

Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institution

Sector- 22, Rohini, Delhi- 110086, India



CRITERION 7



7.1 INSTITUTIONAL VALUES AND SOCIAL RESPONSIBILITIES

Metric 7.1.1

Criteria 7.1- INSTITUTIONAL VALUES AND SOCIAL RESPONSIBILITIES

Key Indicator – 7.1.1- Institution has initiated the Gender Audit and Measures for the Promotion of Gender Equity during the last five years.

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Director
Maharaja Agrasen Institute
of Management Studies
Sector-22, Rohini, Delhi-86



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“We have a gender activity calendar which is scheduled from beginning of session. Session on women leadership in academics, industry, public administration, politics are held regularly as per the availability of speakers.”

Annual Gender Sensitisation Action Plan 2017-18

The institute has planned the following activities in the academic year 2017-18 for promoting Gender Sensitisation amongst the student, faculty and staff of the institute. The concerned departments/committees are hereby notified to organise the following activities as per the given schedule.

S. No.	Title of the Activity	Department/Committee	Date of Activity
1.	Essay Writing Competition 'Women Activism'	Maharaja Agrasen Cultural Society	22 nd September, 2017
2.	Breast Cancer Awareness Program	MAIMS	11 th October 2017
3.	Students & Faculty to participate in Shree Shakti a three days seminar on 'Women Empowerment' to be organised by Group of Intellectuals & Academicians	Department of Journalism and Mass Communication	27 th , 28 th , 29 th January, 2018
4.	Celebration of International Women's Day	Maharaja Agrasen Cultural Society	8 th March 2018
5.	Awareness program on 'Women Menstrual Cycle' in slum area	Department of Journalism and Mass Communication	22 nd March, 2018
6.	Workshop on Women Entrepreneurship: Challenges and Opportunities	Maharaja Agrasen Cultural Society	28 th March 2018

Annual Gender Sensitisation Action Plan 2018-19

The institute has planned the following activities in the academic year 2018-19 for promoting Gender Sensitisation amongst the student, faculty and staff of the institute. The concerned departments/committees are hereby notified to organise the following activities as per the given schedule.

S. No.	Title of the Activity	Department/Committee	Date of Activity
1.	‘Leadership qualities in Women’ a motivational lecture	Maharaja Agrasen Cultural Society	5 th September, 2018
2.	Lecture on ‘Women in Media’	Centre for Corporate Governance	12 th October, 2018
3.	Film Screening: ‘Pink’	Department of Journalism and Mass Communication	14 th November, 2018
4.	Awareness about Cervical cancer on “World Cancer Day.”	Department of Bachelor of Business Administration	4 th February, 2019
5.	Celebration of International Women’s Day	Maharaja Agrasen Cultural Society	8 th March 2019
6.	Students’ visit to slums for creating awareness on ‘Women Hygiene’	Department of Journalism and Mass Communication	14 th May, 2019

Annual Gender Sensitisation Action Plan 2019-20

The institute has planned the following activities in the academic year 2019-20 for promoting Gender Sensitisation amongst the student, faculty and staff of the institute. The concerned departments/committees are hereby notified to organise the following activities as per the given schedule.

S. No.	Title of the Activity	Department/Committee	Date of Activity
1.	Ten-day training programme in self-defence in collaboration with Crime Against Women's Cell (CAWC), Delhi Police	Maharaja Agrasen Cultural Society	23 rd September, 2019-4 th October, 2019
2.	Debate on 'Women Empowerment a Misconception' and 'Me Too' Campaign	Department of Journalism and Mass Communication	28 th September, 2019
3.	Students & Faculty to participate in Women's rights awareness Workshop at National Commission for Women, New Delhi.	Gender Sensitisation and Equality Initiative Club	31 st October, 2019
4.	Students to participate in the shooting and panel discussion of TV program 'Nari Shakti ko Salaam' to be shot in MAIMS campus.	Department of Journalism and Mass Communication	6 th March, 2020
5.	Celebration of International Women's Day	Maharaja Agrasen Cultural Society	9 th March 2020
6.	Webinar on 'Mental Health Issues in Women during Covid' in Collaboration with Chetna: The Conscience for Women by Dr. Indu Arneja	Maharaja Agrasen Cultural Society	7 th May, 2020

Annual Gender Sensitisation Action Plan 2020-21

The institute has planned the following activities in the academic year 2020-21 for promoting Gender Sensitisation amongst the student, faculty and staff of the institute. The concerned departments/committees are hereby notified to organise the following activities as per the given schedule.

S. No.	Title of the Activity	Department/Committee	Date of Activity
1.	Webinar on ‘Gender Based Violence in Digital Space’ in association with National Commission for Women, New Delhi	Gender Sensitisation and Equality Initiative Club	6 th November, 2020
2.	Lecture on Women in India: Issues & Challenges	Gender Sensitisation and Equality Initiative Club	25 th November, 2020
3.	Poetry Competition on ‘Women Issues’	Department of Journalism and Mass Communication	30 th December, 2020
4.	International Women’s Day: Special Lecture on ‘Celebrating the Spirit of Womanhood’	Gender Sensitisation and Equality Initiative Club	8 th March, 2021
5.	Selection of Gender Champions in MAIMS	Gender Sensitisation and Equality Initiative Club	19th April 2021
6.	Poster Induction Program- Gender Sensitization and Equality Initiative Club	Gender Sensitisation and Equality Initiative Club	3rd June 2021
7.	Conduct Add-on Certificate Course on ‘Understanding Gender Inequality, Intersectionality and Social Action: Feminist Perspective’	Gender Sensitisation and Equality Initiative Club	10 th June-31 st July, 2021



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Annual Gender Sensitisation Action Plan 2021-22

The institute has planned the following activities in the academic year 2021-22 for promoting Gender Sensitisation amongst the student, faculty and staff of the institute. The concerned departments/committees are hereby notified to organise the following activities as per the given schedule.

