

Women's Development Cell Report

International women's day

Date- 8th March 2022

The Women's Development Cell of Kamala Nehru College collaborated with Lakshya The Theatre society of Kamala Nehru college on the occasion of International Women's day. They enacted a play titled Devi complex which was based on women empowerment. The play focused on awareness about menstrual hygiene, sexual harassment in public transport and the usual reaction of the authorities towards it, pay gap and general differences in work environment for men and women and women realizing their potential at a later stage in their life.

The Women's Development Cell of Kamala Nehru College collaborated with The Third Eye for the movie screening of "City Girls" to commemorate International Women's day. Third eye is a new project by Nirantar, center for gender and education. It is a feminist think tank working on the intersections of gender, sexuality, technology and education.

We also launched our first annual magazine, 'Virangana' on women's day. The title suggests it all; Virangana, वीर नारी (the brave or courageous lady). The theme of the magazine is 'Unveiling the endemic gender stereotypes.

City girls is a documentary film produced by Third eye in association with Chambal Media. It is an intimate portrayal of two young girls Umra and Kulsum from small towns of India now living in Delhi. It attempts to deconstruct the image of 'the city' and what it means for a young woman brought up in an 'elsewhere' she's longed to escape from all her life. The film has been screened at the Urban lens film festival IIHS, International Film festival of Kerala and Breaking borders: A south Asian Feminist film festival by Kriti Film Club.

NAAC

Date- September 13, 2022

The very first event of this session was the NAAC visit. Our college was visited by the NAAC team on September 13, 2022. Prior to the NAAC visit, various posters of feminist activists and Indian sports women were put up on the walls of the WDC/ Counsellor room. The presentation was prepared by the team members in which the aim and objective of WDC was explained. The presentation also consisted of the various events and campaigns conducted by WDC. On the day of the NAAC visit, the NAAC team was welcomed by the convenors following which the inspection took place. The NAAC team posed certain questions about the functioning of the cell to the convenors. At last, they went through the presentation briefly and appreciated the same.

Movie Screening

Date- 27 October 2022

This programme was held in the New Seminar Room of our college on 27 October 2022. The objective of the movie screening pivoted around the elimination of the stigma attached to menstruation and it aimed at raising more awareness for the same among the students. The movie screened was "Period. End of

Sentence.” It focuses on the lives of a group of women in rural Harpur and their transition from crippling shame about their menstrual cycle to initiating a microeconomy. For the event, the events and operations team of the Women Development Cell made all the required arrangements for the movie screening. The event commenced with a short activity for the participants to have an engaging start. The participants were told to write some menstrual taboos they face the most and how they try to eliminate it. After the activity, the movie was screened and its duration was about 40 minutes. After the screening, the event was wrapped up by a short discussion with the participants on their experience regarding various menstrual taboos in their homes. The participants engaged with enthusiasm and even discussed their respective takeaways from the event. The event ended with the cell convenor thanking the audience for their presence.

Orientation

Date- 19 November 2022

The orientation for welcoming the freshers was held on 19th November 2022. The orientation commenced with a short introduction about what the cell is all about. It was followed by showing the presentation to the freshers regarding the functioning of the cell and the various events that the cell had conducted in the past years. After the presentation, the teacher-convenor of the cell addressed the students, telling them the significance of the cell in the college. She motivated the students to join the cell and work towards achieving the aim of WDC. Then, the heads of the respective departments of the cell introduced themselves and briefed the freshers about the objective of their department. The orientation was wrapped up by a Q&A session. Hence, the session provided the freshers with an opportunity to explore the aim and the objective of WDC.

Gendered Marketing

Date- 30 November 2022

A session on the topic ‘Gendered Marketing’ was conducted by the cell on 30th November 2022. For the event, Purna Goel was invited as the speaker for the session. She is the Founder and Chief Marketing Officer of WhizCo, a young and spirited individual with an entrepreneurial mindset. The speaker was welcomed by the team and the session commenced with the speaker sharing her views on the existing gender-biased marketing. She stated various references, such as advertisement and television commercials that intensify the adverse effects of gendered marketing on women and the LGBTQ community. She gave an insight into how her company aims at dealing with such advertisements and also talked about the transition that is gradually emerging in the world of marketing. The event was wrapped up by a Q&A session for the participants to interact and get an in-depth understanding of the topic. The session was a great success as there was a lot to learn, explore, discover and unlearn from this particular event.

Feminism and Pop Culture

Date- 29 December 2022

This particular event of the session was the most interactive and fun session of all. An online session was conducted by the cell for its members to have an insightful discussion on the topic “Feminism and Pop culture”. This being one of the most relevant topics, however, greatly engaged the students and they were

indeed very eager to present their views on the same. The session commenced with a short introduction on what pop culture is and then it was led by a full-fledged discussion on how pop culture and sexism are interrelated. Various aspects, such as sexism in Indian television serials, music, advertisement, comedy and dance, were discussed. A major part of the session was dedicated to how Bollywood promotes sexism in one or the other way and how it has been influencing the audience. The session came to an end with a discussion on how a change can be brought about within the society and how these socially constructed things can be averted.

Celebrating 31st Foundation day of National Commission of Women

Date- 31st January 2023

The volunteers of WDC were invited to the 31st Foundation Day of National Commission of women at Vigyan Bhawan, which was addressed by the honorable President of India Droupadi Murmu, the Union Minister of women and child development Smriti Zubin Irani and Minister of state for women and child development Mahendra Munjapara on 31st January 2023.

The theme of the event was ‘sashakt naari, sashakt Bharat’, which was aimed at acknowledging and celebrating the stories of women who have excelled and paved their journey to leave a mark.

Cyber Safety Awareness Campaign

7th February 2023

The members of WDC were obliged to be invited to ‘Cyber Safety Awareness Campaign’ organized by Delhi Police, Meta India and Josh Talks on 7th February 2023 at Adarsh Auditorium, Police headquarter. Deputy Commissioner of Police (PRO) Suman Nalwa said their objective is to prevent cyber crimes, to make people aware of different ways of committing cyber crimes, and how they can prevent themselves and their near ones who might fall prey to such acts.

Social Media-

Azadi Ka Amrit Mahotsav

20th January 2022

The Women’s Development Cell of Kamala Nehru College celebrated Azaadi ka Amrit Mahotsav by organizing an Article/ Blog/ Poster/ Poetry Writing Competition on the topic "Towards Feminist Futures" on January 20, 2022.

Besides all the events that were held throughout the session for the enhancement of the cell, social media was one of the most significant aspects that was focused on with sheer dedication and diligence. The reach of our Instagram page was widened immensely and the engagement was increased by enhancing the content. The posts and the content work of the social media page were enriched tremendously by following consistency as the key. Regular posts on gender based issues such as body shaming, girls college, cybersecurity etc. were made. The important days of the month such as National Education Day, National Cancer Awareness Day etc. were also taken into consideration and were posted about. Therefore, our engagement on social media was a big win for us as the team could reach out to a larger audience and spread its aim of gender equality.

Sanitary Napkin Donation Drive-
Date- 30 June 2023

The volunteers of WDC along with the core team organised a sanitary napkin donation drive to the slum areas JLN and CGO cluster area that were nearby the college itself. Around 80-90 boxes of pads were distributed to the women there and the members even interacted with them in order to know more of their experiences. Therefore, getting an insight about their lives sort of encouraged the students to conduct more of such drives and the entire experience of the drive was seen to be quite insightful for each one of us. Knowing about their lives and learning so much from their stories was what made it a complete wholesome experience.