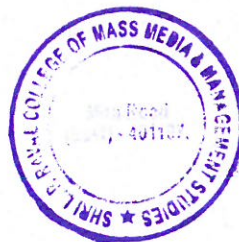


**7.1.1 GENDER EQUITY AND  
SENSITIZATION IN CURRICULAR AND  
CO-CURRICULAR ACTIVITIES**

For Shri L P Ravai College of Mass Media  
& Management Studies

Principal





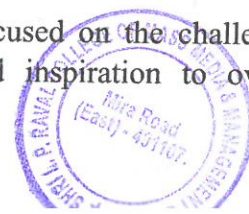
### **7.1.1 - Measures initiated by the Institution for the promotion of gender equity during the last five years.**

- ❖ Shri. L.P. Raval College of Mass Media and Management Studies ensures women empowerment through gender equality. The Institute makes consistent efforts to promote women's education.
- ❖ The Institute has ensured gender equality in representation of women in all top positions. The Placement cell, Office of the Deans, Examination Controller Department, HR, Departmental Head, Asst. of HOD, IQAC are all headed by women.
- ❖ Same classrooms are used for boy and girl students.
- ❖ All types of projects and lab activities are offered to all students irrespective of boys and girls.
- ❖ The Institute organizes many training programs, seminars, workshops etc. on gender equality and sensitization.
- ❖ The College takes various steps to ensure that there is no gender-based pay disparity among faculty and staff, and promotes transparency in salary structures.
- ❖ The Institute ensures balanced representation in various fields of study, departments, and extracurricular activities to challenge stereotypes and encourage diverse participation.
- ❖ The Institution ensures that all genders have equal access to education and academic resources, including scholarships, financial aid, and support services.
- ❖ The Institute conducts Seminars related to Women Empowerment every month.

IN THE YEAR 2017-2018, THE THEME WAS 'WOMEN IN MANAGEMENT AND LEADERSHIP' WHICH WAS ORGANISED BY BMS DEPARTMENT UNDER WHICH SEMINARS WERE CONDUCTED ON THE FOLLOWING TOPICS:

- ❖ **The Future of Women Entrepreneurship in India:** The future of women entrepreneurship in India is poised for growth and development, driven by various objectives that aim to empower women, foster economic growth, and create a more inclusive and innovative business ecosystem.
- ❖ **The role of Women in Top management:** A seminar focused on the role of women in top management can serve as a platform to discuss, educate, and inspire attendees about the importance and potential impact of gender diversity in leadership positions.
- ❖ **The challenges of women leadership and Management in India:** A seminar focused on the challenges of women's leadership and management in India can provide a comprehensive understanding of the barriers and obstacles faced by women in leadership roles.
- ❖ **Women in Management Research:** A research seminar focused on women in management can delve into various aspects of women's experiences, challenges, and contributions in leadership roles. The research seminar can provide a comprehensive understanding of the complexities surrounding women's experiences in management roles and stimulate further research and exploration in this critical area
- ❖ **Gender stereotyping at workplace:** A seminar focused on gender stereotyping at the workplace can aim to create awareness, foster understanding, and inspire action to eliminate harmful biases and promote gender equality. The seminar can contribute to dismantling gender stereotypes, fostering a more inclusive work environment, and promoting equal opportunities for everyone, regardless of their gender.
- ❖ **Challenges faced by women Entrepreneurs:** A seminar focused on the challenges faced by women entrepreneurs can provide insights, strategies, and inspiration to overcome these

Principal





obstacles and promote a more supportive entrepreneurial ecosystem. The seminar can empower women entrepreneurs (female students) with practical insights, tools, and a network of support to navigate the challenges they face and build successful, sustainable businesses.

- ❖ **The History of successful women Entrepreneurs:** A seminar focusing on the history of successful women entrepreneurs can provide valuable insights into the achievements, strategies, and contributions of women throughout history who have made significant impacts in the business world. The seminar can offer a comprehensive and inspiring overview of the history of successful women entrepreneurs, providing participants with valuable insights, role models, and lessons that can shape their own entrepreneurial endeavors.
- ❖ **Women and their leadership Styles:** A seminar focusing on women and their leadership styles can provide insights into the diverse approaches that women bring to leadership roles and the positive impacts of these styles on organizations. The seminar can promote a deeper understanding of the various leadership styles exhibited by women leaders and their impact on organizational effectiveness, employee engagement, and innovation.
- ❖ **Gender based pay in Corporate sector:** A seminar focused on gender-based pay disparities in the corporate sector can help raise awareness, facilitate discussions, and inspire actions to address and eliminate gender pay gaps. The seminar can contribute to a broader understanding of gender-based pay disparities, promote proactive measures to address the issue, and inspire participants to play an active role in advocating for fair compensation practices.
- ❖ **The Women of Optimism:** A seminar focused on the topic "The Women of Optimism" could explore the positive impacts that women bring to various aspects of society, highlighting their resilience, leadership, and contributions. The seminar can showcase the power of women's optimism and resilience, inspire participants to adopt an optimistic outlook, and motivate them to contribute positively to the world around them.