S. No.	Title of the Activity	Department/Committee	Date of Activity
1.	Session on Women Entrepreneurship	MAIMS	20 th August 2021
2.	Breast Cancer Awareness Programme	MAIMS	21 st October 2021
3.	Azadi Ka Amrit Mahotsav: Special Lecture on Women Warriors in Indian Freedom Movement	Department of Journalism and Mass Communication	1 st November, 2021
4.	Poetry Recital Competition on 'Portraying Women Power'	Sancharika Club	17 th December, 2021
5.	Celebration of International Women's Day	MAIMS	8 th March, 2022
6.	G Lecture on spreading awareness on the Importance of maintaining Mensurational Health and Hygiene	MAIMS	20th April, 2022

Gender Equality Activities 2017-2022

Year	Content	Date	No. of Participants
2017-2018	Essay Writing Competition ‘Women Activism’	22/9/2017	40
	Breast Cancer Awareness Programme	11/10/2017	30
	Students & Faculty to participate in Shree Shakti a three days seminar on ‘Women Empowerment’ to be organised by Group of Intellectuals & Academicians	27-01-2018 to 29-01-2018 (3 Days)	30
	Celebration of International Women’s Day	8th March 2018	40
	Awareness program on ‘Women Menstrual Cycle’ in slum area	22/3/2018	20
	Workshop on Women Entrepreneurship: Challenges and Opportunities	28/03/2018	45
2018-2019	‘Leadership qualities in Women’ a motivational lecture	5/9/2018	75
	Lecture on ‘Women in Media’	12/10/2018	100
	Film Screening: ‘Pink’	14/11/2018	110
	Awareness: Cervical cancer on “World Cancer Day.”	4/02/2019	30
	Celebration of International Women’s Day	8th March 2019	60
	Students’ visit to slums for creating awareness on ‘Women Hygiene’	14/5/2019	30
2019-2020	Ten-days training programme in self-defence in collaboration with Crime Against Women’s Cell (CAWC), Delhi Police	23-09-2019 to 04-10-2019 (10 Days)	90
	Debate on ‘Women Empowerment a Misconception’ and ‘Me Too’ Campaign	28/9/2019	65
	Students & Faculty to participate in Women’s rights awareness Workshop at National Commission for Women, New Delhi.	31/10/2019	100
	Students’ to participate in the shooting and panel discussion of TV program ‘Nari Shakti ko Salaam’ to be shot in MAIMS campus.	6/3/2020	30
	Celebration of International Women’s Day	9th March 2020	60
	Webinar on ‘Mental Health Issues in Women during Covid’ in Collaboration with Chetna: The Conscience for Women by Dr. Indu Arneja	7/5/2020	50

2020-2021	Webinar on ‘Gender Based Violence in Digital Space’ in association with National Commission for Women,	6/11/2020	697
	Lecture on Women in India: Issues & Challenges	25/11/2020	55
	Poetry Competition on ‘Women Issues’	30/12/2020	40
	International Women’s Day: Special Lecture on ‘Celebrating the Spirit of Womanhood’	8/3/2021	75
	Selection of Gender Champions in MAIMS	19 th April 2021	30
	Poster Induction Program- Gender Sensitization and Equality Initiative Club	3 rd June 2021	40
	Conduct Add-on Certificate Course on ‘Understanding Gender Inequality, Intersectionality and Social Action: Feminist Perspective’	10 th June- 31 st July, 2021	125
2021-2022	Session on women entrepreneurship	21/08/2021	100
	Breast cancer awareness programme	21/10/2021	30
	Azadi Ka Amrit Mahotsav: Special Lecture on Women Warriors in Indian Freedom Movement	1/11/2021	80
	Poetry Recital Competition on ‘Portraying Women Power’	17/12/2021	25
	Celebration of International Women’s Day	8th March 2022	55
	Lecture on spreading awareness on the Importance of maintaining Mensurational Health and Hygiene	20 th April 2022	34

Essay Writing Competition ‘Women Activism’ Maharaja Agrasen Cultural Society
22nd September, 2017

Maharaja Agrasen Cultural Society of (MAIMS) organized Essay Writing Competition on ‘Women Activism’ on 22nd September, 2017. Event started by lamp lighting and Saraswati Vandana. 30 students from various streams participated in the debate. Various aspects of ‘Women Activism’ were raised by participants. Welcome Address given by Dr. Umesh C. Pathak (Assistant Professor, Journalism and Mass Communication). While addressing to participants Dr. Pathak talked about women activism and Women actively participated in the labour movement against corrupt landlords and land alienation by mobilizing mass protests. As women became more involved in activism, so did awareness of their oppression in society. Women began to engage on a regular basis in protests against alcohol abuse and wife beating. Vote of thanks was given by Ms. Shifali Ahuja (Assistant Professor, Journalism and Mass Communication). Event was concluded by prize distribution to winners of the competition.

Breast Cancer Awareness Program organized by MAIMS on 11th October 2017

The month of October marks breast cancer awareness month, so in order to raise awareness for this cause MAIMS organized a Breast Cancer Awareness Program on 11th October, 2017. Dr. Sunita Tank in her speech emphasized the importance of knowing about breast cancer, its prevention and utilization of such awareness programs by women and also appreciated the effort of students and faculty of MAIMS for organizing such an awareness program. She also educated upon the causes, stages, clinical features, early diagnosis and its management. Prof. Sunita also stressed upon importance of screening tests for the early detection of breast cancer.



Participation in Stree Shakti a three days seminar on ‘Women Empowerment’ organised by Group of Intellectuals & Academicians 27th, 28th & 29th January, 2018.

Group of Intellectuals & Academicians organized Stree Shakti a three days seminar on ‘Women Empowerment’ on 27th, 28th & 29th January, 2018. Students & Faculties participated in the seminar with full enthusiasm. Research papers on various aspects of women empowerment like dowry system, illiteracy, sexual harassment, inequality, female infanticide, domestic violence against women, rape, prostitution, illegal trafficking and other issues were presented by participants and research scholars.



