MARCH 2023 VOLUME 5, ISSUE 1



AVIT EVE CREA

MESSAGE FROM HONOURABLE MADAM CHANCELLOR, VMRF



Dr. ANURADHA GANESAN

HONOURABLE MADAM CHANCELLOR, VMRF

Women's day 2023

I feel extremely happy to celebrate an important day in our calendar the "International Women's Day". We hope awareness created on this platform and others will be a powerful advocate for gender equality and women's empowerment.

History has shown that the most effective way of empowering women is by providing them with access to education and training programs. They are able to develop the knowledge and skills needed to participate more fully in society and to pursue their own goals and aspirations. This can lead to better job opportunities, higher incomes, and greater economic independence.

In addition to this, access to healthcare, legal protections against discrimination and violence, and opportunities for political participation and leadership play an important role.

Year after year we strive to educate, encourage, empower and celebrate women and girls with a hope to have a more equitable world.

We have seen that technology has significantly revolutionised how we live our daily lives. It has transformed the way we communicate, work, and access information. However, not everyone has benefited equally from technological advancements, woman in particular. And this years UN theme, "Digit ALL: Innovation and technology for gender equality," aims to bridge this gap and empower women to take advantage of technology. Technology can help empower women and promote gender equality by providing access to new opportunities, knowledge, and resources

It is crucial to eliminate obstacles and create an environment to enable women to adopt and use technology effectively by providing digital skills training and enabling them with proper resources and infrastructure.

I'm happy that a newsletter is released every year for International Women's day.

I congratulate the faculty of ISR for their good work and appreciate their coordinated efforts to make this programme a grand success.

-WOMEN EMPOWERMENT CELL-

Women Empowerment Cell (WEC) is formulated in our Institution to empower our lady faculty and girl students to help them understand and respond suitably to the issues pertaining to women. It is a cell made more responsive and gender sensitive to women's needs and to eliminate discrimination and all forms of violence against women. A sense of community spirit is created that allows women to face these challenges as a team rather than individually.

The goal of Women's Empowerment is to bring about the advancement, development and empowerment of women. WEC puts efforts to integrate gender equality and women's empowerment into democratic governance, crisis prevention and re- covery, and environment and sustainable development. It also encourages women to find practical solutions to their challenges so that each one becomes self-reliant in their own right.

Ever since the inception of the committee, WEC, as a team has been striving to promote awareness among girl students and educate them on gender-specific, issues in the areas such as health, legal, career and social

-OBJECTIVES-

- Identification of strong leaders and changed makers and building their capacity.
- To promote a culture of respect and equality for female gender.
- The provision of opportunities and programs for women to be financially, mentally and emotionally empowered so as to promote their growth as individuals in their own right...
- Periodically organize skill development courses for faculty, students and rural woman.
- To inculcate entrepreneurial attitude among young minds.

Above all, ensures a secure and progressive learning environment for the girl students.

Bring up your sons like you bring up your daughters so that they learn tenderness."

- Justice Leila Seth, first woman Chief Justice of a High court in India

Our world needs strength and gentleness in equal measure. On this women's day, as we celebrate the strength of our women, let us also appreciate the kindness, gentility and joy they bring to our world.

By,
Ms. Suhasini Rao
Assistant Dean (Admin)&
Director, Centre for Justice Through Technology

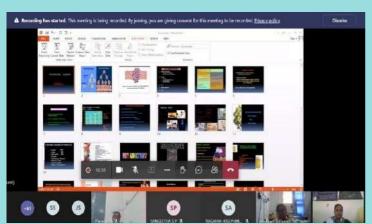
WEC TEAM

POWER OF AV CAMPUS



S.no	Name	Designation	
1	Dr. S P Sangeetha, VP Academic	Coordinator	
2	Dr. Jennifer G Joseph, Head / H&S	Co-Coordinator	
3	Dr. S. Gnana Sanga Mithra Assistant Professor, AVIL	Member	
4	Dr .Kavitha kumari, EEE	Member	
5	Dr. R Mohana Priya, ECE	Member	
6	Dr. R Nagalakshmi, Chemistry	Member	
7	Dr. Sheela Mary, MBA	Member	
8	Dr. S Sangeetha, MECHANICAL	Member	
9	Ms. R Adhilakshmi, Secretary to Principal, AVIT	Member	
10	Ms. S Leelavathy, CSE	Member	
11	Mrs. Padma Ragam. S, Assistant Professor Department of English,SAS	Member	
12	Ms. M Subathra, BIOTECH	Member	
13	Ms. P Subathra, CIVIL	Member	

ACTIVITIES - WOMEN EMPOWERMENT CELL 22-23





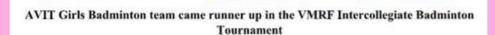
Preservatives















"A WOMEN WITH A VOICE IS, BY DEFINITION, A STRONG WOMANS."



