7.1.1 ANNUAL GENDER SENSITIZATION ACTION PLAN



2020-2021

LIST OF PROGRAMMES:

S.No.	Name of the Programme	Dates	No. of participants	Supporting documents Page No.
1.	Overcome your mental barrier-unleash your inner potential	01-07-2020 to 05-07-2020	110	3-7
2.	Physical and Emotional Well Being	06-08-2020	103	8-9
3.	Women students mentoring programme	28-01-2021	54	10-11
4.	Personality Development Programme for I year students	25-02-2021	450	12-13
5.	Women Entreprenuership - Opportunities challenges in 21 st Century	27-02-2021	75	14-16
6.	A Talk on Human Values	04-03-2021	400	17-18
7.	An awareness program on Women's rights and self Defence	08-03-2021	180	19-22
8.	Women students mentoring programme	12-03-2021	90	23-24

Title of the event: Overcome your mental barrier-unleash your inner potential

Date and Venue: 01-07-2020 to 05-07-2020 & AITAM (ONLINE MODE)

No. of participants: 110

About the programme:

This Programme aims at gearing up the full potential of women by identifying the barriers, sensitizing them on the essential ingredients of innovation and women's role in it. Also the participants are introduced and familiarized to the concept of design thinking, the most potent, solution-based approaches to innovation. It will be a platform for the participants to gain mental ability and innovative thinking in their respective fields.

Resource persons:

Dr. Usha Eeswaran, C.E.O., SEEK

Dr. Punyashree Panda, Asst.Professor, IIT Bhubaneswar



Approved by AICTE, New Delhi
Afficiend to JNTU Kakinada
Accredited by NIMA (UG Programs CSE_ECE_EEE_ME & CE)
Accredited by NAACUGC) with A+ Grade
Recognised by UGC Under Section 2(f) & 12(B)
TEQIP Funded College
Recognised by Scientific &Indistrial Research Organisation()

5 DAY WOMEN FDP - 01.07.2020 to 05.07.2020 (10.30 AM to 12 noon)

OVERCOME YOUR MENTAL BARRIERS -UNLEASH YOUR INNER POTENTIAL

DR.USHAA ESWARAN, CEO - SEEK, Motivational Speaker



DAY 1,2,3

- Women Empowerment & Gender Sensitization
- Work Life Balance
- Success Mantra of Life

DR.PUNYASHREE PANDA, Assistant Professor, IIT, Bhuvaneswar



DAY 4.5

- Innovative decision making among women
- Design Thinking

Registration Link: https://forms.gle/EvKAN1hyRX6L1aTp9 Registration Fee: Rs.200

Convener Dr. G. Vasanti Professor & HOD Dept. of BS&H AITAM, Tekkali, Mobile: 9440168865 Co-ordinators 1) Dr.M.V.Ratnamani Assoc. Professor, Dept. of BS&H AITAM, Tekkali, Mobile:7013596024 2) Smt.N.Shailaja Asst.Professor, Dept. of BS&H

AITAM, Tekkali, Mobile:8074487589



"OVERCOME YOUR MENTAL BARRIERS

- UNLEASH YOUR INNER POTENTIAL"

Five Day Women Faculty Development Program

(From 1st to 5th July 2020)

Organized by

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT (A) (Accredited by NBA, NAAC A*)

K. Kotturu, Tekkali, Srikakulam District, Andhra Pradesh

Preamble:

Participants upon completion of the programme will be able to understand the consequences of gender inequality and benefits of gender equal society. Receive some tips to achieve balance in life, learn effective prioritizing techniques and major qualities to achieve success. To overcome the thrust of innovative thinking can also be satisfied by understanding and appreciating the decision making and fully comprehend women's role in overcoming challenges in that front. Participants will also be able apply design thinking procedures in their professional roles in order to pursue and endorse innovation. It is expected that all the women participants will adopt an enlightened life.

Resource Persons and Major Topics:

Day1, 2 & 3 (10.30 a.m to 12.00 noon)

- Prof. Dr.Usha Eswaran , CEO, SEEK.