CELEBRATION OF INTERNATIONAL WOMEN’S DAY

International Women’s Day was celebrated in MAIMS on 8th March, 2018 focusing on “Women in the Changing World of Work: Planet 50-50 by the year 2030”.

The world of work is changing, with significant implications for women. On one hand, technological advancement and globalization brings unprecedented opportunities for those who can access them. While on the other hand, there is a growing informality of labour, income inequality and humanitarian crises.

The observance of 8th March as International Women’s Day is a step towards ensuring Gender Equality for all women. The event was graced by our chief guest, Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism & Mass Communication who apprised the audience with the importance of gender equality for all women.



Awareness program on ‘Women Menstrual Cycle’ in slum area Journalism and Mass Communication 22nd March, 2018

Department of Journalism and Mass Communication (MAIMS) organized an awareness program on ‘Women Menstrual Cycle’ in slum area on 22nd March, 2018. Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication addressed girls and women of slum areas and made them aware about the disease which can be caused by using dirty cloths. She further motivated girls to talk about menstruation and feminine hygiene with their elder ones. Creating awareness and openness is one of the most effective ways to help teach girls how to properly manage their menstrual hygiene. 100 pads were also distributed to needy by student volunteers.



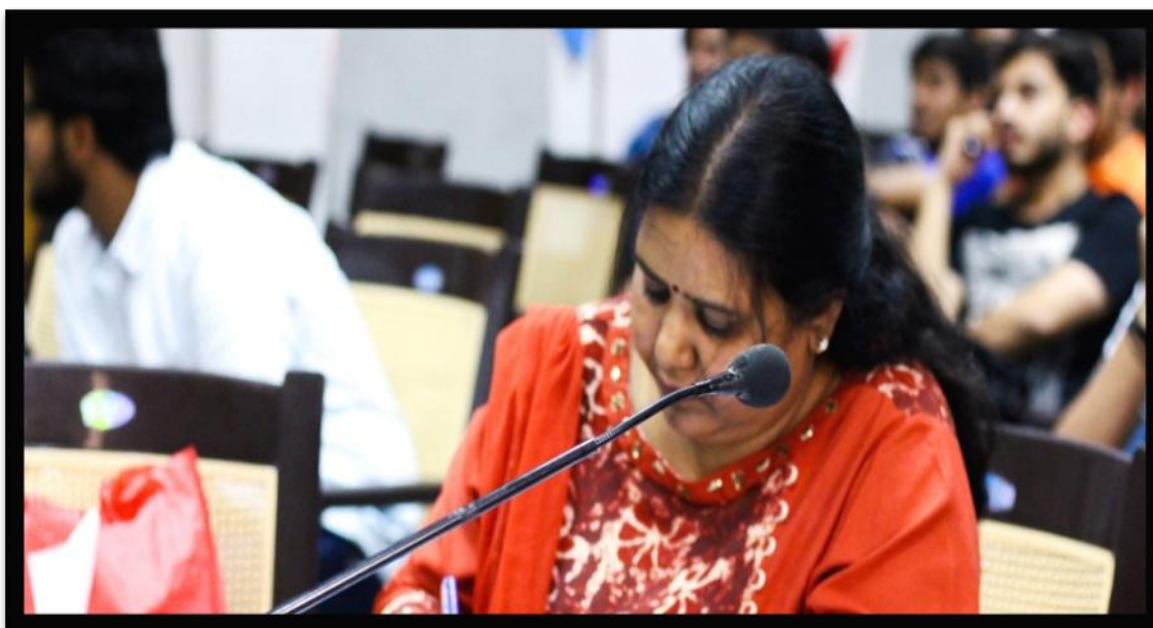
Workshop on Women Entrepreneurship: Challenges and Opportunities

A Workshop on “Women Entrepreneurship: Challenges and opportunities” was organized by Maharaja Agrasen Institute of Management Studies, Delhi on 28th March 2018. The Chief Guest for the even was Ms. Sumedha Dutta, Assistant Professor, Dept. of Business Administration. She discussed about the Indian job scenario, quality of education and increasing rate of school dropouts. She also discussed the benefits of self-employment and encouraged the students to become the next Generation Women Entrepreneurs. Dr. Sumedha also motivated and enlightened the students on Women Entrepreneurship.



‘Leadership qualities in Women’ a motivational lecture, Maharaja Agrasen Cultural Society, 5th September, 2018

Maharaja Agrasen Cultural Society of (MAIMS) organized a motivational lecture on Leadership qualities in Women on 5th September, 2018. Dr. Manju Gupta (Associate Professor, Department of Business Administration) discussed various leadership qualities in Women which help in work place. In her lecture she elaborated few leadership qualities in women like belief in oneself, willingness to nurture, focus on achieving one’s goals, building and leading teams, willingness to question the status quo and not afraid to ask for help. Dr. Nisha Singh (Assistant Professor, Journalism and Mass Communication) concluded the session by vote of thanks.





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Lecture on 'Women in Media' Centre for Corporate Governance 12th **October, 2018**

Centre for Corporate Governance organized Lecture on 'Women in Media' on 12th October, 2018. Students & Faculties of journalism and mass communication participated in the lecture. The resource person focused on the situation of women in media and how they are contributing in the industry. Women in media revolves around the four axes of media as media freedom, media pluralism, media independence, and media safety. Women in media do not face the same difficulties and threats as men, but also experience gender inequalities, safety issues, or under-representation. He encouraged girls to come up front and work in media industry with full enthusiasm. Concluding remarks were given by Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication.

