen and improve the mental health of individuals. Through stress relieving techniques the individuals can improve the mental health.

Three guest speakers were also invited for the workshop. **Dr. B. Selvaraj**, Professor and Head, Government Arts College, Coimbatore gave an interesting talk on cognitive therapy and how it helps the individual to develop personality.

The workshop was conducted with the objective to strengthen and improve the mental health of individuals. The ultimate goal of the programme was to improve the mental health through the sustainable strategies. Along with broad objectives, specific objectives were also carried out by this programme. They understood about what mental health is and to assess if the individuals possess a good mental health, knowing stress relieving techniques, understand the surrounding where we live and coping with the environment with a sound mental health.

**Miss. Malarmangai**, Training Associate from Empanelled Training Institute, Avinashilingam Institute for Home Science and Higher Education for Women, conducted a session and explained the laughter therapy and how it helps to have a peaceful mind. She taught the breathing techniques and several methods of laughing techniques. The session was very entertaining and refreshing.

**Dr. S. Gayathridevi**, Associate Professor and Head (i/c), Department of Psychology, highlighted the stress management techniques. She mentioned about good touch, bad touch, dress code and women safety. She enlightened about the criteria for recognition of behaviour of opposite sex whether they are genuine or having some bad / negative thoughts. She elaborated many case studies that she has come across her life which was very informative.

The students were satisfied with the relaxation therapy and also felt it was fulfilling their expectations and also have the desire to attend more such workshop in future.



### Awareness Programme on Personal Health and Hygiene Management for Rural Women

The Department of Home Science Extension Education and Women's Studies Centre jointly organized One Day Awareness Programme on Personal Health and Hygiene Management for Rural Women in Kalappanaikenpalayam Village of Coimbatore District, on 10<sup>th</sup> July, 2018. The main objective of this programme was to impart health and hygiene practices for Rural Women.



In this awareness programme, the following concepts were covered.

- ✿ Health and Nutrition,
- ✿ Healthy diet and diet habits,
- ✿ Communicable and Non-communicable diseases were explained.
- ✿ What is Sanitation and personal Hygiene management
  - Body hygiene (skin care)
  - Oral hygiene (oral care)
  - Hygienic hand washing
  - Face hygiene
  - Fingernail and toenail hygiene (nail care)
  - Ear hygiene
  - Hair hygiene (hair care)
  - Foot hygiene (foot care)
  - Armpit and private hygiene
  - Clothes hygiene

#### Menstrual hygiene (Personal hygiene for women)

1. Washing the outer genital area with clean water must be a daily practice.
2. Change tampons and sanitary napkins or pads regularly.
3. Impart the practice of washing hands before and after handling a tampon or pad.
4. Clean and soft cloths can be used to replace sanitary pads.
5. The use of dirty cloths must be discouraged.
6. Used napkins must be properly disposed off to a burial pit or other appropriate method.

In addition to that the awareness programme was conducted. It will help the people to be aware of the early signs and symptoms of cancer, thus enabling them to identify and seek treatment as early as possible. People gained knowledge about the causes and consequences and the importance of cancer check-ups and the facilities available for checkups at Government Hospitals at nominal cost.

This programme was identified as one with the unique programmes addressing the health and Hygiene and nutritional needs of rural women. After the awareness programme women gained knowledge on personal health and hygiene management effectively.



#### Mahamela (Exhibition cum sale of products)

Avinashilingam Institute for Home Science and Higher Education for Women and Women's Studies Centre organized a Mahamela (Exhibition cum sale) from 11.10.2018 to 12.10.2018 on University premises. The Mela was inaugurated by **Mrs. Malliga**, Entrepreneur and Vice President, WOBEDA. The Vice Chancellor **Dr. Premavathi Vijayan** presided over the function. **Dr. S. Kowsalya**, Registrar initiated the first sale of products in the mela. All Deans from various schools participated along with Kalaivizha conveners and patronized the products. Totally 49 (39 paid stalls and 10 free stalls) stalls were put by the Self Help Group women and Women Entrepreneurs. Women entrepreneurs from WOBEDA and Krishi Vigyan Kendra, Vivekanandapuram, Karamadai and Mahalir Thittam Self Help Group women participated and displayed the following products: Jute bags, Artificial





jewellery, Sarees, Salwars and Kurthis, Five metal products, flowers, chapels, Natural product of Neerakaram, Cloth bags, marachekku oils, Groceries, Sugarcane juice, Popcorn, ice, Panjumittai, Veg food products, Kampakul, Natural juice, millets sweets, tatoos, Mehendi, tea products, silk sarees, women accessories, Insurance, Handloom Sarees, Natural beauty products, Natural Oil producing machine and Tirupur banian clothes.