 Women Empowerment and Gender Sensitization
 - Work Life Balance Success Mantra of Life

Day 4&5 (10.30 a.m to 12.00 noon)

Dr.Punyashree Panda, IIT, Bhubaneswar

- · Innnovative decision making among women
- Design Thinking

Eligibility:

The programme is open to the faculty of all disciplines of Engineering, Medical, and Degree Colleges. Research Scholars and Industry working professionals in any discipline can also attend.

How to apply:

It is mandatory to fill the Registration form on or before 30th June 2020 after paying the registration fee. Link: https://forms.gle/EvKAN1hyRX6L1aTp9 Registered candidates will be issued e- certificate at the end of the program, who attend all the sessions and fill feedback forms everyday.

Convener

Dr.G.Vasanti Professor and Head of the BS&H Department Aditya Institute of Technology and Management Tekkali, Andhra Pradesh - 532201. Mobile: 9440168865.

Registration Form with fee:RS.200

Last Date for receiving

30th June 2020

About BS&H Department

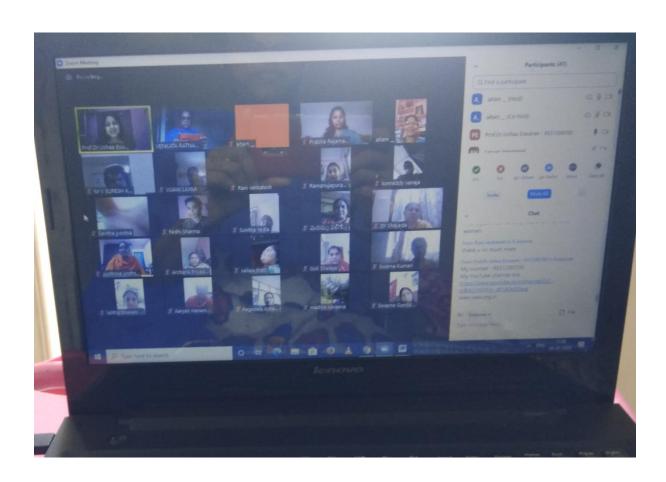
Department of Basic Sciences and Humanities comprises English, Physics, Mathematics, Chemistry and ES. Faculty work under dynamic HOD. Department has 3 Professors, 8 Associate Professors and 34 Assistant Professors with rich and varied experience. As per JNTUK norms, department has three sophisticated English Language labs, two Physics and two Chemistry labs. Faculty of the department completed one major research project. Two minor research projects are in progress. Total amount sanctioned to the department by DST and UGC is Rs. 21,74,899 /-. No. of papers published by faculty so far is 107. No. of workshops organized till date is 09.

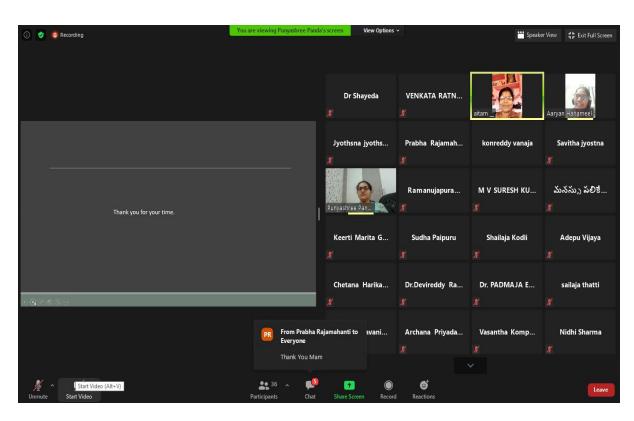
About AITAM

Aditya Institute of Technology and Management (Autonomous) was established in 2001 under Aditya Educational Society to offer quality education in the north coastal AP. It offers B.Tech programs in CSE, IT, ME, ECE, EEE and CE Engineering which are accredited by NBA & NAAC. It also offers Post Graduate programs in MBA and 4 disciplines of M. Tech. in Engineering. Departments of CSE, ME, EEE and ECE are recognized as research centers by JNTUK Kakinada. AITAM is permanently affiliated to JNTUK Kakinada, Approved by AICTE, Recognized u/s 2(f) & 12(B), Recognized as SIRO by DSIR - DST, FIST Institution.