IN THE YEAR 2018-2019, THE THEME WAS 'WOMEN IN MASS MEDIA AND COMMUNICATION' WHICH WAS ORGANISED BY BAMMC DEPARTMENT UNDER WHICH SEMINARS WERE CONDUCTED ON THE FOLLOWING TOPICS:

- ❖ **Portrayal of Women in Media:** A seminar focused on the portrayal of women in media can provide a platform for critical discussions about how media shapes perceptions, influences societal norms, and impacts gender equality.
- ❖ **Feminism and Media:** A seminar focused on "Feminism and Media" can delve into the complex relationship between feminism and media, exploring how media both reflects and shapes feminist ideologies, activism, and gender dynamics.
- ❖ **Women's Participation in Journalism:** A seminar focused on women's participation in journalism can provide insights into the challenges, achievements, and evolving roles of women in the field of journalism.
- ❖ **Gender Bias in advertising:** A seminar focusing on gender bias in advertising can help participants recognize and address the harmful stereotypes and biases perpetuated by advertisements. The seminar can provide participants with the tools and insights needed to critically analyze advertising content, advocate for more inclusive representations, and contribute to reducing gender bias in advertising messages.
- ❖ **Digital activism by women:** A seminar focused on digital activism by women can explore how women are using digital platforms to raise awareness, advocate for change, and advance gender



Principal



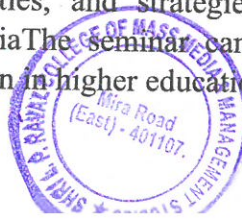
equality. the seminar can provide participants with insights into the transformative potential of digital activism by women, fostering discussions on strategies, challenges, and the role of technology in promoting gender equality.

- ❖ **Women in Film Television:** A seminar focused on women in film and television can provide a platform to discuss the representation, challenges, achievements, and future prospects of women in the entertainment industry. The seminar can provide participants with a comprehensive understanding of women's roles in the entertainment industry, stimulate discussions about challenges and opportunities, and inspire actions to promote gender equality in film and television.
- ❖ **Online harassment of women in social media:** A seminar focused on online harassment of women in social media can shed light on the disturbing phenomenon, its impact on women's well-being, and strategies to combat and prevent such harassment. The seminar can equip participants with knowledge, tools, and strategies to address online harassment, foster discussions about its impact, and promote the creation of a more secure and inclusive digital space for women.
- ❖ **Role of women leadership in Media:** A seminar focused on the role of women leadership in media can explore the contributions, challenges, and opportunities that women leaders bring to the industry. The seminar can provide participants with insights into the multifaceted role of women leaders in media, stimulate discussions about challenges and strategies, and inspire efforts to amplify women's leadership presence in the industry.
- ❖ **Challenges faced by women in Entertainment Industries:** A seminar focusing on the challenges faced by women in the entertainment industries can provide a platform to discuss systemic barriers, discrimination, and strategies for addressing these issues. The seminar can provide a comprehensive understanding of the challenges women face in the entertainment industries, stimulate discussions on strategies for change, and inspire participants to contribute to creating more inclusive and equitable spaces for women in the field.
- ❖ **Women in Sports Journalism:** A seminar focused on women in sports journalism can explore the unique challenges, contributions, and opportunities that women face and bring to the field. The seminar can provide participants with a comprehensive understanding of the challenges and opportunities in women's sports journalism, inspire discussions on strategies for change, and foster a more inclusive and equitable environment within the field.

IN THE YEAR 2019-2020, THE THEME WAS 'DISTINCTIVENESS OF WOMEN IN INDIAN EDUCATION' WHICH WAS ORGANISED BY BMS DEPARTMENT UNDER WHICH SEMINARS/WEBINARS WERE CONDUCTED ON THE FOLLOWING TOPICS:

- ❖ **Achieving Gender Equality Through Diversity And Inclusion In Education:** A seminar focused on achieving gender equality through diversity and inclusion in education can provide a platform to discuss strategies, challenges, and best practices for promoting gender equality in educational settings.
- ❖ **Women In Higher Education:** A seminar focused on women in higher education can provide a platform to discuss the challenges, opportunities, and strategies for advancing women's participation, leadership, and impact in academia. The seminar can provide participants with insights into the unique challenges faced by women in higher education, stimulate discussions on

For Shri B. N. Patel College of Mass Media & Management Studies



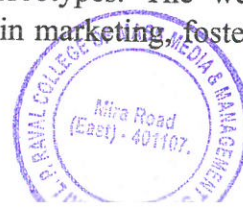


strategies for change, and inspire efforts to create more inclusive and equitable academic environments.

