



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)

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Coimbatore - 641 043, Tamil Nadu, India

Newsletter

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From the Director's Desk



Women are not burning candles that dispense light to others their very existence stalls, but lamps to be lighted so that the illumination would lead others to go in the right path.

Each individual is a unique unit in this universe and all individuals (Men, Women, Children) put together form the community or the nation or the world itself. Apart from the individuals there is no world.

Women comprising half the world population need to be socialized to empower themselves.

A woman also is a unit of community. If a woman is accomplished, then the family transforms and in turn the community will be transformed. A nation consisting of such strong communities naturally becomes a power to reckon with. A nation's strength is measured in terms of the bond of love, respect

and understanding, the sense of responsibility, security and inner maturity among its men, women and children.

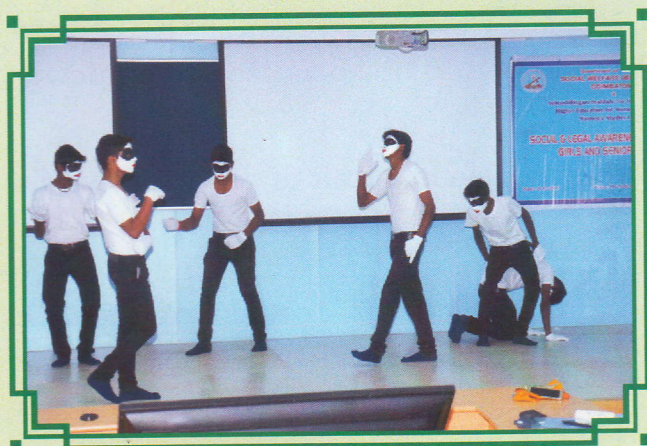
All the universities and colleges recognize Women's Studies as a discipline or subject. It should be viewed as a way of life. Therefore we should put in all our efforts and endeavors to merit the confidence of women by moulding the younger generation towards gender balanced perspective outlook.

Dr. M. Kasthuri

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

Teaching

Co-curricular / Certificate Courses in Gender and Empowerment for II UG students of different departments and for II B.P.Ed and II B.Ed. students, Gender and Education is offered by the Women's Studies Centre. A total of 159 students from different disciplines were enrolled during the period 2017-18.



Training / Workshop

Social and Legal Awareness for Women, Girls and Senior Citizens:

Women's Studies Centre organized a "Social and Legal Awareness Programme in collaboration with the Department of Social Welfare, Coimbatore on 21st February, 2017. Women, Police personnel, women lawyers, retired government officers and women academicians participated and discussed about the safeguard measures to be taken for adolescents, orphanages and senior citizens. Sixty girls from orphanages and senior citizens from the Retirement home of Social Welfare Department participated and benefitted.

**Capacity Building for Young Women:
Ways and Means of Approaching
Competitive Examinations**

One day Workshop on "Capacity Building for Young Women: Ways and means of approaching competitive Examinations" was conducted in collaboration with the University SC/ST

Cell on 20.2.2017 for SC/ST students. **Dr. B. Tamilmani**, Professor of Co-operation, Co-ordinator, Coaching scheme for Entry in Services (CENTSERV), Gandhigram Rural Institute (Deemed to be University), Dindigul was the key resource person. They were oriented on effective ways of empowering themselves, how to prepare and write competitive examinations. They were provided information on various competitive examinations in the country. The workshop also covered effective ways of appearing for interviews. Totally 70 students from final year belonging to SC/ST were benefitted.

Workshop on Empowerment of Young Women Through Skill Development 13th to 15th March 2017

This Programme was conducted in collaboration with the University SC/ST Cell. With the view to provide certain skills in order to empower SC/ST students of the University. The programme was inaugurated by **Mr. S. Saravanan, IPS** Deputy commissioner of Police-Traffic, Coimbatore. He gave a very inspiring talk based on his own background of first generation graduates where he had to figure out his own future. He was able to relate the SC/ST students based on his experiences as a student. Twenty Five Undergraduate students from Economics, English and Tamil were benefitted.

On day 1 of the workshop, they were provided basic computer skills such as MS Word, MS Excel, MS Power Point etc.

On the 2nd day they were oriented to develop Self confidence, Communication skills and Business Skills.

On the 3rd day they were given exposure to food product development including food packaging and labeling. **Dr. Saraswathy Eswaran**, Secretary, Ramaswamy Chinnammal Trust, Vadavalli, trained the students to prepare various recipes using millets.

Thiru. Lakshmi Kanthan, Chairman Sivoha Human Development Organisation, Coimbatore was the Chief Guest of this workshop.

International Women's Day 2017

Women's Studies Centre celebrated the International Women's Day on 8th March 2017. As part of the programme the Institute honoured the women achievers, who were selected from different fields. They were environmentalists, athletes, social workers and differently abled





woman. The women achievers of 2017 were **Ms. M.A. Aparna**, Swachh Bharat Ambassador and Social Activist, **Mrs. Shanthi Sundar** who is visually challenged and inspiring personality, **Ms. M. Sudha**, athlete who is known as 'Malairani' and **Mrs. G.P. Godanavalli**, a social worker and family counsellor.

The Centre has also introduced a new course M.A. in Women's Studies and Entrepreneurship.

The Centre organized a competition and it motivated the young students to become social entrepreneurs.