Film Screening: ‘Pink’ by Journalism and Mass Communication **14th November, 2018**

Department of Journalism and Mass Communication (MAIMS) organized Film Screening of Pink on 14th November, 2018 in seminar hall. More than 100 students and faculties watched the film at college auditorium. Welcome address given by Dr. Nisha Singh (Assistant Professor, Journalism and Mass Communication) gave insights to the students about the current situation of women and girls in the country. She talked about rape incidents, molestation and how politicians help culprits to save them from punishments. She highlighted the issues of women abuse and women rights. Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication and Ms. Sumedha Dutta (Assistant Professor, Dept of Business Administration) graced the occasion with her presence.



SESSION ON SPREADING AWARENESS ABOUT CERVICAL CANCER TO MARK WORLD CANCER DAY

4th February is celebrated as World Cancer Day every year. On 4th February 2019, Department of Business Administration of Maharaja Agrasen Institute of Management Studies, Delhi organised an awareness programme about cervical cancer which is one of the most common cause of death of women between 15 and 44 years of age globally. Many female faculties, staff members attended the session. The resource person for the session was Dr. Renuka Gupta from Shree Agrasain International Hospital was the resource person of the session. Dr. Renuka Gupta has explained the causes, preventive measures for the cancer along with the recommended tests for early detection. The session was followed by question answers by e faculties and students. Event was a great success.



CELEBRATION OF INTERNATIONAL WOMEN’S DAY

International Women’s Day was organized on 8th March, 2019 in Maharaja Agrasen Institute of Management Studies, Delhi. The purpose of this program was to sensitize students, faculty and staff on issues faced by women in present times. The event also provided a platform to the participants to express their views and suggest concrete steps for women’s security and empowerment. Prof. (Dr.) Vinita Gupta, HoD, Dept. of Journalism & Mass Communication in her address raised pertinent issues concerning women’s survival, security and empowerment. She stressed upon the need to change the existing stereotypes affecting women’s position in the society. She was of the opinion that instead of depending upon the state, women should self-awaken and be aware and assert their rights. It was a thought provoking session with the participants which highlighted women’s struggle for dignity and liberation. Prof. Vinita was of the opinion that such programmes should be organized again and again for developing a greater understanding on issues relating to women in particular. There were sixty participants including students, faculty and staff who attended and were part of this important event



Students' visit to slums for creating awareness on 'Women Hygiene' 14th May, 2019

Health is an issue about which everyone is concerned or need to get concerned. That's the Health Communication or Health Journalism is an important way to help people to keep themselves fit. Students of BA (JMC) Maharaja Agrasen Institute of Management Studies along with Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication and Prof. (Dr.) G. P. Govil, Advisor, MATES yesterday visited Ekta Basti Slum Area Near Haiderpur adjacent to Pitampura and Shalimar Bagh. Students interacted with people and enquired about their health conditions which are quite pathetic. Students also told them about Menstrual Hygiene and distributed Sanitary Napkins provided by the Institute. Not only students interacted with them but also distributed biscuits, chocolates, toffees as a kind gesture.



Ten-day training programme in self-defence in collaboration with Crime Against Women's Cell (CAWC), Delhi Police from 23rd September, 2019 to 4th October, 2019

Self Defence is best defence and real women empowerment. Trainers from Delhi Police gave 10 days rigorous Self Defence training to girl students of Maharaja Agrasen Institute of Management Studies. On the culmination ceremony of this Training girl students gave a demonstration of various techniques of Self Defence in front of dignitaries, Sh. Mohan Garg, Prof. M. L. Goyal, Sh. Rajnish Gupta, Prof. S. K. Garg, Prof. M.K. Bhat, Prof. G.P. Govil, Prof. Muneesh Kumar. Girls Josh got very high as they received Delhi Police Self Defence Training Certificates from the dignitaries.



Debate on ‘Women Empowerment a Misconception’ and ‘Me Too’ **Campaign 28th September, 2019**

Debate is an important part to reach any conclusion when it comes to Journalism and Mass Communication it seems a most important skill to learn. It's a regular feature of Department of Journalism and Mass Communication (Maharaja Agrasen Institute of Management Studies) to organise Debate Competitions. On 28th September, 2019 the first-year students expressed their views in favour and against the motion on the topic 'Women Empowerment: A Misconception' and 'Me too' campaign. Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication and Ms. Nidhi Chaudhry (Assistant Professor, Journalism and Mass Communication) organised this debate competition. Prof. (Dr.) M. K. Bhat, Director MAIMS encouraged the students saying that debate is tool of brainstorming in a democracy and it is really important make it a regular feature of academic activities. Dr. Lokesh Jindal (Associate Professor, Dept. of Business Administration) graced the occasion with his presence and distributed prizes to the winners.



Participation in Women's rights awareness Workshop at National Commission for Women, New Delhi 31st October, 2019

31st October 2019, slated a great experience for the students of Journalism and Mass Communication along with BA LLB (Maharaja Agrasen Institute of Management Studies). Total 130 students along with 7 faculty members visited National Commission for Women (NCW) to understand it's working. In an interactive session Member Secretary, Ms. Meenakshi Gupta briefed them about the importance and working of NCW. In her welcome address she underlined the responsibility of Media in covering women related sensitive issues. Ms. Jyoti Singhal, Deputy Joint Secretary, answered the queries of students. Ms. Palak Jain introduced NCW through Power Point Presentation. Ms. Bhardwaj gave Presentation on sexual harassment. Prof. G.P. Govil, Prof. (Dr.) Vinita Gupta, Ms. Nidhi Chaudhry, Mr. Vijay Pal, Mr. Jitender Vig, Ms. Neelam Nanda Prabhat and Mr. Varun Bansal were there with the students.



Student participate in the shooting and panel discussion of TV program
‘Nari Shakti ko Salaam’ to be shot in MAIMS campus 6th March, 2020

On March 6th, 2020 Navtej Television came to Maharaja Agrasen Institute of Management Studies Campus to shoot their special program on International Women's Day. It was a panel discussion as well as interaction with the students on the topic. Amongst the panellists were - Mamta Kaley- BJP leader, Amber Zaidi- Social Activist, Prof. (Dr.) Vinita Gupta, Media Educator (HoD, Department of Journalism and Mass Communication, MAIMS). Ms. Snigdha and Ms. Geetu Chauhan were the anchors of the show.