- ❖ **Role Of Women In Today's Society:** A seminar focused on the role of women in today's society can provide a comprehensive exploration of the various dimensions, challenges, and contributions of women in contemporary contexts. The seminar can provide a comprehensive overview of women's roles and contributions in contemporary society, stimulate discussions on challenges and opportunities, and inspire participants to take actionable steps toward advancing gender equality and women's rights.
- ❖ **Gender Diversity In Corporate Leadership:** A seminar focused on gender diversity in corporate leadership can delve into the importance, benefits, challenges, and strategies for promoting gender diversity at the top levels of organizations. The seminar can provide participants with insights into the significance of gender diversity in corporate leadership, stimulate discussions on challenges and strategies, and inspire efforts to create more inclusive and equitable leadership structures within organizations.
- ❖ **Work-Life Balance For Women In Management:** A seminar focusing on work-life balance for women in management can explore strategies, challenges, and best practices for achieving a harmonious integration of work and personal life. The seminar can equip participants with practical strategies, tools, and insights to achieve work-life balance, foster discussions on challenges and opportunities, and inspire women in management to prioritize their well-being while excelling in their careers.
- ❖ **Mentorship And Career Development For Women:** A seminar focusing on mentorship and career development for women can provide insights, guidance, and strategies for fostering professional growth and advancement. The seminar can provide participants with valuable insights, skills, and strategies for building effective mentorship relationships and fostering their career growth. Additionally, it can inspire both mentors and mentees to actively contribute to creating supportive and inclusive professional environments.
- ❖ **Women's Role In Sustainable Business Practices:** A webinar focusing on women's role in sustainable business practices can explore how women contribute to and lead in sustainable business initiatives. The webinar can showcase the vital role women play in driving sustainable business practices, inspire discussions on challenges and opportunities, and encourage participants to contribute to a more sustainable and equitable future through their roles in business leadership.
- ❖ **Women In Family Business Management:** A webinar focusing on women in family business management can explore the unique challenges, contributions, and strategies for women's involvement and leadership within family-owned enterprises.
- ❖ **Women In Supply Chain And Operations Management:** A webinar focused on women in supply chain and operations management can shed light on the contributions, challenges, and strategies for empowering women in this critical field. The webinar can provide participants with insights into the significance of women's roles in supply chain and operations management, stimulate discussions on challenges and opportunities, and inspire a collaborative effort to promote gender equality and empower women in this critical field.
- ❖ **Women Stereotyping In Marketing:** A webinar focused on women stereotyping in marketing can delve into the portrayal of women in advertising, media, and marketing campaigns, and explore strategies to challenge and overcome harmful stereotypes. The webinar can raise awareness about the harmful impact of women stereotyping in marketing, foster discussions on

P. T. RAVAI COLLEGE OF MASS MEDIA & MANAGEMENT STUDIES

Principal





strategies for change, and encourage participants to actively contribute to more inclusive and positive representations of women in advertising and media.

IN THE YEAR 2020-2021, THE THEME WAS 'WOMEN IN DIGITAL MEDIA' WHICH WAS ORGANISED BY BAMMC DEPARTMENT UNDER WHICH WEBINARS WERE CONDUCTED ON THE FOLLOWING TOPICS:

