

## Women Empowerment

The biggest question as to the youth of this era, we face is that “do women of the 21<sup>st</sup> century really need empowerment?” and the answer to which all of us know is unsettling as it is a big ‘Yes!’ We undoubtedly belong to a culture which worships the goddess of wealth is Laxmi, the goddess of power and strength is Durga and the goddess of wisdom is Saraswati. But the real question is that the other 50% of the human race can bring itself to the same place where gender is not the primary identity. We at Jaipuria Institute of Management Noida strongly believe in making endeavours to make this world a better place to live in. The place where even the smallest unit of the society is aware and is made capable enough to stand at par with the rest of the world. A woman can be considered with women empowerment when:

- She lives her life independently consistent with her lifestyle whether at home or outside.
- She feels free to make her own decision according to her preference.
- She gets equal rights within the society sort of a man.
- She feels safe and comfortable at work, on the street, etc., whether at home or outdoors.

So to alleviate this unreasonable distinction between gender we CSR committee strongly believes in empowering women not within our committee but outside as well. We strongly believe that if we understand the responsibility as the privileged ones to spread awareness amongst the underprivileged girls and women of the society, we are doing justice to our rights to education.

We have conducted several drives in the various slum areas of Noida and Ghaziabad. The details of the drives conducted by us, which are specifically, designed keeping female upliftment in mind areas mentioned below:

Sl. No.	Name of the Programme/Activity	Duration	Number of Participating Students	Description of the Programme/Activity [May attach additional sheet]
1	MOVIE SCREENING (PADMAN) & SANITARY PADS, STATIONERY DISTRIBUTION DRIVE	1 Day	60	CSR team of Jaipuria Institute of Management, Noida organized a special screening of the movie PADMAN to sensitize students regarding the importance of personal hygiene of women. • Students collected funds (More than Rs.10000) and distributed Sanitary Pads, Stationery and Fruits among the slum women.
2	Sanitation and awareness camp	1 day	25	In this event, the volunteers went to the nearby Khora village in Ghaziabad where they covered various households. They formed groups and visit door to door and sensitise the girls and family about the importance of menstrual hygiene. They distributed sanitary pads and medicines related to infection concerned with menstrual problems

3	CERVICAL CANCER AWARENESS SEMINAR IN COLLABORATION WITH CAPEd	2 hours	70	Cervical Cancer Awareness Session was organized in collaboration with CAPEd- An Ngo working towards Cervical Cancer Eradication from society. The session was organized for female students and faculty. The session was in workshop mode. The student and staff appreciated the session. The doctors addressed many queries about a misconception about the disease, diagnosis and treatment
4	Menstruation Awareness Drive	1 Day	15	This initiative was made to make women think and care about themselves as a woman plays a major role in a family. Males were also given certain information during the drive that as a husband or brother it is their responsibility to provide sanitary pads to their wife's and sisters as their major decisions depend on them. The team was able to distribute <b>1300+ sanitary napkins, 500+ stationery items and 100 packs of biscuits</b> . The moto of the drive was fortuitously conducted with a strong message to society
5	Health & Hygiene Awareness & Products Distribution	1 Day	12	The drive was held in the slum areas of Indirapuram – Behind DPS Indirapuram where the team was segregated into groups and distributed the hygienic products to the people and sanitary products to women. 100 packets were made from the donated products as well additional items were provided by the CSR committee. While distribution the importance of hygiene at homes and surroundings and usage of sanitary products was explained by the coordinators. The slum dwellers were also made aware of the Government policy Jan Aushadi Kendra from where they can buy sanitary products at affordable prices. The drive was conducted to spread awareness amongst the people by sharing the importance of hygiene and sanitation through “Nukkad Natak”. Covid-19 has hit people hard and it is difficult to procure personal sanitation products for them. Products like sanitisers, shampoo and soaps were also distributed among the people during the drive wherein we ensured that the message of ‘Cleanliness is Godliness’ has reached the audience.

6	Computer Donation and Literacy Program	1 Week	15	15 used computers from the IT lab of the institutes are donated for the Skill Development Program to Shubham Foundations Noida. The student volunteers of CSR conduct workshops for basic computer skills development.
4	Mental Health and Awareness for Slum women with Women Distress Cell	1 Hr	15	With the help of Women Distress Cell Noida our CSR volunteers have conducted a webinar and based on the awareness gathered through the session they spread the awareness in the Indirapuram Slum areas.

Women are equal to men in every aspect and therefore we welcome female members of the committee to take on a leadership role. We have tried to make an impact on society as a whole by spreading messages. It gives us immense happiness that we could successfully spread out the message of evil practices against women still prevailing in our society even after 74 years of independence.

In conclusion, we want to underline the importance of the empowerment of women. Effective policies backed by action to accord them their due rights and equal opportunities will be critical to bolstering the overall work on preventing sexual violence against women and other citizens in conflict.