CELEBRATION OF INTERNATIONAL WOMEN’S DAY, 2020



International Women’s Day was celebrated on 9th March, 2020 in Maharaja Agrasen Institute of Management Studies, Delhi. Prof. (Dr.) Vinita Gupta, HoD, Dept. of Journalism & Mass Communication was the Chief Guest for the event. Dr. Vinita shared her views on Women empowerment and talked about the need for preserving values among today’s generation. She also encouraged the girls to be alert and update themselves in the Globalised world. Dr. Vinita also encouraged the girls to take initiatives to empower themselves.

**Webinar on ‘Mental Health Issues in Women during Covid’ in
Collaboration with Chetna: The Conscience for Women by Dr. Indu
Arneja 7th May, 2020**

During this lockdown period Maharaja Agrasen Institute of Management Studies opened its wings to fly through virtual tools. A step ahead in these efforts MAIMS along with 'Chetna, Conscience of Women' organised webinar on 'Managing Stress and Staying Focused in Covid Area' with special reference to women on 7th May, 2020. Speaker Dr. Indu Arneja, psychologist and life coach, Director, Indian Institute of Health Care Communication apprised how confinement to house, fear of Covid and loss of work life balance is taking a toll on mental health especially for women who are overburden with both office and household work. Dr. Arneja also gave some really significant tips to tackle stress during the pandemic.



CHETANA
CONSCIENCE OF WOMEN

Free Webinar Live

IN ASSOCIATION WITH MAHARAJA AGRASEN
INSTITUTE OF MANAGEMENT STUDIES PRESENTS

**MANAGING
STRESS AND
STAYING
FOCUSED IN
COVID ERA**

JOIN US FOR A MENTAL HEALTH WEBINAR
FOR MAHARAJA AGRASEN INSTITUTE
STUDENTS (GGSIP UNIVERSITY)

SPEAKER:
DR. INDU ARNEJA
PSYCHOLOGIST & LIFE COACH

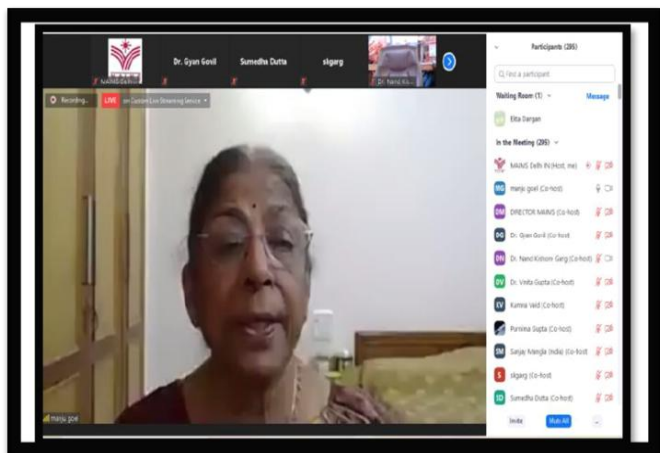
Date: May 7, 2020
Time: 3 PM (IST)
Venue: Zoom

SCAN TO JOIN
WEBINAR

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Webinar on ‘Gender Based Violence in Digital Space’ in association with National Commission for Women, New Delhi 6th November, 2020

Webinar on Gender-Based Violence in Digital Space was organized by Maharaja Agrasen Institute of Management Studies in collaboration with National Commission for Women 6th November, 2020. It was a one-day event with interactive sessions, lectures and case-specific discussions. There were five sessions in the webinar. In first Session Ms. Manisha Aggarwal, Cyber Expert, Supreme Court of India, delivered talk on ‘Overview of Cyber Laws in India’. In second Session Dr. Anurag Deep, Associate Professor India Law Institute, New Delhi gave deliberations on ‘Understanding of Gender-Based Violence’. In third Session Prof. (Dr.) Debarati Halder, United World School of Law, Karnavati University & Managing Director (Hon), Centre for Cyber Victim Counselling took session on ‘Challenges in Ensuring Access to Justice to the Victim of Gender Based Violence’. In forth Session Dr. Karnika Seth, Cyber Lawyer & Expert, Supreme Court of India talked on ‘Cyber Crime Against Women and Legal Challenges in Enforcement’. In fifth Session Dr. Pavan Duggal, Cyber Expert, Supreme Court of India delivered talk on ‘Gender- Based Violence-Issues and Concerns’.



Lecture on Women in India: Issues & Challenges, 2020

MAIMS organised a lecture on ‘Women in India: Issues & Challenges’ on 25th November, 2020. The function had been presided by Ms. Purnima Gupta, Assistant Professor, Dept. of Law. Ms. Purnima apprised the audience that women are not inferior to men in any field. She expressed her concern that women in developing countries have not received the honour which they are enjoying in developed nations. She also mentioned that contemporary male dominating societies and governments need to pay special attention towards it.

On this occasion various scholars discussed social, economic, political, religious, psychological issues of contemporary women through their research papers and concluded that though the woman has achieved MAIMS organised a lecture on ‘Women in India: Issues & Challenges’ on 25th November, 2020. The function had been presided by Ms. Purnima Gupta, Assistant Professor, Dept. of Law. Ms. Purnima apprised the audience that women are not inferior to men in any field. She expressed her concern that women in developing countries have not received the honour which they are enjoying in developed nations. She also mentioned that contemporary male dominating societies and governments need to pay special attention towards it.