- ❖ **Women And Racial Discrimination In Mass Media:** A webinar focused on women and racial discrimination in mass media can address the intersectional challenges faced by women from diverse racial and ethnic backgrounds and explore strategies for promoting more inclusive and equitable media representations. The webinar can raise awareness about the intersectional challenges faced by women of color in mass media, inspire discussions on strategies for more inclusive representation, and encourage participants to actively engage in efforts to combat racial discrimination in media portrayals.
- ❖ **Grooming And Appearance In Mass Media:** A webinar focusing on grooming and appearance in mass media can address the impact of media portrayal on beauty standards, body image, and self-perception, while exploring strategies for promoting diverse and positive representations. The webinar can increase awareness about the impact of media on grooming and appearance perceptions, stimulate discussions on strategies for positive change, and empower individuals to challenge unrealistic beauty standards and promote diverse representations in mass media.
- ❖ **Media Representation Of Women In Politics:** A webinar focusing on media representation of women in politics can examine how the portrayal of women in political contexts shapes public perceptions, influences participation, and explores strategies for promoting more accurate and equitable media coverage. The webinar can raise awareness about the importance of media representation of women in politics, inspire discussions on challenges and solutions, and empower participants to actively contribute to a more equitable and informed political discourse.
- ❖ **Women's Empowerment Through Digital Media:** A webinar focusing on women's empowerment through digital media can explore how digital platforms provide opportunities for women to amplify their voices, advocate for change, and promote gender equality. The webinar can highlight the potential of digital media as a tool for women's empowerment, encourage discussions on effective strategies, and inspire participants to utilize digital platforms for advancing gender equality and women's rights.
- ❖ **Body Image And Beauty Standards In Media:** A webinar focusing on body image and beauty standards in media can delve into the ways media influences perceptions of beauty, body image, and self-esteem, while exploring strategies for promoting positive body representation. The webinar can raise awareness about the impact of media on body image and beauty standards, stimulate discussions on strategies for positive change, and empower participants to challenge unrealistic ideals and promote diverse body representation in media.
- ❖ **Feminist Media Critique:** A webinar focusing on feminist media critique can provide an in-depth analysis of how media portrays gender, feminism, and women's issues, while exploring strategies for critiquing and challenging harmful narratives. The webinar can provide participants with tools to critically analyze media through a feminist lens, stimulate discussions on strategies for change, and encourage active participation in challenging harmful narratives and promoting gender equality in media.
- ❖ **Women As Social Media Influencers:** A webinar focusing on women as social media influencers can explore the role of women in shaping online trends, advocacy, and personal





branding, while discussing strategies for leveraging influence for positive impact. The webinar can provide participants with insights into the dynamic role of women as social media influencers, stimulate discussions on strategies for meaningful impact, and encourage active participation in using online platforms to promote positive change and empowerment.

- ❖ **Women's Role In Investigative Journalism:** A webinar focusing on women's role in investigative journalism can explore the contributions, challenges, and opportunities for women in this critical field of journalism. The webinar can provide participants with insights into the significant role women play in investigative journalism, stimulate discussions on challenges and opportunities, and encourage active participation in promoting gender equality and empowering women in this critical field.
- ❖ **Female Leadership In Media Organisations:** A webinar focusing on female leadership in media organizations can explore the challenges, successes, and strategies for promoting women's leadership roles within the media industry. The webinar can provide participants with insights into the importance of female leadership in media organizations, stimulate discussions on strategies for advancing women's roles, and encourage active engagement in promoting gender equality in media leadership positions.
- ❖ **Women In Photography Journalism:** A webinar focusing on women in photography journalism can explore the contributions, challenges, and unique perspectives that women bring to the field of visual storytelling. The webinar can provide participants with insights into the significant role women play in photography journalism, stimulate discussions on challenges and opportunities, and encourage active participation in promoting gender equality and empowerment in visual storytelling.

IN THE YEAR 2021-2022, THE THEME WAS 'THE ART OF HOSPITALITY AND ACCOUNTING BY WOMEN' WHICH WAS ORGANISED BY BSC-HS AND BAF DEPARTMENT UNDER WHICH SEMINARS WERE CONDUCTED ON THE FOLLOWING TOPICS:

- ❖ **Women's Role In Hospitality Industry:** A seminar focusing on women's role in the hospitality industry can explore the contributions, challenges, and opportunities for women in various sectors of this dynamic field. The Seminar can provide participants with insights into the vital role women play in the hospitality sector, stimulate discussions on strategies for overcoming challenges, and encourage active participation in promoting gender equality and empowerment within the industry.
- ❖ **Women's Work Life Balance In Hospitality:** A seminar focusing on women's work-life balance in the hospitality industry can address the specific challenges, strategies, and support systems that contribute to maintaining a healthy equilibrium between work and personal life. The seminar can provide participants with practical insights, tools, and strategies for achieving work-life balance in the hospitality industry, stimulate discussions on shared experiences and solutions, and encourage active engagement in promoting a healthier and more fulfilling work-life equilibrium.
- ❖ **Gender Inequality In Hospitality Industry:** A seminar addressing gender inequality in the hospitality industry can delve into the root causes, manifestations, and strategies for combating gender disparities within this sector. The seminar can provide participants with a comprehensive understanding of gender inequality in the hospitality sector, stimulate discussions on effective

For Sri L.P. Raval College of Mass Media  
& Management Studies

Principal