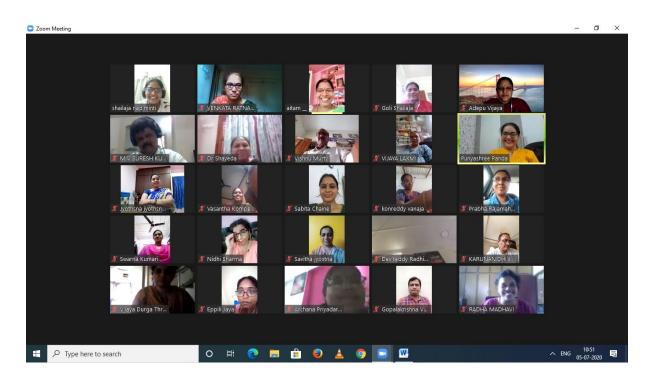
 Dr.M.V.Ratnamani, Assoc. Professor, BS&H Department Aditya Institute of Technology and Management Tekkali, Mobile: 7013596024.

Smt.N.Shailaja, Asst.Professor, BS&H Department Aditya Institute of Technology and Management Tekkali, Mobile: 8074487589









Title of the event: Physical and Emotional Well Being

Date and Venue: 06-08-2020 & AITAM (ONLINE MODE)

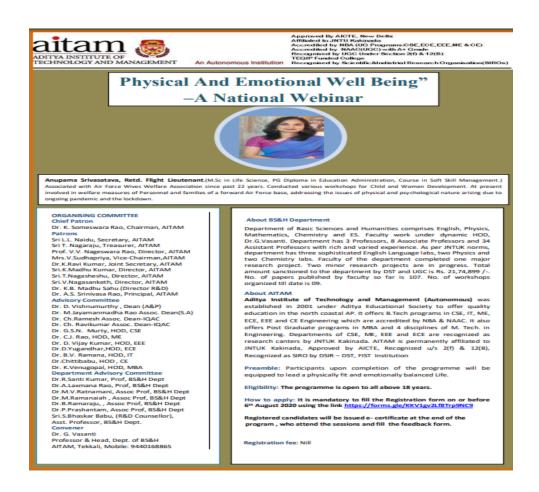
No. of participants: 103

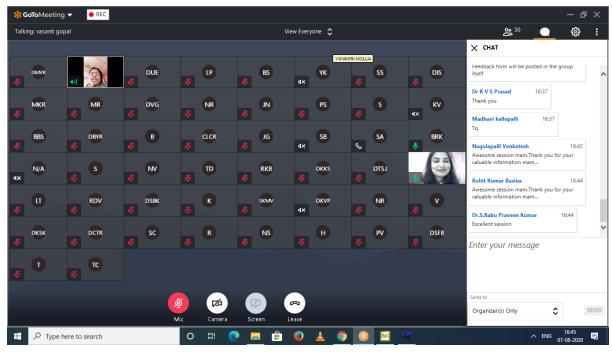
About the programme

This programme aims to know the importance of mental health which includes our emotional, psychological, and social well-being for female. It affects how we think, feel, and act as we cope with life. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood and aging for every girl. It is difficult to Find the balance between positive and negative emotions. Staying positive doesn't mean that you never feel negative emotions, such as sadness or anger. We need to feel them so that we can move through difficult situations. They can help you to respond to a problem.

Resource Person:

Ms. Anupama Srivasthava, Retired lieutenant.







