

## **GENDER CLUB**

Gender Sensitization can be understood in simple terms as a modification of behavior by addressing issues of gender inequality. Gender Champion Club was installed in the College in order to promote gender equality, guaranteed by Article 15 of the Indian Constitution. This was carried out to increase the outreach for creating an environment that fosters equal treatment to both boys and girls. The club focuses on renovating the social norms about women and men, and girls and boys – as well as the relationships among them, to enhance or constrain everyone's well-being, capabilities, security, opportunities, empowerment and freedom.. The aim is to make the young boys and girls gender sensitive and create positive social norms that value the girls and their rights. Our **vision** is a world in which women and men have equal rights under the law, and full enjoyment of their human rights. Our **mission** is to achieve legal and systemic change that addresses violence and discrimination against women and girls around the world. To provide comprehensive education and training to young girls and boys, men and women and those who identify as such through the use of workshops, classes, Our vision strives to balance social, economic political opportunities of the sexes

### **Roles and Responsibilities of a Gender Champion**

Provide overall guidance to the peer group in integrating /mainstreaming gender in all activities of the Institution in the form of focused group discussions, debates, poster competitions etc. Organize awareness programmers on various gender issues including legislations to influence behavior change. This could be facilitated through workshops' theme based plays, films, painting competition, etc. Organize the annual function or the college fest on theme of gender equality and women's empowerment and encourage students to sign up and express their support for gender justice and equality in attractively designed Gender Champion booths. Popularize phone numbers of such services as police helpline, women helpline, hospitals among students. Demonstrate knowledge of important Government schemes, events, legislation, and court rulings which has a major impact on the treatment and experiences of diverse groups.

### **Our objective at MAMB School on gender sensitization:**

- Gender Equality is not a women's issue it is a human issue. To create an environment of justice. To instill positive values so as to erase biases in the young developing minds as they progress towards the fair and unbiased society. To appreciate the fact that the rights of every women is as important as her male counterpart. To create an inclusive gender diverse work place with fair practices. To work towards modification of behavior by raising awareness of gender equality concerns. To create an open minded society. To strengthen the data base on women's issues through research by the students and faculty members To raise student knowledge of women's rights and duties, which is vitally required. To undertake advocacy and outreach programs concerning women in the rural and urban areas.



**M.A.M B SCHOOL**  
**Siruganur- Trichy-621105**  
(Approved by AICTE, Affiliated to Anna University, Chennai)

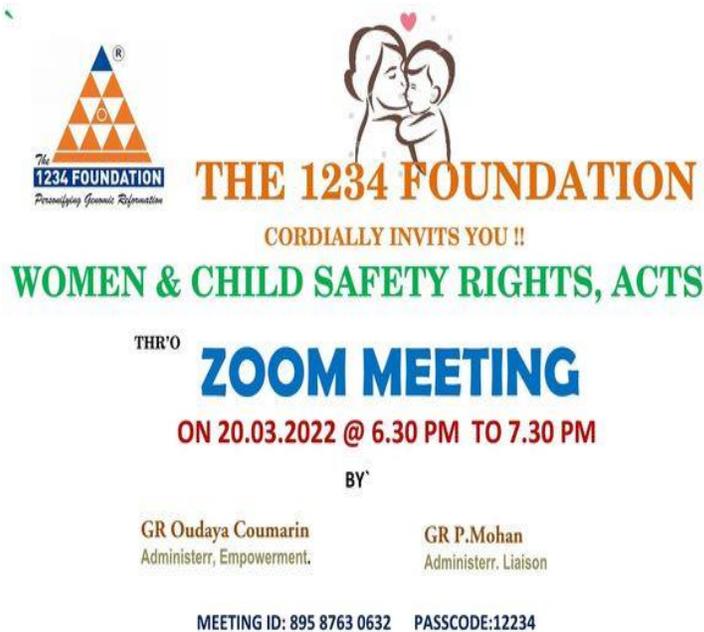


**LIST OF EVENTS**

<b>S.No</b>	<b>Name of the Event</b>	<b>Date</b>
1	Women & Child Safety Rights Act	20.03.2022
2.	Women's Day Celebration	07.03.2022 & 08.03.2018
3	Gender Sensitization	08.03.2018
4	WOMEN EXCELLENCE IN ENTREPRENEURSHIP	06.03.2020.

