

**GENDER
ISSUES CLUB**

Presents
EQUALISING THE DIFFERENCE

Theme:
**Discrimination of
Women in Workplace**

**POSTER
MAKING
COMPETITION**

7th January, 2022
11:00 am onwards

HYBRID MODE

J.D BIRLA INSTITUTE
Unit of Vidya Mandir Society
(Affiliated with Jadavpur University)
DEPARTMENT OF MANAGEMENT

Title of the Event: Equalizing the Difference
Event Category: Club Activity
Organizing Department: Department of Management
Date: 7th January 2022
Time: 11: 00 a. m. onwards
Venue: Zoom

About the Event (in 150 words): Gender awareness raising aims to promote and encourage a general understanding of gender-related challenges, for instance, violence against women and the gender pay gap. It also aims to show how values and norms influence our reality, reinforce stereotypes and support the structures that produce inequalities. Women and men have different development needs and interests, which is institutionalized and perpetuated by cultural, social, economic and political norms, systems and structures. Further, gender awareness is the ability to view society from the perspective of gender roles. Gender stereotypes are acquired in society through socialization of both men and women and are rooted in gendered roles, identities and representations. Also gender awareness is to create awareness towards the third gender and the challenges they encounter to join the 'mainstream' society. Posters help in advocating awareness of gender issues by their simple straightforward approach and ability to reach out to a larger audience.

Objective/s (intended outcomes in 100 words): The mission of J.D. Birla Institute is to prepare the future generation with academic excellence and practical skill set needed to face global challenges. Hence the objective of the competition was to spread awareness about one such challenge, the issue of gender sensitivity. The aim of the event was to encourage the understanding of equality of gender, and expose and redress issues of discrimination of women in the workplace. The competition was a means to educate the students about the prevalent gender biases at work and to inculcate in them that gender equality matters.

Content (contextual features and challenging issues in 150 words): The Gender Issues Club of the Department of Management initiated the spread of a significant awareness for 'Discrimination of Women in Workplace' through an inter-college poster making competition. Forty teams, each comprising of 3 members from various colleges in Kolkata participated. The competition was conducted in two rounds. In the first round, a three-member jury screened each poster on the basis of relevance, creativity and originality, and short-listed the best five posters. On Friday, 7th January, 2022, the final round of the competition was held online on the Zoom platform. A participant from each short-listed team presented the essence of their poster in the presence of the jury members, faculty

members, participants from different colleges and members of the club. The jury selected the top three posters on the basis of impact factor, creativity and presentation. Names of winners were declared on the on the college website.

Details of Resource Persons, if any:

Name	Dr. Nandita Banerjee Dhawan	Mr. Sayak Manna	Mrs. Amita Dutta
Designation	Director, Women's Studies	Research Scholar	Assistant Professor
Organization	Jadavpur University	Calcutta School of Tropical Medicine, University of Calcutta	J.D. Birla Institute
Country & City	India, Kolkata	India, Kolkata	India, Kolkata
Mobile	+919874411971	+919088081108	+919231699988
Email	nandita.dhawan@jadavpuruniversity.in	sayakmanna@gmail.com	amitad@jdbikolkata.in

Highlights of the Event: Due to the present Covid situation in the city, the main event was held online. There was noticeable enthusiasm among students from different colleges towards the theme of the competition. 40 entries were received from different colleges in Kolkata. The highlight of the event was the expertise of the esteemed jury members. Both Dr. Nandita Banerjee Dhawan, (Director, School of Women's Studies, Jadavpur University who has significant contributions in the areas of gender and transformation in higher education, and women's movements), and Mr. Sayak Manna, (Research Scholar at Calcutta School of Tropical Medicine, Kolkata, and an activist involved in various socio-political concerns that highlight gender equality in work spaces, queer movements, etc.) studied the content of each poster, screened the top 5 posters and took time out from their busy schedule to interact with and test the contestants on their domain knowledge in relevance to the cause. Mrs. Amita Dutta, Assistant Professor at J. D. Birla Institute, Department. of Interior Designing, is a Master's Degree holder in Fine Arts (Painting), and she studied the artistic aspect of the posters and explained how students can be more creative in their future endeavors. Each poster presented received a patient hearing and invaluable suggestions for betterment. The top 2 positions went to teams from the Department of Management, J. D. Birla Institute while the 3rd position went to a team from iLead.