Title of the event: Women students mentoring programme

Date and Venue: 28-01-2021 and Seminar hall A block AITAM

No. of participants: 54

About the programme

The main aim of the programme is to give suggestions to the women students to get awareness about present cyber crimes and societal issues. Women faculty of ECE department Mrs. A.JayaLaxmi and Mrs. E. Jaya and other staff involved in the session. They advised girls to keep safe in COVID environment and on how to handle tough issues in life. They interacted with the women students to know their problems and to give suggestions to them.54 women students participated in the event.





Title of the event: Personality Development Programme for I year students

Date and Venue: 25-02-2021 & Open Dias AITAM

No. of participants: 450

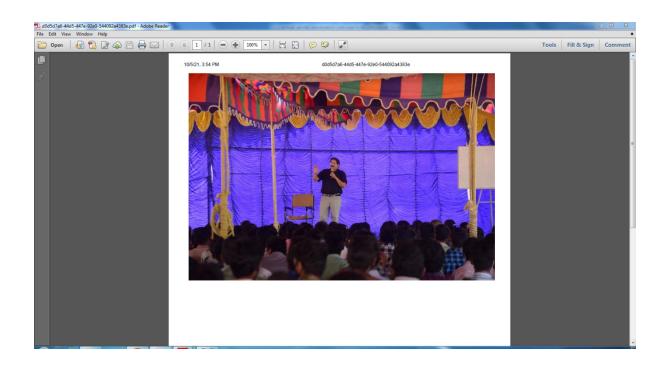
About the programme

The main aim of this program is to motivate I year students. Resource person touched all the aspects of life and made the students to gain more confidence. Personality development includes activities that improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. When personal development takes place in the context of institutions, it refers to the methods, programs, tools, techniques, and assessment systems that support human development at the individual level in organizations. Personality development gives more confidence to people. When you know you are appropriately attired and groomed, this makes you less anxious when meeting a person. Knowing the right things to say and how to conduct yourself will increase your confidence.

Speaker:

Prof. K.V.S.G. Murali Krishna – JNTUK, Narasaraopet





Title of the event: Women Entrepreneurship -Opportunities challenges in 21 st Century

Date and Venue: 27-02-2021 & ONLINE MODE - AITAM

No. of participants: 75

About the Programme

This programme aims to understand the concept of Women Entrepreneurship and its benefits to the communities in the society. This program will empower the women on how to face and overcome the challenges from different environments of the business and to become a successful entrepreneur as well. It will also educate the women community in prevailing opportunities and making the most of them. Participant can also receive information on Different Schemes of Government of India and Government of Andhra Pradesh to encourage Entrepreneurship in general and Women Entrepreneurship in particular. Practicing Entrepreneurs will also share some tips to achieve balance in life and major qualities required to achieve success. It is expected that all the women participants will adopt an enlightened life and succeed as an entrepreneur.

Resource persons:

Smt. K. Rama Devi, President, Association of Lady Entrepreneurs of Andhra Pradesh, (ALEAP).

Dr. B.Geetha Reddy, Chair Person, APCIMSME, Chair Person, YASMI Group, Vizag

Prof . D. Vishnu Murthy, Dean & Chief Coordinator EDC, AITAM, Tekkali



"WOMEN ENTREPRENEURSHIP OPPORTUNITIES AND CHALLENGES In21st CENTURY" One Day Women Entrepreneurship Development Program On 27/02/2021 Organized by

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT (A) (Accredited by NBA, NAACA*)

K.Kotturu, Tekkali, Srikakulam District, Andhra Pradesh

Preamble:

Participants upon completion of the programme, will be able to understand the concept of Women Entrepreneurship and its benefits to the communities in the society. This program will empower the women on how to face and overcome the challenges from different environments of the business and to become a successful entrepreneur as well. It will also educate the women community in prevailing opportunities and making the most of them. Participant can also receive information on Different Schemes of Government of India and Government of Andhra Pradesh to encourage Entrepreneurship in general and Women Entrepreneurship in particular. Practicing Entrepreneurs will also share some tips to achieve balance in life and major qualities required to achieve success. It is expected that all the women participants will adopt an enlightened life and succeed as an entrepreneur

Resource Persons:

SESSION 1(10.00AMTo11.00AM)

Smt. K. Rama Devi,

President, Association of Lady Entrepreneurs of Andhra Pradesh, (ALEAP).