## WOMEN & CHILD SAFETY RIGHTS ACTS

Ms. Iris Rinaldi.F, Assistant Professor, M.A.M.B-School and I MBA students attended "Women & Child Safety Rights Acts" programme organized by THE 1234 FOUNDATION through virtual platform on 20/03/2022 and Gr. P.G.Rajan , Gr.Oudaya Coumarin and Mr. P.Mohan was the resource persons for the programme.



**THE 1234 FOUNDATION**  
Personalizing Generic Reformation

**THE 1234 FOUNDATION**  
CORDIALLY INVITS YOU !!  
**WOMEN & CHILD SAFETY RIGHTS, ACTS**

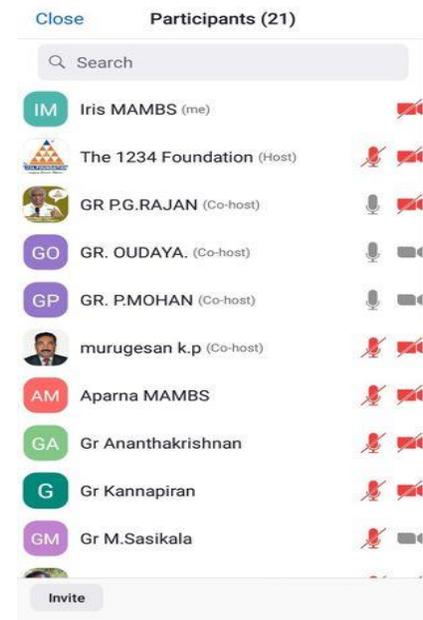
THR'O  
**ZOOM MEETING**  
ON 20.03.2022 @ 6.30 PM TO 7.30 PM

BY\*

GR Oudaya Coumarin  
Administerr, Empowerment.

GR P.Mohan  
Administerr. Liaison

MEETING ID: 895 8763 0632    PASSCODE:12234



Close    Participants (21)

Search

- IM Iris MAMBS (me)
- The 1234 Foundation (Host)
- GR P.G.RAJAN (Co-host)
- GR. OUDAYA. (Co-host)
- GR. P.MOHAN (Co-host)
- murugesan k.p (Co-host)
- AM Aparna MAMBS
- GA Gr Ananthakrishnan
- G Gr Kannapiran
- GM Gr M.Sasikala

Invite





## **WOMEN'S DAY CELEBRATION**

The Women Empowerment Cell of M.A.M. B-School, a standalone Business School, Trichy in association with Junior JAYCEE Wing organized “Women’s Day Celebration” on 07<sup>th</sup> March, 2022. Mrs.R.Nandhini, Entrepreneur, ISP and Security Solutions & Franchise Green Trends Unisex, Dr.M.Gowri, Proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, Mrs.M.Rajamaheswari, Managing Partner, Jayem Industries Engineering Fabricators were the guest speakers for the programme and delivered key insights of rationale behind the celebration of Women’s day. Mrs.R.Nandhini initiated about womanhood and pays tribute to the indomitable spirit of women across the globe. Mrs.R.Nandhini shared that all women need to have the urge and passion in order to do something new and better that shall bring about a meaningful form of living the life progressively as well as inspiring in the way things are done and the crucial role played by women for the holistic upliftment of nation.

Dr.M.Gowri stated that this day brings many things for women – a cause for celebration, a reason to pause and re-evaluate a remembrance, an inspiration and a time to honour, admired and loved in all ways and means. Dr.M.Gowri pointed out that there need to be a balance between career and family and without a family support a women can’t achieve success. Mrs.M.Rajamaheswari also stated that women need to know their rights and privileges to defend themselves and need to have focus and strong determination to face the ever challenging corporate world with courage. Mrs.M.Rajamaheswari stated various significant challenges faced by women in society and recalled the sacrifices made by women and their selfless contributions towards societal as well as nation’s development by and large.