WOMEN'S DAY CELEBRATION 2022







WOMEN'S DAY COMPETITIONS 2023













WOMEN'S DAY COMPETITIONS

2023



WOMEN'S DAY COMPETITIONS 2023













MESSAGE FROM HEADS

Dr.Ms. Giri Rengasamy Dean- CSR

I am pleased to give the message for the International Womens Day Globally people have accepted the importance of WOMEN and have also given lot of recognition for their skill and existence. A woman is a strange combination of different things but they are in the right blend... mature in mind child by heart, rude from ouside, caring from inside. Certainly the best Personality God has ever produced. I can emphatically say that a woman does not have attitude but she has good standards and boundaries. You will all agree with me if i say "she is one of the most beautiful creations of God. Her multiple roles as wonderful wife, marvelous daughter, adorable sister and a nursing mother are simply amazing which no doubt elevate her to the highest level of mankind. I am leaving the following thoughts for you to think over on this day 8th march 2023

Stay original Stay yourself Let the world copy you" The best outfit for you as a WOMAN is self respect. Don't lose it' The most alluring thing a WOMAN can have is Confidence Develop it'l wish all of you a fruitful year ...Love yourself as one of the best women of VMRF

Dr. Naseema. T.H, Director school of arts and science

Celebrating women is a recognizing moment that you give a mother, daughter, sister, friend, wife, entrepreneur, administrator, poet, and all the other roles of women.

International Women's Day is a day to cherish women who have moved from a world of no appreciation to a world of accomplishments. Today, we see lot of women contributing to the digital era in virtual reality and artificial intelligence. In the present era, we see that digital technology is providing more safety and global empowerment to women.

Inequality is gradually decreasing and the glass ceilings are shattering. This is definitely a positive sign where in women are empowered. Women's empowerment contributes to their ability to earn a healthy and happy life. Social and economic empowerment definitely paves a way for women to be decision makers and a creator.

Wishes to all the women at VMRF, to cherish each and every moment as women Happy women's day and great years ahead with prospective careers and accomplishments!!!







Dr.Ms. Giri Rengasamy Dean-CSR



Dr. Naseema.T.H
Director school of arts and science



Dr.S.P.Sangeetha VP-Academics Convener- WEC



Ms. Suhasini Rao Assistant Dean(Admin)& Director, Centre for justice Through Technology



Dr.Jennifer G Joseph HOD- H&S, Co convener - WEC



Dr.L.K.Hema
Professor & Head
Department of ECE Biomedical engineering



Dr.B.Prabasheela Prof&Head Department of pharmaceutical Engineering



Dr. A. Nirmala Associate professor and Head Department of Biotechnology



Dr.S.Kavitha HOD ,Computer science



DR.S.S.Saranya, HOD, ENGLISH



Dr.J.Jayabharathi HEAD-Tamil Department

A TEAM OF DEDICATED LADY FACULTY AT AV CAMPUS



"The ability to learn is the most important quality a leader can have."

Padmasree Warrior

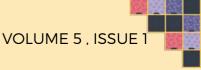
AWARD AND ACHIEVEMENTS BY OUR WOMEN FACULTY



DR.S.P.SANGEETHA EDUCATION LEADERSHIP AWARD 2022

"She was powerful not because she wasn't scared but because she went on so strongly, despite the fear."







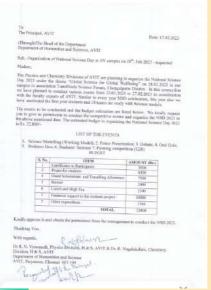
AWARDS AND ACHIEVEMENTS BY OUR WOMEN FACULTY

















FACULTY CORNER

WOMEN RISING: UNSEEN BARRIERS

A woman in leadership role in the workplace is progressing over the past years, still, the existence of women in leadership across the world continues to be managed by men. This discrepancy between superficial equality and ongoing statistical inequality creates misperception; in spite of positive views of women breaking down barriers to top positions, they are, in fact, still underrepresented in governance and executive leadership roles. Women face many barriers to landing top roles in organizational leadership.

The debate on "Who is more capable as a leader male or female" has been looming for a quite longer period. But things differ in the way both genders approach leadership work. The traits of transformational leadership show that women are natural leaders and can handle stressful situations with ease. Women also have an inherent capability of multi-tasking, which again makes them better leaders, and are often better at socializing with coworkers. Besides, it is more natural to a woman who likes to work as a team player to keep aside personal instances. Women is bold to face any issue esp when it is required in standing up for others. Sometimes I think it's essential to stand up for others first and then over time learn to stand up for ourselves.

A traditional leadership style which includes competitiveness and aggression are highly valued and leadership styles drawn from empathy and compassion are undervalued. When women practice the latter, they are penalized for being 'emotional'. And when they practice the former, they are deemed 'aggressive'. Building an individual and diverse leadership style that works for their organization thus becomes critical for women.