All participants brought their own products for sale in the worth of ₹ 10,000 ₹ 50,000/-. At the end each participant got the profit of ₹ 2,000 to ₹ 15,000/-. Entrepreneurs were happy and thankful for the opportunity given to them for marketing their products.

### Workshop on Gender Sensitization and Mental Health

Women's Studies Centre and Women Empowerment Cell, Signal and Telecommunication Workshop, Southern Railway, Podanur jointly organized a Workshop on Gender Sensitization and Mental Health" on 24.10.2018. **Mrs. Maya Padmanaban**, President, Women Empowerment Cell and Headmistress of Railway Mixed High School, **Mr. P.V. Murali Krishnan**, CWM, S&T, **Smt. Aparna**, President, SRWWO, **Sr. G. Janarthana**, WPO, S&T, WS was the Chief guest of this programme. **Dr. Sylvia Subapriya**, Professor, Department of Food Science and Nutrition handled the session on Women Empowerment and Women Personal Health and Hygiene. She emphasized, healthy food habit is essential to maintain our physical and mental health. **Mr. K. Rangasamy**, Advocate and Ex-service man, Air force, handled the session on Women Rights. He stressed the recent laws which protect the women safety. **Dr. S. Gayathridevi**, Associate Professor, Department of Psychology handled the session on Enhancing Mental Health. The participants were administered Relaxation Therapy developed by **Dr. Hemalatha Natesan** and taught Pranic Healing also.

### Celebration of World Tribal day

Women's Studies Centre and ICAR Krishi Vigyan Kendra, Vivekanandapuram, Karamadai jointly celebrated World Tribal day at Senguttai Irular village, Coimbatore on 21.8.2018, 11.00 a.m. **Mr. Deepak Srivastava**, Chief Conservator of Forest, Coimbatore circle and **Mr. K. Selvarasu**, Project Director, Mahalir Thittam, Coimbatore were the chief guests. He spoke about the importance of conservation of forest to protect the environment. And the conservation of forest will help to maintain the eco balance. The tribal women who are the daughters of forest are the right persons to save the forest. **Dr. N. Vasugi**, Dean, School of Home Science gave the presidential address. **Dr. Kumaravadivelu**, Chief Scientist and Head, ICAR Krishi Vigyan Kendra, Vivekanandapuram, Karamadai delivered the special address. **Dr. S. Visalakshi Rajeswari**, Professor, Department of Resource Management, **Dr. M. Kasthuri**, Professor and Director i/c, Women's Studies Centre, **Mrs. Jayathi Manohar**, President, FICCI FLO, Coimbatore and **Mrs. Nirmala Nandakumar**, President, Inner Wheel Club, Coimbatore felicitated the tribal women. **Mrs. R. Selvi**, Leader, SHG, Senguttai Tribal Village proposed the vote of thanks.

On the same day Eye Camp from Lotus Eye Hospital, Coimbatore and Dental Camp from Sri Ramakrishna Hospital was conducted. Nearly 150 tribal women, men and children were benefitted.

### International Women's Day Celebration, 2019

Women's Studies Centre celebrated the "International Women's Day" on 8.3.2019 at







Thiruchitrambalam Auditorium. **Smt. K. Chitralega**, Head of Programmes, All India Radio, Coimbatore was the chief guest of the function. In her speech she asked the students to obey their parents and elders, it will help them to mould their future. **Dr. P.R. Krishnakumar**, Chancellor presided over the functions. **Dr. Premavathy Vijayan**, Vice Chancellor distributed the awards for women achievers. **Dr. S. Kowsalya**, Registrar, felicitated the gathering **Dr. N. Vasugi**, Dean, School of Home Science welcomed the gathering. **Dr. M. Kasthuri**, Director (i/c), Women's Studies Centre proposed the vote of thanks. All the faculty members and I year students were in the celebration to rejoice the Day of Women with women achievers at various verticals of society.