Mrs.M.Rajamaheswari also highlighted that all girl students need to celebrate every day as a women’s day. As part of the programme, there was a panel discussion by the students on plethora of entrepreneurial opportunities and challenges faced by them as part of their entrepreneurial journey and also covered challenges faced by women in 21<sup>st</sup> century with real time examples. The guest speakers shared their valuable insights during the session and it was much thought provoking to the budding managers at large. Dr.M.Hemalatha, Director, M.A.M.B-School graced the occasion and stated that it is a day on which all women come together to celebrate, and to recognize the hope, aspirations and empowerment of women. Junior Jaycee Wing students representatives of M.A.M.B-School made the

requisite arrangements under the guidance of Ms. F.Iris Rinaldi, Junior JAYCEE Coordinator, M.A.M. B-School for the programme.

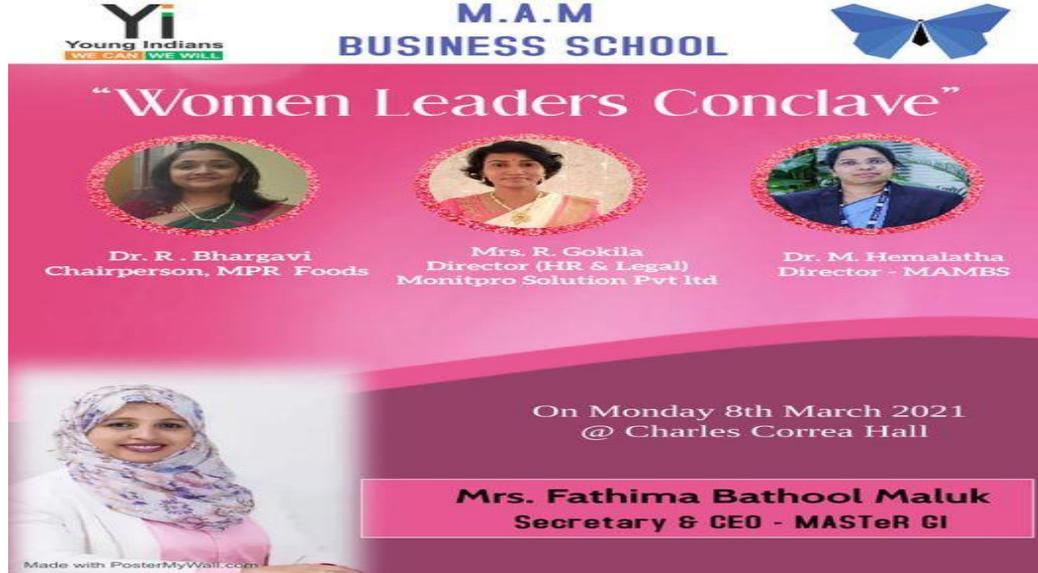
**'Women need to know their rights, privileges'**  
EXPRESS NEWS SERVICE @ Trichy

THE Women Empowerment Cell of MAM B-School, in association with Junior JAYCEE Wing, organised a Women's Day celebration. R Nandhini, entrepreneur, ISP, and Security Solutions & Franchise Green Trends Unisex, Dr M Gowri, proprietor, Gowri Parvathi Silks & iGrow & Gowri IMPEX, M Rajamaheswari, managing partner, Jayem Industries Engineering Fabricators, were guest speakers. Rajamaheswari said women need to know about their rights and privileges to defend themselves and need to have focus and strong determination to face the ever-challenging corporate world with courage. A panel discussion by students on plethora of entrepreneurial opportunities and challenges faced by them as part of their entrepreneurial journey was held.

**M.A.M. B-School: Women's Day celebration, talk by successful entrepreneurs R. Nandhini, M. Gowri and M. Rajamaheshwari, 10 a.m.**



M.A.M. B-School wishes you all a Happy Women's Day by organizing "Women Leaders Conclave" session at M.A.M. B- School, 10 am.