Topic: Key note address and Women Entrepreneurship Opportunities.

SESSION 2(11.00AMTo12.00PM)

Dr. B.Geetha Reddy, Chair Person,

APCIMSME, Chair Person, YASMI Group, Vizag Topic: Women Enterpreunership Advocacy and Challenges

SESSION 3 (12.00PMTo01.00PM)

Prof D.Vishnu Murthy,

Dean & Chief Coordinator EDC, AITAM, Tekkali Topic: Women Entrepreneurship in INDIA.

Convener

Mrs. Deckonda. Pranaya
Asst. Professor - MBA Department
Aditya Institute of Technology and Management
Tekkali, Andhra Pradesh – 532201.
Mobile: 9441150527.

About AITAM

Aditya Institute of Technology and Management (Autonomous) was established in 2001 under Aditya Educational Society to offer quality education in the north coastal AP. It offers B.Tech programs in CSE, IT, ME, ECE, EEE and CE Engineering which are accredited by NBA&NAAC. It also offers Post Graduate programs in MBA and 4 disciplines of M.Tech.in Engineering. Departments of CSE, ME, EEE and ECE are recognized as research centers by JNTU Kakinada. AITAM is permanently affiliated to JNTU Kakinada, Approved by AICTE, Recognized u/s 2(f)&12(B), Recognized as SIRO by DSIR-DST, FIST Institution.

Eligibility:

The programme is open to the students, faculty of all disciplines of Engineering, Medical, and Degree Colleges, Research Scholars, Industry working professionals and home makers.

How to apply:

It is mandatory to fill the Registration form on or before 25° Feb 2021.

Registration

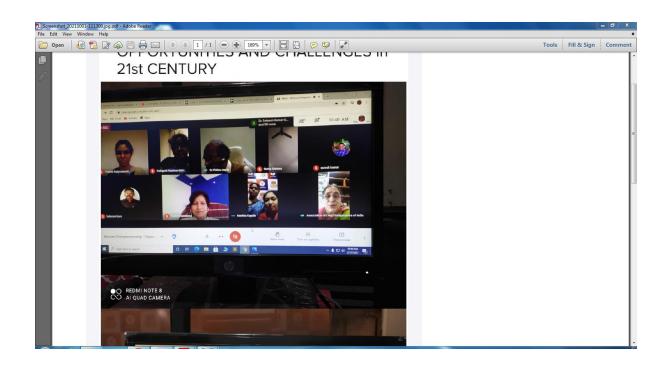
Link:https://forms.gle/MEFjMDLG1dMTT1Ax6 YouTube link and Google classroom link will be sent through mail id's to the participants on 26th February 2021.

E-certificate will be issued attend of the program to the registered and participated can did at should attend all the sessions and fill the feedback format when session completed.

Co Convener

Mrs.K.Kavitha

Sr.Asst. Professor- IT Department Aditya Institute of Technology and Management Tekkali, Andhra Pradesh-532201. Mobile: 8142835520



Title of the event: A Talk on Human Values

Date and Venue: 04-03-2021 & OPEN DIAS - AITAM

No. of participants: 400

About the programme

This programme is very useful to all the students and staff of this institution. Basic human values refer to those values which are at the core of being human. The values which are considered basic inherent values in humans include truth, honesty, loyalty, love, peace, etc. because they bring out the fundamental goodness of human beings and society at large. Human values are the virtues that guide us to take into account the human element when we interact with other human beings. Human values are, for example, respect, acceptance, consideration, appreciation, listening, openness, affection, empathy and love towards other human beings. Human values are necessity in today's society and business world. Human values are the features that guide people to take into account the human element when one interacts with other human. They have many positive characters that create bonds of humanity between people and thus have value for all human beings. They are strong positive feelings for the human essence of the other. These human values have the effect of bonding, comforting, reassuring and procuring serenity. Human values are the basis for any practical life within society.