#### The awardees of the day were

1. **Dr. Suma Natarajan**, MD. DGO., FAGE; HOD, Dept. of OBGYN, Ganga Women and Child Centre,

Coimbatore, who is serving women and children since 1990 with her expertise

2. **Dr. Meera Krishna**, MD., DGO; Director, Chinmaya Organization for Rural Development (CORD), Coimbatore, who is working in the areas of Environmental sanitation, personal hygiene, prevention of illness and early detection of malignancies.
3. **Ms. N. Alamelu**, Silambam & Basketball Coach, The Indian Public School-International Board, Perungudai, Chennai, Tamil Nadu, who is meticulous performer of silambam and won significant awards at international, national and state level championships.
4. **Ms. V. Subashree**, III BA English, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore who has attended republic day Chief Minister Rally 2018,\*got gold medal in various camps in firing and overall championship.
5. **Mrs. Sangeetha Sridhar**, who had been driving throughout the country for around 183 days, visited 290 cities to audit the condition of sanitation facilities available and creating awareness on Swatch Bharat Mission was honoured.

Student achievers in NSS, NCC and sports were given away medals and shawls for their achievement.

#### One Day Workshop on "Women Empowerment"

Women's Studies Centre, Dr. Ambedkar Studies Centre and Department of Home Science Extension Education jointly organized one day workshop on Women Empowerment on 17.12.2018. **Dr. Christy Christopher**, Counselling Psychologist was the resource person of this workshop. She emphasized the students should be bold and face everything with smile. When the problem occurs they should seek help from others without hesitation.

#### Awareness Programme on Sexual Harassment

Women's Studies Centre and Bimetal bearings jointly organized awareness programme on Sexual



Harassment on 7.3.2019 at Mullai nagar, P.N. Pudur. **Mrs. S. Umadevi** from Child Helpline 1098 and Co-ordinator, Don Bosco Anbu Illam, was the resource person. Totally 60 Community women were benefitted.

### Workshop on Stress Management

In connection with International Women's Day, women's Studies Centre and Women Empowerment Cell jointly organized one day workshop on Stress Management for the Signal and Tele Communication workshop working women, Southern Railway at Podanur on 11.3.2019. **Mrs. Maya Padmanabhan**, President, Women Empowerment Cell, Smt. **Aparna Murali**, President SRWWO were the chief guest of this programme. **Dr. S. Gayathridevi**, Associate Professor, Department of Psychology handled the session on Stress Management. Competitions were conducted, winners felicitated with prizes. Totally 45 women were benefitted.

### Workshop on Gender Sensitization

In connection with International Women's Day, women's Studies Centre and Women Empowerment Cell jointly organized one day workshop on Gender Sensitization for the Signal and Tele Communication workshop working men, Southern Railway at Podanur on 11.3.2019. In this workshop meaning of Gender, challenges faced by men and women, Solutions to family problems, mutual understanding partners lead to happy family life, save girl children was taught. **Dr. S. Gayathridevi**, Associate Professor, Department of Psychology handled the relaxation therapy for men. Totally 40 men were benefitted.

### Sexual Harassment

As per the UGC instruction Gender sensitization workshops were conducted for 2500 Under Graduate, Bachelor of Physical Education (BPE) Bachelor of Education (B.Ed.) and Engineering students from 7.8.2018 to 10.8.2018 and 13.8.2018 in Campus I and in Campus II. **Dr. Vennila**, Advocate and **Dr. Gayathri Devi**, Associate Professor and Head i/c, Department of Psychology acted as resource persons for the Gender sensitization workshops.

### Gender Champions (2018 - 2019)

The Gender Champions actively co-operated with the Womens' Studies Centre in organising the gender sensitization programmes and Women's Day Celebration. She gender champions expressed their views on sexual harassment and also popularised phone numbers - police helpline, women helpline among students through whats App group. The futuristic aim of the gender champions was to guide the newly appointed gender champions to create website and organizes gender based mays and short films. They will document best practices of behaviour change and display through exhibitions, fests and annual magazines.