Poetry Competition on ‘Women Issues’ 30th December, 2020

Creativity is one thing that compels you to express. Poetry Competition on ‘Women Issues’ on 30th December, 2020 was the perfect platform for the creative expression of students. This creative urge was so compelling that the competition got more 70 entries in a very limited time. The stage was ready for young poets, artists. Heart touching poetry made audience to listen till end. Everyone was amazed to see the young talents. Prof. (Dr.) Vinita Gupta, Head of Department Journalism and Mass Communication encouraged the young poets and being a well renowned poetess herself she recited one of her women related poem ‘डिबिया में है धूप का टुकड़ा’ which was well applauded by everyone.



Notice Women's Day Celebration- Gender Sensitization and Equality Initiative Club



Maharaja Agrasen Institute of Management Studies

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Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution
Sector 22, Rohini, Delhi -110086, India; www.maims.ac.in



Gender Sensitization and Equality Initiative Club (GSEI)

Email: GenderSensitizationclub.maims.ac.in

(Dr.) Shaveta Gagneja (Convener)

Friday, 5th March, 2021

NOTICE

Event: International Women's day "Celebrating the Spirit of Woman Hood"

In consultation with the Director, MAIMS, a Special Lecture organised for faculty by the Gender Sensitization and Equality Initiative Club (GSEI) under the aegis of IQAC Cell.

TIME	PROGRAMME DETAILS
1.00 p.m. to 1.05 p.m.	Opening Remarks and Lighting of Lamp
1.05 p.m. to 1.10 p.m.	Welcoming of the Distinguished Guest and Dignitaries
1.10 p.m. to 1.45 p.m.	Address by the Guest of the Day: Prof. (Dr.) Vageshwari Deswal, Professor, Faculty of Law, University of Delhi
1.45 p.m. to 1.50 p.m.	Question and Answers
1.50 p.m. to 2.00 p.m.	Address by Prof. (Dr.) Neelam Sharma, Director, MAIT
2.00 p.m. to 2.05 p.m.	A Poem Dedication by Ms. Deepali Chanana, I Semester Student, BA (JMC)
2:05 p.m. to 2:10 p.m.	Felicitatation and Distribution of the Certificates
	1. Prof. (Dr.) Sangeeta Malik, Dean, MAIMS
	2. Prof. (Dr.) Vineeta Gupta, Head, Department of Journalism and Mass Communication, MAIMS
	3. Prof. (Dr.) Rajni Malhotra Dhingra, Principal, Department of Law, MAIMS
	4. Dr. Manju Gupta, Head, Department of Commerce, MAIMS
2:10 p.m. to 2:15 p.m.	Vote of Thanks : Dr. Shaveta Gagneja, Convener, Gender Sensitization and Equality Initiative Club



(Dr.) Shaveta Gagneja
(Convener)

Copy: cc to Director

International Women's Day: Special Lecture on 'Celebrating the Spirit of Womanhood' 8th March, 2021

A woman with a voice by definition is a strong woman. But the search to find that voice can be remarkably difficult. Maharaja Agrasen Institute of Management Studies celebrated women's Day on 8th March, 2021 where Prof. Dr. Vageshwari Deswal Faculty of Law, University of Delhi was the speaker of the session. Dr. Deswal enlightened everyone with her views on women's legal rights and issues related to the same. During her lecture, Prof. (Dr.) Vageshwari Deswal addressed the problems and concerns of acid attack and rape victims, urging society to accept them all without prejudice. She also criticized social taboos, demanded equal status for men and women in society, and questioned our society's stereotypes. To support the right to inherent property for girl children, she added the slogan “Na denge dahej na kareng mehnge Shaadi, Beti ko denge sampati Adhi.” Prof. Deswal discussed feminism and gave the audience an explanation of what it meant. The session beautifully witnessed mesmerizing poem recitation by Deepali Channa, a first year BA(JMC) student titled Pathar Bani Ahilya and by Prof. (Dr). Vinita Gupta, Head of Journalism and Mass Communication titled ‘Dibiya me hai dhoop ka tukda, waqt aayega kholungi.’ Dr. Sanjay Mangla, Head of Economics also shared a Gazal portraying value of women in men's life. The event was organised by Gender Sensitization and Equality Initiative Club, MAIMS.



Notice Gender Champions- Gender Sensitization and Equality Initiative Club



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(Dr.) Shaveta Gagneja (Convener)

Friday, 9th April, 2021

Gender Sensitization and Equality Initiative Club

Subject: NOTICE FOR SELECTION OF GENDER CHAMPIONS IN MAIMS

In order to promote gender equality and increase the outreach for creating an environment that rosters equal treatment, Government of India envisages engagement of Gender Champions in all educational institutions. It is a joint initiative of the Ministry of Women and Child Development and Ministry of Human Resource Development. The goal is to make youngsters gender sensitive, as well as their willingness to advocate for gender equality and monitor progress toward gender justice.

Eligibility Criteria

A Gender Champion should fulfil the following eligibility criteria:

- Gender Champion can be both boys and girls above 16 years of age.
- Should be enrolled in and regularly attending school or college.
- She/he must have secured minimum of 50% marks or equivalent grade in the annual examination/school leaving
- Excellent oral, written and presentation skills.
- Should have demonstrated leadership qualities.
- Excellent understanding of the socio-cultural issues and prevailing gender norms and practices

All those students who are interested to be a part of the Gender Champions Club can fill the google form <https://forms.gle/dSvcBXSZq8orQkTV6> April 19, 2021



(Dr.) Shaveta Gagneja
(Convener)

Copy: cc to Director

Notice Induction Program- Gender Sensitization and Equality



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Gender Sensitization and Equality Initiative Club (GSEI)

Email: GenderSensitizationclub.maims.ac.in

(Dr.) Shaveta Gagneja (Convener)

Wednesday, 2nd June, 2021

NOTICE

Event: **INDUCTION PROGRAMME**

Topic: **Rationale of Gender-Sensitive Communication**

In consultation with the Director, MAIMS, a Special Induction Programme is organised for the students by the Gender Sensitization and Equality Initiative Club (GSEI) under the aegis of IQAC Cell.