Guest Speaker

Sri Chinna Jeeyar Swamy







Title of the event: An awareness program on Women's rights and self Defence

Date and Venue: 08-03-2021 & Seminar hall A bock

No. of participants: 180

About the programme

This programme aims to make female staff and students aware of women's rights and self defence. The primary importance of self-defence is for women to be able to protect themselves against anything that's unacceptable in terms of social conduct. The Constitution states that every person is equal before the law and it needs to be reflected in practice. Women and girls should be aware of their rights and be encouraged to pursue education, thereby becoming independent through employment. Even though India has all the necessary laws to punish and prevent crimes against women like the Criminal Law (Amendment), Act 2013, which was enacted for effective deterrence against sexual offenses, the number of crimes against women is increasing by the minute.

Resource Person:

Smt.T.Haritha, Senior Civil Judge, Tekkali, Chairperson, MLSC







Accredited by NBA (UG: CSE,ECE,EEE,ME,CE & IT) Accredited by NAAC(UGC) with A+ Grade TEQIP Participated College

Recognised by UGC Under Section 2(f) & 12(B)

Recognised by Scientific & Industrial Research Organisation(SIRO)

Approved by AICTF. New Delhi Affiliated to JNTU Kakinada

An Autonomous Institution

మహిళ వ్యక్తిగత రక్షణ కలిగి ఉండాలి : ఐతమ్ సదస్సులో న్యాయమూర్తి వెల్లడి

మహిళలు విద్యతో పాటు వ్యక్తిగత రక్షణకు అవసరమైన కృషి చేయాలని టెక్కలి సీనియ ర్ సివిల్ జడ్జి మరియు మండల లీగల్ కమిటీ చైర్పర్సన్ టి.