### April 2019 - March 2020

### Gender Sensitization for Adolescent boys and Girls

Women's Studies Centre organized a one day programme on Gender Sensitization for 6<sup>th</sup> to 10<sup>th</sup> Standard boys and girls on 31.7.2019 at Railway Mixed High School, Podanur from 10 a.m to 4.30 p.m. **Miss. Rani**, Co-ordinator, NSS Empanelled Training Institute handled the session on Youth Empowerment. She encouraged the young people to take charge of their life since they are the backbone of society and future nation builders. They should understand their situation and then take action in order to improve their access to resources, transform their consciousness through their beliefs, values and attitudes. **Miss. Malarmangai**, Training Associate spoke about Stress Management. It is a wide spectrum of techniques and psychotherapies aimed at controlling a person's level of stress, for the purpose of and for the motive of improving everyday functioning. Stress causes mental unrest and it affects health. Stress management is very important since it helps the students to concentrate on their studies. Through laughing therapy and muscles relaxation we can manage the stress and can do our day to day activities effectively. **Mrs. N. Selvanayagi**, Project Assistant handled the session on Gender roles and it refers to prescribed behaviors, attitudes and characteristics associated with ones gender status as a male or a female. Each one should



understand their **responsibility and responsibility to the society**. Totally Eighty boys and Sixty eight girls were benefitted.

### Training Programme on Water Management

Women's Studies Centre and National Service Scheme of Avinahilingam Institute for Home Science and Higher Education for Women, Coimbatore organized a one day training programme on "Water Management" on 14<sup>th</sup> August 2019, at Thiruchitrabalam Auditorium at 10.30 a.m. The program began with prayer song by **S. Sneha** of II B.sc NSS Unit 11. **Dr. N. Santhi**, Programme Officer of Unit No. 11 from Department of Biochemistry and Biotechnology, welcomed the gathering. **Dr. M. Kasthuri**, Professor and Director i/c, Women's Studies Centre delivered the presidential address. **Dr. N. Santhi** introduced the chief guest **Er. G. Sasidharan**, Retired Joint Chief Engineer, Tamil Nadu Water Development Board, Coimbatore. **Er. G. Sasidharan**, in his speech explained in detail about the consequences of deforestation and exploitation of natural resources, especially water. By explaining the current scenario through many interactive videos, he urged the need and importance of water conservation through rain water harvesting. He also elaborated the various methodologies of rain water harvesting their benefits and how to implement them according to the requirement. **Er. Sasidharan** concluded his speech by showing the participants the videos and pictures of different rain water harvesting methods such as recharging ground water through percolation tanks etc. that have been successfully implemented in different regions of Tamil Nadu. At the end of the training programme, **Dr. S.T. Yamuna**, Assistant Programme officer of Unit No. 11 proposed the vote of thanks. Two hundred and twenty students participated in the programme.

### Awareness programme on "Spinal Card"

Women's Studies Centre organized a awareness programme on "Spinal card" on 3.09.2019 at Rajammal P. Devadas block, Seminar Hall. The session was by a team of doctors from Ganga Hospital, Coimbatore. A special address was given by

**Dr. Rishi Kanna**, Associate Consultant of Ganga hospital on the importance of spinal card. He gave a brief description of the care one must give for spinal cord and how spinal cord injuries may affect the daily life of a person. He also spoke about the right postures one must follow while doing their daily activities. **Mr. Vivek**, a peer mentor of Ganga spine injury foundation gave his real life experience on bike racing post injury. **Dr. Kannan Balakumar**, Senior Consultant, Ganga Hospital demonstrated on first aid. He described how injured body parts must be preserved while bringing to the hospital. Students from Human Development and Department of Textiles and Clothing were the audience for this programme. Total 85 students were benefitted.

### Maha Mela (Exhibition cum Sale of Products)

Avinashilingam Institute for Home Science and Higher Education for Women, Women's Studies Centre and Department of Home Science Extension Education jointly organized a Mahamela (Exhibition cum sale) from 3.10.2009 to 4.10.2019 on University premises. The Mela was inaugurated by **Dr. Premavathi Vijayan**, Vice Chancellor of our Institution. **Dr. S. Kowsalya**, Registrar initiated the first sale of products in the mela. All Deans from various schools participated along with Kalaivizha conveners and patronized the products. Totally Eighty Seven (52 entrepreneurs stalls and 35 students stalls) stalls were displayed by the Self Help Group women and Women Entrepreneurs. Women entrepreneurs from WOBADA and Krishi Vigyan Kendra, Vivekanandapuram, Karamadai and Mahalir Thittam Self Help Group women participated and displayed the following products: Jute bags, Artificial jewellery, Sarees, Salwars and Kurthis, Five metal products, chapels, Sugarcane juice, food products, Kampakul, silk sarees, Handloom Sarees, and Tirupur banian clothes.

All participants brought their own products for sale in the worth of ₹ 10,000, ₹ 50,000/-. At the end each participant got the profit of ₹ 2,000 to ₹ 15,000/-. Entrepreneurs were happy and thankful for the display and sale of the products for the profit.