Number of Participating Students/Faculty & Staff:

CLASS	FSNM	TCFS	ID	HD	COM	MANG
Students (Offline)						
1 st year UG	--	--	--	--	--	31
2 nd year UG	--	--	--	--	--	14
3 rd year UG	--	--	--	--	--	03
1 st year PG	--	--	--	--	--	
2 nd year PG	--	--	--	--	--	
TOTAL	--	--	--	--	--	
Faculty	--	--	--	--	--	13
Administrative Staff	--	--	--	--	--	02
Group-D Staff	--	--	--	--	--	-
Students from other departments/ colleges	28					
GRAND TOTAL	91					

Feedback Summary of Participants: (76 responses received)

Quality Parameter	Total Numbers			
	Excellent	Good	Average	Bad
Organization of the event	73	03	--	--
Quality of resource persons	76	00	--	--
Relevance to the cause	70	06	--	--
Excellent take back	YES - 76		NO - 00	
Can be repeated	YES - 76		NO - 00	

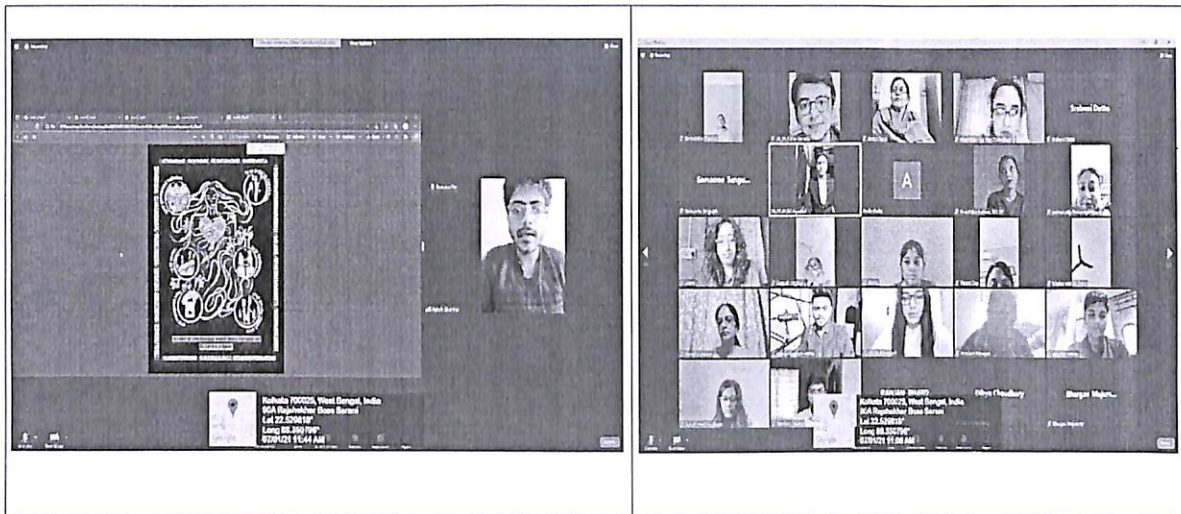
Evidence of Success (in 200 words): This was evident seeing the enthusiasm and active participation of students even during the pandemic situation. A successful online program was arranged and attended by 91 people (total capacity being 100). Feedback received from the attendees indicates that they were extremely satisfied with the organization of the event. They were all praises for the esteemed members of the jury and requested the club coordinator to invite them for future events organized by the club. Most members of the audience including the participants and the judges agreed that the theme of the competition was one of the most relevant themes in modern times. While working on the content of the posters, students said that they became more conscious about how

unjustified discrimination of women resulted in miscommunication, frustration and discord at workplace. Students also mentioned that they worked hard on creating appealing posters not only to incite awareness about discrimination of women in workplace but also spread across a strong message regarding the disequilibrium it brings in its wake. The involvement of the students was noteworthy. Everyone agreed that there was excellent takeback from the knowledge shared during the event and that more such events should be organized in future.

Resources Used and Amount spent, if any: NIL

Problems Encountered, if any: Some technical errors occurred with some presenters initially unable to unmute the microphone, but they got resolved

Note (any other information that is relevant in 150 words): The event was decided well in advance. And the date was blocked in the academic calendar. Several meetings were held prior to the event with around 20 dedicated club volunteers and every decision was discussed and properly coordinated. Invitation was sent to different colleges in Kolkata like Bhawanipur Education Society College, St. Xavier's College, St. Xavier's University, iLead, Techno India Main Campus, Bethune College, and Shri Shikshayatan College to name a few. A Google form link for submission of poster was circulated along with the guidelines for making the poster. 40 teams with a total of 120 students participated in the competition. The judges were sent two scoring sheets, one for the screening round and the other for the final round. A Whatsapp group was formed with the contestants to keep them updated. The content of the video submitted by students was carefully checked for synchronization with the theme.



In-charges/Coordinators

Manjishtha Sur Roy Chowdhury

Signature with date 8/1/2022 .

Name: Dr. Manjishtha Sur Roy Chowdhury

Designation: Assistant Professor & Gender Issues Club Coordinator