YI Young Indians  
M.A.M BUSINESS SCHOOL

**“Women Leaders Conclave”**

Dr. R. Bhargavi  
Chairperson, MPR Foods

Mrs. R. Gokila  
Director (HR & Legal)  
Monitpro Solution Pvt ltd

Dr. M. Hemalatha  
Director - MAMBS

On Monday 8th March 2021  
@ Charles Correa Hall

**Mrs. Fathima Bathool Maluk**  
Secretary & CEO - MASTeR GI

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On the eve of Women's Day Celebration: The following students delivered a speech on Women's Empowerment. Ms. R. Sugapriya (I-MBA) Ms. N. Kanimozhi (I-MBA) Ms. T. Keerthana sri (I-MBA) Ms. G. Kiruthika (I-MBA)



## GENDER SENSITIZATION

The Gender Champion Club of M.A.M.B-School organized Guest Lecture: "Gender Sensitization" on 18.02.22 and Dr.N.Manimegalai, Director & Head, Department of Women Studies, Bharathidasan University, Tiruchirappalli was the chief guest for the programme.



The poster is for a "Gender Sensitization" event. At the top, it features the logos of MASTeR GROUP OF INSTITUTIONS and MAMBS BUSINESS SCHOOL. The main text reads: "M.A.M. B-SCHOOL Approved by AICTE and Affiliated to Anna University Siruganur, Trichy www.mambs.com". Below this, it says "Gender Champion Club Invite you all for Initiating 'Gender Sensitization'". The date and time are "18th February, 2022 | 9.30 to 11.30 AM". A circular portrait of Dr. N. Manimegalai is shown. Her title is "Guest Speaker" and her name is "Dr. N. Manimegalai". Her position is "Director & Head, Department of Women's Studies, Bharathidasan University, Trichy". The venue is "Charles Correa Hall". At the bottom, the organizers are listed: "Dr. M. Hemalatha, Director - MAMBS" and "Mrs. Fathima Bathool, Secretary & CEO -Master GI."

## GENDER SENSITIZATION

M.A.M. B-School, a standalone Business School, Trichy in association with Gender Champion Club organized Guest Lecture on "Gender Champion Club was initiating Gender Sensitization" on 18<sup>th</sup> February, 2022. Dr.N.Manimekalai, Director & Head, Department of Women Studies, Bharathidasan University was the resource person for the programme and delivered a session on gender sensitization. The resource person initiated with an overview by stating that gender sensitization is one of the basic and fundamental requisite for the normal development of an individual. The resource person stated that the need for this sensitivity has been realized through immemorial times and prevails all kinds of human existence. The resource person spoke about the various issues and challenges and sensitized the students about the sensitivity development particularly women's development. She also spoke about the need and importance of gender sensitivity in today's challenging world.

Dr.N.Manimekalai informed that gender sensitization is extremely essential which is about to changing the behavior and instilling empathy into the views that individual hold with their own and with the other genders. She stated that gender sensitization is a basic requirement that immensely helps to examine personal attitudes and beliefs that paves the way to understand the realities. She also informed that the governing stereotypes prevalent in our progressive society that tend to make it regressive. She discussed about the role of family, peer groups and mass media in framing ideology that are associated with various genders. She informed some of the traditionally expected roles and behavioural patterns based on social identified norms. The session ended with a discussion on bridge the gender gap and view things from a humanitarian perspective. Dr.M.Hemalatha, Director, M.A.M.B-School given the welcome address and shared her thoughts by highlighting the importance of gender sensitization as it paves the way to introspection and nurtures critical thinking. The session was more interactive and informative by the effective inputs that are shared by the resource person. The faculty members and students expressed their sincere gratitude towards fruitful session had by the resource person.



**Gender sensitisation**  
The Gender Champion Club of M.A.M. B-School, Tiruchi, organised a guest lecture programme on Gender Sensitisation to apprise students of their roles in bringing about women's development in the society. Handling a session, N.Manimekalai, Director and Head, Department of Women Studies, Bharathidasan University, said gender sensitisation was a basic and fundamental requisite for normal development of an individual. There was an imperative need for gender sensitivity in today's challenging world to examine personal attitudes and beliefs that paves the way to understand the realities. M.Hemalatha, Director, M.A.M. B-School, also addressed the students.

## **WOMEN EXCELLENCE IN ENTREPRENEURSHIP**

M.A.M.B-School in Association with Young Indians Organised Guest Lectures on "**Women Excellence in Entrepreneurship**" by Ms. Vinothini Sekar, Entrepreneur & Fashion Designer, Manjal Couture an Online Clothing Brand for Women & Kids and "Women and Law" by "Ms. R. Gokila, Advocate in Trichy Court on 06.03.2020.