Program	Induction Programme		
Resource Person/Speaker	Ms. Nirati Gupta, Academician/Lawyer		
Event Date	Thursday 3rd June, 2021		
Timings	12:00 PM – 1:00 PM		
Faculty Coordinators	Ms. Shilpa BSL	Department of Business Administration	Member
	Ms. Shifali Ahuja	Department of Journalism and Mass Communication	Member
	Dr. Anuradha Asthana Singh	Department of Law	Member
	Ms. Neelam Nanda Prabhat	Department of Journalism and Mass Communication	Member
	Ms. Divisha Gupta	Department of Commerce	Member
Participants	Students		
Venue For Faculty and Students	Google Meet		
Registration Link	https://forms.gle/ATwc2H7yKsnEtSbZA		
Feedback Link	https://forms.gle/ewdXmrTD26ZcbgWeA		



Maharaja Agrasen Institute of Management Studies
Gender Sensitization and Equality Initiative Club

Cordially invites you in the Student
Induction Program (2021)

Topic : **Rationale of Gender - Sensitive Communication**

3rd June 2021 (Thursday)
12 - 1 PM

Join us on
<https://meet.google.com/wha-yneu-efhs>

Speaker
Ms. Nirati Gupta
Academician / Lawyer

gendresensitizationclub@mains.ac.in [Genderchampion_mains](https://www.instagram.com/Genderchampion_mains)

Initiative Club

Poster Induction Program- Gender Sensitization and Equality Initiative Club



The poster is for an induction program by the Gender Sensitization and Equality Initiative Club at Maharaja Agrasen Institute of Management Studies. It features a purple and blue background with a floral pattern. The text is in white and pink. It includes the date and time of the event, the topic, the speaker's name and title, and a link to join the program. There are also logos for MAIMS and the initiative club, and social media handles at the bottom.

Maharaja Agrasen Institute of Management Studies
Gender Sensitization and Equality Initiative Club

Cordially invites you in the Student Induction Program (2021)

Topic : Rationale of Gender - Sensitive Communication

3rd June 2021 (Thursday)
12 - 1 PM

Join us on
<https://meet.google.com/wbz-yeeu-rfm>

Speaker
Ms Nirati Gupta
Academician / Lawyer


 gendersensitizationclub@maims.ac.in  [@Genderchampions_maims](https://www.instagram.com/Genderchampions_maims)

Conduct Add-on Certificate Course on ‘Understanding Gender Inequality, Intersectionality and Social Action: Feminist Perspective’ 10th June-31st July, 2021

The Gender Sensitization and Equality Initiative Club of Maharaja Agrasen Institute of Management Studies conducted an online add-on Certificate Course on ‘*Understanding Gender Inequality, Intersectionality and Social Action: Feminist Perspective*’ from 10th June to 31st July, 2021. 125 students participated and completed the course. The course had total 14 modules having renowned speakers on the various areas of gender equality namely Rachna Mudraboyina is a transgender activist from Telangana. Ms. Abha Malhotra is the Senior Council for Union of India. Ms. Aastha Narang is the Founder of TYUF.in and Sr. Associate Centre for Civil Society. Dr. Sugandha Ramamoorthi is an Associate Professor, Department of Economics, Lady Doak College, Tamil Nadu. Dr. Anita Tagore is an Associate Professor at, Department of Political Science, Kalindi College, University of Delhi. Dr. Anupreet Kaur Mavi is an Assistant Professor in University Institute of Applied Management Sciences, Punjab University, Chandigarh. Prof (Dr.) Parmod Kumar Mehra, is a Professor of English in the School of Humanities, Indira Gandhi National Open University, New Delhi. Dr. Shruti Vip is an Assistant Professor of History in the PGDAV College at the University of Delhi. Prof. Vageshwari Deswal is in the Faculty of Law, University of Delhi. Dr. Manjula Batra is a Professor at North Camp University, Gurgaon, and Former Dean Faculty of Law, Jamia Millia Islamia. Dr. N. Murugeswari is a professor in the Department of Women’s Studies, Bharathidasan University Khajamalai Campus, Tiruchirappalli, Tamil Nadu. Ms. Sowmya Gupta is a Hijra Trans Activist and Deputy Programme Manager, The Humsafar Trust, New Delhi. Dr. Anu Mehra is an Associate Professor, Faculty of Law, University of Delhi. This course brought brainstorming sessions on the areas of gender, sexuality, and women's studies, as well as to LGBTQIA identities.







Maharaja Agrasen Institute of Management Studies

Gender Sensitization and Equality Initiative Club

Under the Aegis of IQAC Cell, Department of Law & MACS

&

Maharaja Agrasen School Of Law,
Maharaja Agrasen University, Baddi, H.P

Presents

Online Certificate Course

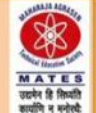

Understanding Gender, Inequality, Intersectionality and Social Action : Feminist Perspective


Module - 11

(Gender justice at Home and Workplace)

16th July 2021

Speaker - Prof (Dr.) Manjula Batra



Credits : Bhavna , 2B, BA/JMC

SESSION ON WOMEN ENTREPRENEURSHIP TO CELEBRATE WORLD ENTREPRENEURSHIP DAY

Women entrepreneurship is a topic that has gained a lot of attention in recent years. As more and more women are becoming entrepreneurs, there is a need to understand the challenges and opportunities that come with this journey. 21st August is celebrated as World Entrepreneurship Day every year. A session on women entrepreneurship was organised in Maharaja Agrasen Institute of Management Studies on 20th August 2021 to celebrate World Entrepreneurship Day. The aim of the session was to inspire more and more women towards entrepreneurship which is one of the drivers of economic growth.

The session on women entrepreneurship started with an introduction to the topic, its importance, and its impact on society. The session could be led by a successful woman entrepreneur who could share her journey and inspire others. The discussion covered topics such as funding, mentorship, and networking, all of which are crucial to the success of women entrepreneurs.