హరిత చెప్పారు. ప్రపంచ మహిళా దినోత్సవం సందర్భంగా ఐతమ్ ఇంజినీరింగ్ కళాశాలలో సోమవారం 'మహిళా హక్కులు- రక్షణ' అనే అంశంపై విద్యార్థులతో జరిగిన సదస్సులో ఆమె ముఖ్య అథిదిగా పాల్గాని మాట్లాడారు. ఈవిటీజింగ్, రేగింగ్ వల్ల కలిగే దుష్పరిణామాలు, చట్టం కల్పిస్తు న్న రక్షణ గూర్చి వివరించారు. పోలీసులకు ఫిర్యాదు చేసే విదానం, సాంకేతికత సహా యంతో దిశా యాప్ వంటివాటిని వినియోగించుకోవడం వల్ల కలిగే ప్రయోజనాల గూర్చి తెలిపారు. గృహహించ చట్టాలు, లైసెన్స్ లేని ద్రయాణం, ఇన్సూరెన్స్లోలేని వాహనాలను నడపడం వల్ల కలిగే నష్టాలను పేర్కొన్నారు. కళాశాల చైర్మన్ డాక్టర్ కొంచాడ సోమేశ్వర రావు, వైస్ చైర్పర్సన్ వి.సుధాబ్రియా, డైరెక్టర్ ప్రాఫెసర్ వి.వి.నాగేశ్వరరావు, న్యాయవాది దవళ రాజేశ్వరరావులు మాట్లాడుతూ మహిళ మహారాణిలా రాణించాలంటే తీసుకోవల సిన జాగ్రత్తలు పాటించ వలసిన మెలుకవలు గూర్చి తెలిపారు. భారత్లో మహిళకు అతున్నత స్థానం ఉందని భగవాన్ శివ, విష్ణు, బ్రహ్మలు శక్తిని ఆరాదించే గౌప్ప సంస్మ,తి ని, మాత్పదేవోభవ...పిత్పదేవోభవ అంటూ మహిళను ఆరాదించే ఔన్నత్యాన్ని తెలిపారు. సమాజ పరంగా ఉన్న సమస్యలను దైర్యంతో అధిగమించాలని చెప్పారు. సుద్రీమ్ కోర్లు ైంతం ఇటీవల తీర్పులో మహిళకు పురుషునితో సమానంగా కల్లిన హక్కులు, భాద్యతల గూర్చి వివరించిందన్నారు. వివాహాన్ని తప్పనిసరిగా రిజిగ్టేషన్ చేసుకోవాలని పేర్కొన్నా రు. మహిళా దినోత్సవం సందర్భంగా శాక్ ద్వారా 150 మంది టెక్కలి ప్రభుత్వ ఉన్నత బాలికల పాఠశాల విద్యార్శులకు శానిటరీ నేప్8ిన్స్ ను పంపిణీ చేశారు. ఈ సందర్భంగా వ్యాసరచణ, వక్శత్వ పోటీలను నిర్వహించి విజేతలకు బహుమతులను అందజేశారు. అనంతరం సాంస్మ్కతిక నృత్యప్రదర్శనలు నిర్వహించారు. ఎన్.ఎస్.ఎస్ మరియు మహి ళా విభాగం ఆద్వర్యంలో జరిగిన ఈ సద స్పుకు కె.వి.లలితా భవాణీ కో-ఆర్థినేటర్గా వ్యవహరించగా ట్రిన్ఫిపాల్ డాక్టర్ ఎ.ఎస్.శ్రీనివాసరావు, డైరెక్టర్ డాక్టర్ కె.బి.మధుసాహం, డీవ్ డాక్టర్ డి.విష్ణమూర్తి, అసోసియేట్ డీవ్ డాక్టర్ ఎం. జయమన్మదరావు, సి.ఎస్.ఇ హెచ్.ఒ.డిలు డాక్టర్ జి.ఎస్.ఎన్.మూర్తి, డాక్టర్ జి.వాసంతీ, డాక్టర్ బి.బలరాం, కవితా, ఇ. జయ, ఎ.జయలక్ష్మి, డి.ప్రణయ, ఆర్.ప్రభ, ఎన్.శెలజ, ప్రశాంతితో పాటు పలువురు అధ్యాపకులు, విద్యార్థులు పాల్శొన్నారు.