The best two proposals were selected and cash prize was awarded. The winners were the team of students from PSG College of Arts and Science (cash prize of ₹ 5,000) and students from Engineering Faculty of Avinashilingam Institute for Home Science and Higher Education for Women (Cash prize of ₹ 3000). The selected students were mentored by the Women's Studies Centre personnel.

On the same day Women's Studies Centre organized a free eye check up camp in collaboration with Sankara Eye Hospital with the aim to create specific awareness on preventive eye care.





Roundtable Discussion on Social Enterprise and Women Empowerment

On 9th March 2017, the Women's Studies Centre in collaboration with the British Council and IIT Madras organized a round table discussion on "Social Enterprise and Women Empowerment" to understand the linkages between social enterprise activity and the empowerment of women through socio-economic development. Thirty three participants including Social Entrepreneurs, Industrialists, Business Organizations, Government Representatives, Media persons, NGOs, Companies with Corporate Social Responsibilities and



from Financial Institutions, attended and participated in the discussion in the roundtable conference.

Gender Sensitization Programme for Adolescent Boys and Girls

A Two day programme on "Gender Sensitization" was organized for adolescent boys and girls of the Railway Mixed High School, Podanur from 6.12.2017 to 7.12.2017. Fifty five students both boys and girls were benefitted out of this programme. The topics covered were

- ❖ Basic Concepts of Gender, Gender Roles and Responsibilities



- ❖ The Status of Women and Men in India
- ❖ Reproductive Health Education and Counselling
- ❖ Nutritional Requirement and Adolescents Diet Counselling
- ❖ Menstruation and Menstrual Hygiene
- ❖ Good and Bad touch
- ❖ Control of Emotions and developing Confidence
- ❖ Information on Legal Rights / Safe Guards, and the various Policies and Programmes for adolescents

Awareness was created through stories, exercises, debates and play way methods. The sessions were handled by **Mrs. P. Jagathammbal**, Assistant Professor, **Mrs. G. Vijayalakshmi**, Research Scholar from the Department of Human Development and **Mrs. N. Selvanayaki**, Project Assistant, Women's Studies Centre, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.



Awareness Campaign on Reproductive Health Care for Adolescent Girls

Women's Studies Centre in collaboration with the Department of Physician Assistant and Rao Hospital, Coimbatore conducted an awareness campaign on "Reproductive Health" on 19th January 2018. The inaugural address was given by **Dr. Asha R. Rao**, MD of Rao Hospital, Coimbatore. She also handled the first session and deliver a lecture on "Polycystic Ovarian Syndrome [PCOS]". **Dr. Savitha**, Rao Hospital handled the next session and talked on "Menstrual Hygiene and Reproductive Health".



An interactive session was organised at 1.30 p.m. followed by a Medical Camp. BMI, Blood Pressure, Hemoglobin, Blood Glucose Levels were assessed. About 800 members were benefitted by this campaign.

International Women's Day, 2018

Department of Home Science Extension Education and Women's Studies Centre jointly celebrated the International Women's day on 8.3.2018 at 10 a.m. in Thiruchitrambalam Auditorium of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore. **Dr. N. Vasuki**, Dean, School of Home Science welcomed the gathering. **Dr. Premavathy Vijayan**, Vice Chancellor delivered the presidential address. As part of the celebration, two women achievers were honoured. **Mrs. J. Swarnalatha**, Physically Challenged person, Founder and Managing Trustee of Swarga Foundation and **Dr. Saraswathy Eswaran**, Retired Professor from Tamil Nadu Agricultural University, Coimbatore were honoured



during the occasion. **Dr. M. Kasthuri**, Professor and Head, Department of Home Science Extension Education and Director i/c, Women's Studies Centre proposed the formal vote of thanks.

Mrs. J. Swarnalatha, Founder and Managing Trustee of Swarga Foundation is a multi-faceted personality and sought-after motivational speaker residing in Coimbatore. **Swarnalatha's** talk create a longlasting and positive impact on the listeners and encouraged them to maximize their potential to lead fulfilling lives. Her motivational speech inspiring people to face hardships and adversities. **Mrs. Swarnalatha** herself has faced many hardships and insecurities while growing up. Those experiences along with all the challenges she faced due to her disability show that life is worth living despite the hardships. She is able to instantly connect with and captivate any type of audience. She believes that differently-abled individuals are not just special, but "Limited Edition".

Dr. Saraswathy Eswaran is a Former Professor in Tamil Nadu Agricultural University, Coimbatore in the field of Food Science and Nutrition with 20 years of Teaching experience. She is an Executive Committee Member in Indian Institute of Food Processing Technology. She is running a Trust named Ramasamy Chinnammal Trust (RCT), Coimbatore. Women trained by her, manufacture or prepare value

added products and sell them in Unnatham Ulavar Angadi at Coimbatore, Sivagiri, Nammakkal, Dindigul, Udumalpet and Hassanur. ATMA Farm women from 8 blocks in Coimbatore and Tirupur districts were trained on value added millet products. Ten SHG women are working as wage earners in the trust. Their products are sold in mobile mart which was sponsored by NABARD.

Newspaper Clippings



Indian Express

Editorial Board

Dr. P.R. Krishna Kumar, Chancellor

Dr. Premavathy Vijayan, Vice Chancellor

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

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