The session provided insights into alternative funding options such as crowdfunding, grants, and loans specifically designed for women entrepreneurs. Mentorship is another important aspect of women entrepreneurship. The session could provide information on mentorship programs and initiatives available to women entrepreneurs. These programs can provide valuable guidance and support to women entrepreneurs as they navigate the challenges of starting and growing their businesses.



Breast Cancer Awareness Program organized by MAIMS on 21st October 2021

The month of October marks breast cancer awareness month, so in order to raise awareness for this cause MAIMS organized a Breast Cancer Awareness Program on 21st October 2021. Breast cancer is a prevalent disease that affects millions of women worldwide. Early detection and treatment are crucial to improving survival rates and reducing the impact of breast cancer. A breast cancer awareness program can help educate women about the disease and encourage them to get regular screenings. Dr. Sunita Tank in her speech emphasized the importance of knowing about breast cancer, its prevention and utilization of such awareness programs by women and appreciated the effort of students and faculty of MAIMS for organizing such an awareness program. She also educated upon the causes, stages, clinical features, early diagnosis and its management. Prof. Sunita also stressed upon importance of screening tests for the early detection of breast cancer.



Special Lecture on Women Warriors in Indian Freedom Movement, 1st November, 2021

Department of Journalism and Mass Communication, MAIMS organized a special lecture on ‘Women Warriors in Indian Freedom Movement’ on 1st November, 2021 Prof. (Dr.) Vinita Gupta, HoD of the department delivered the lecture. Dr. Gupta shared numerous inspiring legends of women warriors in the Indian Freedom Movement. She gave insights of valuable contributions made by women in the freedom movement of India like Rani Laxmbai, Sarojini Naidu, Begum Hazrat Mahal, Usha Mehta, Kamla Nehru, Vijaya Lakshmi Pandit, etc. Students were awestruck and were very impressed with unknown women warriors. The lecture was attended by around 80 students and 20 faculty members of MAIMS. Prof. G. P. Govil, advisor MAIMS also marked his presence in the lecture and praised Dr. Gupta for her inspiring lecture. The lecture concluded with vote of thanks proposed by Dr. Nidhi Chaudhry, Assistant Professor, Department of Journalism and Mass Communication.



KAVYANJALI-The Inter College Poetry Competition on 17th December, 2021 by Sancharika Club

Sancharika Club of the Department of Journalism and Mass Communication, MAIMS organized KAVYANJALI-The Inter College Poetry Competition in the campus on 17th December, 2021. The theme of the competition was 'Portraying Women Power'. The competition began with Saraswati Vandana, followed by a presentation of Sancharika Club by Dr. Neelam Nanda Prabhat, Assistant Professor, MAIMS.

Event Coordinator and Convenor of Sancharika Club Dr. Nidhi Chaudhry delivered welcome address and motivated students to give wings to their creative expressions. Prof. (Dr.) Vinita Gupta, HOD, Department of Journalism and Mass Communication, MAIMS and Dr. Monika Aggarwal, MAIT were the judges of the event. Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS applauded students for their poetry skills. Dr. Sumedha Dutta, Convenor, MACS marked her gracious presence.

There were 25 participants from across different colleges like VIPS, KCC, DU. Everyone had unique presentation skills, tone and expressions. Some included Nari shakti, Nirbhaya case, women equality, etc. Everyone showcased their different set of poetic skills which enthralled the audience.

Shivam Kumar, a student of BA (JMC) presented his beautiful poem titled ``Woh Aurat Hai, Woh Naari Hai." The results were announced and the three winners and 2 special mentions were applauded. The winners were Vishal Malik, followed by Kshitij Shokeen, and Himanshi Yadav. Preeti Sharma and Rythm Singh were the special mention of the event. Declaring the result was indeed a difficult decision for the judges as all the performances were heartfelt and up to the mark. One of our esteemed judge Dr. Vinita Gupta announced that the department would be printing a book of the poetry written by the participants, along with the name of the participants and other due credits. Further, the certificates were distributed to the participants and the winners. Event concluded on a high note with a vote of thanks by Dr. Umesh Pathak in the form of a beautiful poem.



CELEBRATION OF INTERNATIONAL WOMEN’S DAY



International Women’s Day was celebrated in Maharaja Agrasen Institute of Management Studies on 8th March, 2022. The chief guest for the program was Prof. (Dr.) Sangeeta Malik. The program was organized as a mark of respect to all women and attempts to ensure gender equality. Women today can handle any work and handle any responsibility. Many critical issues relating to women’s right were discussed in the event. It was stressed that women can effectively achieve social, political, economic and religious leadership and can handle them successfully as well. Dr. Sangeeta also recited a poem dedicating it to the cause of women.

Lecture on spreading awareness on the Importance of maintaining Mensurational Health and Hygiene

A special lecture on spreading awareness on the Importance of maintaining Mensurational Health and Hygiene was organized by MAIMS on 20th April 2022. Good menstrual hygiene management plays a very important role in enabling women and girls to reach their full potential. The negative impact of a lack of good menstrual health and hygiene cut across sectors, so a multi-sectoral, holistic approach in working to improve menstrual hygiene is the need of the hour. Prof. (Dr.) Sangeeta Malik was the eminent speaker on this occasion who advocated the fact that Given the focus on gender equity in every subject, from education and job to health and environment, this crisis is appalling. Prof. Sangeeta stressed upon the fact that adolescent girls and women face stigma, harassment, and social exclusion based on menstruation. It affects their mobility, restricts personal choices, and reduces school attendance and community participation. Equitable access to menstrual health and hygiene needs is often marred by discriminatory social practices, cultural taboos, poverty, and a lack of essential services like toilets and sanitary products. She concluded by saying that to fight the taboo around menstruation, she envisages ushering in a social revolution by breaking myths and misconceptions surrounding the issue.