### Awareness about "Kavalan SOS App" for safety of Women and Children

Women's Studies Centre organized Kavalan SOS App for women safety Awareness programme for School of Education students on 7.1.2020 at Campus-II. **Mrs. N. Selvanayagi**, Project Assistant, Women's Studies Centre initiated the session. **Dr. M. Kasthuri**, Professor and Director i/c welcomed the gathering. **Mr. Balamurali Sundaram**, Thudialur Police Station Inspector and **Mr. Ponraj** from Thadagam Police Station explained the Kavalan SOS App facility that can be used to alert the police and seek assistance at times of physical assault, abduction attempts or any crime. For women, the SOS App will help to reach the police when they face eve teasing, harassment and crime like chain snatching. After downloading the app, the user will have to provide details as name, address, mobile number, e-mail Id and contact of an immediate relative among others. As the App access GPS location of the device, pressing of the SOS button will send the location of the user to the Tamil Nadu State Police Control room. As soon as the alert is received the control room will send the information to the police station which is nearer to the user of the app. We hope the programme met satisfactorily the requirements and safety of teachers and students. We also received valuable feedback from the students and the teacher. **Dr. Annakodi**, Dean, Faculty of Education proposed the vote of thanks.

### Celebrations of International Women's Day (1<sup>st</sup> March, 2020 to 8<sup>th</sup> March, 2020)

**Theme: "I am Generation Equality: Realizing Women's Rights"**

In connection with the International Women's Day the Women's Studies Centre conducted the following activities from 1<sup>st</sup> March, 2020 to 8<sup>th</sup> March, 2020.

Lecture on "Nutritional Management for Anemia, Workshop on Gender Sensitization, Seminar on Indecent Representation of Women Act, Debate on Gender Equality Whether a blessing or a Curse, Walkathon, Demonstration on "Kavalan SOS" App, Lecture on Women Empowerment, Mime on Cyber

Crime, Maha Mela (Exhibition cum Sale of Products) and Celebration of International Women's day.

### Workshop on Gender Sensitization

A Workshop on Gender Sensitization was organized for UG Commerce and Management students. **Dr. Gayathri Devi**, Head, Department of Psychology spoke on Gender Sensitization. The



Gender Sensitization generates the awareness in regard to equality in law, social system and democratic activities. Gender Sensitization is a basic requirement to understand the sensitive needs of a particular gender. It helps us to examine our personal attitudes and beliefs.

### Lecture on Nutritional Management for Anemia

A Lecture on Nutritional Management for Anemia was conducted for the UG Commerce and Management students. **Dr. Pa. Rajeswari**, Assistant Professor, Department of Food Science and Nutrition handled the session. She explained that Anemia is a condition in which the red blood cells or their oxygen-carrying capacity is insufficient to meet physiological needs, which vary by age, sex, Attitude, smoking and pregnancy status. The common symptoms are easy fatigue and loss of energy, usually rapid heartbeat, particularly with exercise, shortness of breath and headache, difficulty in concentrating, Dizziness, Pale skin, leg cramps, Insomnia. The common foods to be included in daily diet is leafy greens especially dark ones, are among the best





sources of non heme iron. Meat and poultry contain heme iron, liver, seafood, fortified foods, Beans, Nuts and seeds. Foods to avoid in daily life are tea, coffee, milk and some dairy products, whole grain cereals, foods that containing tannins such as grapes, corn and sorghum, foods rich in gluten like pasta and other products made with wheat, barley and oats.

#### Debate on Gender Equality Whether a blessing or curse

**Dr. Galavathi**, Assistant Professor (SG) and Head, and **Dr. Gurugnanambigai**, Assistant Professor (SS) and team conducted the debate, Under Graduate and Post Graduate students of Tamil Department were participated. **Ms. V. Akila Devi** and **Ms. J. Dhanalakshmi** talked on Gender equality is a blessing. Gender Equality is intrinsically linked to sustainability and is vital to the realization of human rights for all. Women can enjoy the same rights, resources, opportunities



and protections. **Ms. S.P. Sugasini**, and **A. Deepika** argued that Gender Equality is a curse for the women. Gender equality does not require for the Girls and boys or women and men. They should be treated exactly alike. The Judge **Dr. Gurugnanmbigai**, Assistant Professor in Tamil Department concluded that Gender Equality is necessary but we have to take it in a right sense and act accordingly.

