



## Maharaja Agrasen Institute of Management Studies

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)



18th March, 2025

### Report on “StrongHer: A Celebration of Women & Wellness”

#### Academic Year 2024-25

The **StrongHer: A Celebration of Women & Wellness** event was successfully organized by the **Vishalakshi Foundation, MAIMS** on **18th March 2025**, from **12:00 PM to 2:00 PM**, at the **Stands, MAIMS Campus**. This impactful initiative aimed to spread awareness about women's health, rights, and empowerment while fostering an environment of inclusivity, interaction, and social responsibility.

The event brought together **students, faculty members, and invited guests**, encouraging them to participate in informative, fun, and engaging activities. The program was supported through a strong collaboration with **Pinkishe Foundation**, reinforcing the shared vision of promoting women-centric issues in society.

#### Event Details

<b>Event Title</b>	<b>StrongHer: A Celebration of Women &amp; Wellness</b>
<b>Organizing Unit</b>	Vishalakshi Foundation, MAIMS
<b>Faculty Convenors</b>	Dr. Anu Goyal, Ms. Rashi Aggarwal and Dr. Neetu Aggarwal
<b>Date</b>	18th March 2025
<b>Time</b>	12:00 PM to 2:00 PM
<b>Venue</b>	Stands, MAIMS Campus
<b>Target Audience</b>	Students, Faculty, and Invited Guests
<b>Collaborating NGO</b>	Pinkishe Foundation

#### Event Highlights

- **✓ Period Stimulator Experience** – An awareness-driven activity simulating menstrual pain to break taboos and foster empathy.
- **✓ Fun Games & Activities** – Thought-provoking and interactive games centered around women's rights and empowerment.
- **✓ Goodies & Giveaways** – Distribution of exciting merchandise and tokens of participation.
- **✓ Food & Merchandise Stalls** – Special stalls promoting women-led businesses and entrepreneurship.

- ✓ **NGO Collaborations** – Active engagement with the **Pinkishe Foundation**, promoting menstrual and women's health awareness.

The event successfully fulfilled its objectives by creating a vibrant space for education, awareness, and engagement around women's wellness and empowerment. The **Period Stimulator Experience** emerged as a major highlight, generating curiosity and sparking important conversations around menstrual health.

Students, faculty members, and guests actively participated in the games and stalls, showing enthusiasm and appreciation for the interactive format. The involvement of women entrepreneurs through stalls and giveaways was well-received and encouraged further collaboration in future initiatives.

The initiative aligned seamlessly with **MAIMS' core values** of education, awareness, and social responsibility, making a strong impact on campus culture. Participants expressed interest in seeing such socially conscious events continue as a regular part of institutional activities.

We extend our heartfelt thanks to the Vishalakshi Foundation, Pinkishe Foundation, the organizing team, and all the enthusiastic participants. We extend our sincere gratitude to **Prof. (Dr.) Rajni Malhotra Dhingra**, Director, MAIMS, and **Prof. (Dr.) Manoj Verma, Head of the Business Administration Department**, for their unwavering support and guidance in making this summit a grand success.

#### **Faculty Convenor**

Dr. Anu Goyal, Assistant Professor, BBA Department, MAIMS

Ms. Rashi Aggarwal, Assistant Professor, BBA Department, MAIMS

Ms. Neetu Aggarwal, Assistant Professor, BCA Department, MAIMS









GPS Map Camera

Delhi, Delhi, India

Maharaja Agrasen Institute Of Management Studies,  
Pocket 5, Sector 22, Rohini, Delhi, Delhi 110086, India  
Lat 28.718384° Long 77.066272°

18/03/2025 11:53 AM GMT +05:30

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## Delhi, Delhi, India

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India

Lat 28.718579° Long 77.066453°  
18/03/2025 01:10 PM GMT +05:30

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