Date: 09/03/2021 EditionName: ANDHRA PRADESH

(SRIKAKULAM) PageNo:

Title of the event: Women students mentoring programme

Date and Venue: 12-03-2021 & D block seminar hall

No. of participants: 85

About the programme

The main theme of the programme is to give suggestions to the women students to build a successful career and to get awareness about present societal issues. In-charge and members of Women Development Committee, Mrs. N. Preethi and Mrs. S. Sangeetha advised girls on how to handle tough issues in life. They interact with the women students to know their problems and to give suggestions to them.85 women students participated in the event.





Specific facilities provided for women in terms of:

S.No.	Name of the facility	Supporting documents Page No.
1.	Safety and security	1-5
2.	Counselling	5-7
3.	Common rooms	8-12
4.	Day care Centre	12-14
5.	Any other relevant information	15

a) Safety and security

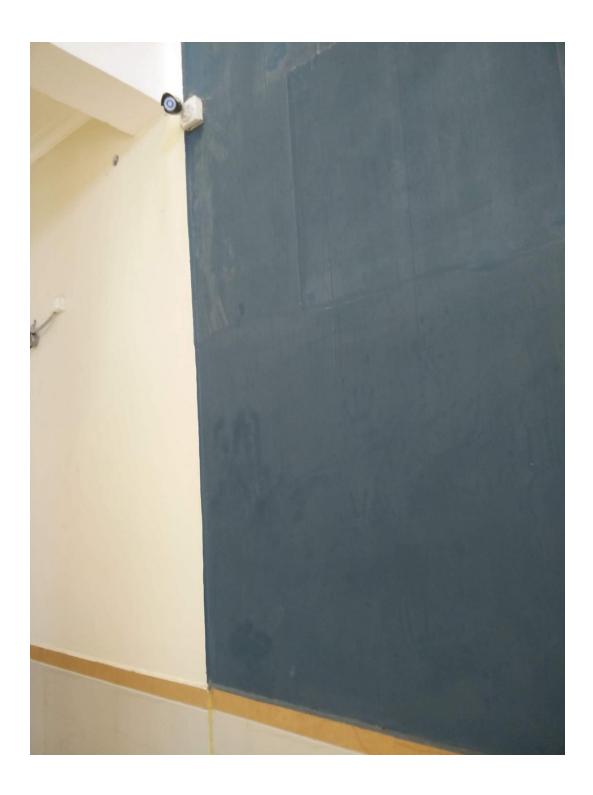
- Awareness programs on women safety and gender sensitivity through rallies and camps by NSS and student volunteers.
- Entire Institution is provided with extensive surveillance network with 24x7 monitored control rooms.
- Highly-trained women security guards placed across the campus.
- Security checkpoints at all campus entries and exits. Separate entry for vehicles parking.
- Institute is very strict on implementation of Anti-Ragging, Well Disciplined behavior in the Campus.
- Separate hostels for men and women with dedicated wardens in the campus.
- All faculty members are on rotational duty for anti ragging environment, discipline and security.
- The Institute is the better choice of parents for education of their female wards as evidenced by increased female student admission yearly.











b) Counselling

- Grievance Redressal Committees are formed for students and staff.
- Class teachers are available for counselling of both males and female students.
- Each faculty is assigned with 5 to 23 students to counsel them regarding the academic and personal issues. Personal counselling is given to students at different levels.
- Career Guidance Cell, Entrepreneurship Development Cell and Placement Team are continuously in touch with students and guide them appropriately.

• Students are encouraged to respond to the gender sensitivity issues in the society and give awareness through rallies in Institution and local places.









c) Common rooms

- In the institution, common rooms have been arranged for men and women, which facilitate meetings and discussions.
- There are separate washroom facilities for girls and boys. Sanitary napkin vending machine is available to the girl students in the campus. Girls Washrooms are provided with sanitary napkin incinerator machine for the safe and hygienic disposal of sanitary napkins.
- E clinic is available in the campus.





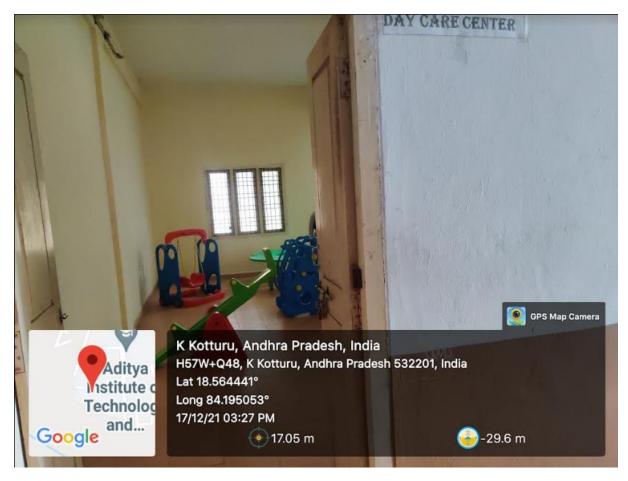






d) Day care centre

The college has a day care centre in the campus to assist the women faculty members and students who have babies. It is available to take care of infants and young children during the college time. The day care centre is located in Girls hostel building. There are lady caretakers and it's working from 9 am to 4 pm on all working days. The amenities available are beds, bed spreads, cradle, Toys etc. There is attention to each child. Careful measures are considered towards health and safety issues. There are proper hand-washing routines, and the facility is clean. Safety precautions and measures are taken. Children are motivated to play games, rhymes and conversation in order to improve brain development. Mothers can make unscheduled visits and are allowed to give suggestions.









Any other relevant information

• Additional initiatives ensure active participation of students in co-curricular activities and extra- curricular activities with Student Activity Centre in the institution.