#### A Walkathon

A walkathon was organized to create Awareness on "Generation Equality: Realizing Women's Rights" Three hundred Students from Physical Education and Sports students from various faculty were participated. The event started from the shrine of our Institute to the end of the shrine nearly a distance of 2km. The students created an awareness and every one appreciated the event.

#### Demonstration on "Kavalon SOS" App for Safety and Security for Women and Children

M.Phil scholars of Women's Studies **Mrs. Rasidha Begum** and **Miss. Jothipriys** introduced the Kavalan SOS App for the students of Economics department and the community people from Sundarapuram and Tirupur. The Kavalan SOS App facility that can be used to alert the police and seek assistance at times of physical assault, abduction attempts or any crime. For women, the SOS App will help to reach the police when they face eve teasing, harassment and crime like chain snatching. After downloading the app, the





user will have to provide details as name, address, mobile number, e-mail Id and contact of an immediate relative among others. As the App access GPS location of the device, pressing of the SOS button will send the location of the user to the Tamil Nadu State Police Control room. As soon as the alert is received the control room will send the information to the police station which is nearer to the user of the app.

### Mime on Cyber Crimes

**Miss. M. Maanisha**, Ph.D Scholar of Women's Studies and Team conducted a programme on Cyber crime problems like Child abuse, Acid Throwing, Honour Killing and Threatening through Mime for the Economics students.



### Lecture on Women Empowerment

A Lecture on women empowerment was organized for the Economics students. **Dr. M. Kasthuri**,



Director, Women's Studies Centre explained the need, types and essential factors for empowerment. Empowerment of women is necessity for the very development of the society, since it enhances both quality and quantity of human resources available for development.

### Seminar on Role of Media and Implementation of Indecent representation of Women (Prohibited Act, 1986)

In lieu of International Women's Day the Visual Communication department conducted the seminar. The Bureau of Outreach and Communication, Field outreach Bureau, Coimbatore, Ministry of Information & Broadcasting, Government of India in association with the Department of Visual Communication, organized a seminar on Role of Media and Implementation of Indecent Representation of Women (Prohibition Act), 1986. **Shri. S.R. Chandrashekar**, Assistant Field Publicity Officer, Field Outreach Bureau, **Smt. Kareena. B. Thengamam**, Assistant Director, Field Outreach Bureau, Ministry of Information & Broadcasting, Government of India were the resource persons for this Seminar.

### Maha Mela (Exhibition cum Sale of Products)

Maha Mela (Exhibition cum Sale of Products) in collaboration with Tamil Nadu Women Development Corporation, Coimbatore District, Tamil Nadu was conducted. Nearly Twenty Five Self Help Group Women participated and were benefitted. They displayed the following products: Jute bags, Artificial jewellery, Sarees, Salwars and Kurthis, Five metal products, food products and Handloom Sarees.

### International Women's Day, 2020

The International Women's Day was celebrated on 7<sup>th</sup> March, 2020. The Avinashilingam Institute gives away the awards every year to recognize the service of women towards the cause





of Women's Empowerment and Social Welfare. This Year 2020 winners are from fields, animal activist, Social worker, Entrepreneur and Inventor - yeasbled app for Visually Challenged.

**Dr. Mini Vasudevan**, Managing Trustee, Humane Animal Society involved in animal welfare activities and her technical expertise with high aptitude has defined solutions to new wireless technologies. **Dr. Kezevino Aram**, President, Shanthi Ashram, Social Worker. She acted as a divine force towards protection and education for children and alleviation of poverty, prevention of HIV / AIDS, Immunization and Community Health practices. She has touched the lives of nearly 2,50,000 people today in the immediate service area among whom nearly 70,000 are children.



**Mrs. Radha Lakshmi** is an Entrepreneur, socially responsible person to protect the environment and making wealth from waste. She is basically an entrepreneur producing different types of product using coconut shells. The artistic initiative of turning coconut shells, that usually end up as trash, into utility items, has drawn worldwide attention. She has expanded her online orders locally and globally through her website on marketing. **Miss. Kaaviya Anbalagan**, Co-founder, Yesabled Scribe App has been working for the welfare of womanhood and visually challenged people. She developed an App "Yesabled Scribe App" for the Visually Challenged people and it is highly useful and helpful for the visually challenged people.

### Editorial Board

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**Dr. M. Kasthuri**, Director (i/c)

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