Realizing women's economic empowerment requires transformative change so that prosperity is equitably shared and no one is left behind. The adoption of masculine practices might be a strategy for success, but this is not necessarily the case. Social activities, formal and informal, or happy hours, too often leave professional women out, not because women wouldn't join. In turn, professional women miss opportunities to build the rapport and relationships responsible for career advancement. Organizations should ensure that their policies and structures are equipped to allow for the advancement of their women employees. Relevant policies must be in place to support women joining back after maternity or childcare leave. Organizations should also provide women employees the relevant training and opportunities to participate in strategic projects. This will ensure that these issues are handled systematically.

"I alone cannot change the world, but I can cast a stone across the water to create many ripples."- Mother Teresa

DR.S.P.SANGEETHA
VICE PRINCIPAL (ACADEMICS)
CONVENER - WOMEN EMPOWERMENT CELL AVIT

FACULTY CORNER

WOMEN

A Woman is an adult female human. Prior to adulthood, a female human is referred to as a girl (a female child or adolescent). A Woman is a female human being. A female has its origin in Latin and comes from the Latin word "Femella" or "Femina" which of course means "Woman". Womanhood is the period in a human female's life after she has passed through childhood, puberty, and adolescence.

The word 'WOMEN' stands for

W - Willpower

O - Originality

M - Mastery

E - Energetic

N - Noble

Today's woman is leading a life which is catering to various domains starting from family to profession to social arenas and lot more. She performs multiple roles while being in a single body. The woman works for the betterment of others by tying herself in different relationships all her life we have seen women in different forms. The prominent roles are

- 1. A Daughter
- 2. A Sister
- 3. A Friend
- 4. A Wife
- 5. A Daughter in Law.
- 6. A Mother
- 7. A Professional
- 8. A Mother in law
- 9. A Grandmother

Women are the primary caretakers of children and elders in every country of the world. International studies demonstrate that when the economy and political organization of a society change, women take the lead in helping the family adjusts to new realities and challenges. A woman gives birth to a child and fulfills all her responsibilities towards that child for the rest of her life. She does not ask for anything in return and fulfills her role with patience and without reasoning. The essence of being a woman, that facilitates the transition of humanity from one level to the other, makes the woman a special being.

The development of any society is measured by the degree of cultural and social development of women and their effective contribution to the cultural construction of society. The role of women in society is a measure of progress and delay in our time. A country that cares about women and makes them participate in all the things and duties in the country is undoubtedly very advanced. Women have proved that they can be full members of society having their own influence on all areas without any condition. So, in order to build a prosperous and developed society, it is necessary to give full respect to women and put them in the right place for the right work. Today, the importance of women in society is beyond any doubt and suspicion. Thus in our society, women plays an important role from birth till death.

By Dr. V. SHEELA MARY, Professor, Department of Management AVCampus

FACULTY CORNER

The New Survival Skill is not Gender Based !!!

Some skills are that which we need to possess to live in this society, however some are considered as survival skills which we do not much think or talk about. while watching survival shows kids are either fascinated by the lighting of fire and crossing wild terrain or disgusted by the gross items eaten. sometimes I share their feelings while watching these shows.

Recently during this long lockdown, I came upon a startling realization that cook- ing is a survival skill!!! and why not, being secluded inside home with no access to eater- ies, servants or family how long could one survive on chips and pickles? The ones who had never entered a kitchen nor thought about the time and energy spent on daily dishes prepared at home, started to look at the stove and the selves with bewilderment. As the cliché goes necessity is the mother of invention', and many stepped into the chef mode with many trial and error disaster dishes. Confinement led to realization that a skill has been achieved that will help them in time of need, making them self reliant in a world which changes overnight.

This lack of cooking skill is more apparent in Indian men compared to their west- ern counterpart. This query led towards an avenue which needed some exploration. Cul- ture and tradition seem to play a role in this typical thought that men need not cook. Though we assume to have embraced the modern life style, there is still a clash with the typical roles allotted to the genders. Mothers can never imagine their sons doing any task associated with the kitchen. A boy is supposed to enjoy the fruits of the hours of labor in the kitchen but should not contribute to this labor since he is a boy. The boys are not edu- cated on the hard work their mother puts into making their favorite dishes for every meal. If he does not understand this, how would he realize, appreciate or share the work load with his future family? I have come across many men who proudly say they know to make hot water and Maggie!! WOW!

Are we still clinging on to this mentality that only women need to know cooking and that a kitchen is the space meant only for women? Some of the recent advertisements showing men making coffee or participating in the kitchen activities have given some hope that their is a slow progress in the mindset of the society and that these kinds of ads will create a dialogue for a betterment in the future. All the mothers who still assume that the kitchen domain is not meant for the boys answer this question. Do you want your child to grow up and be dependent on others or be self reliant and feed himself when the need arises?

Dr. Jennifer G Joseph HOD, H&S & Co coordinator, GSC AVIT

Faculty Corner

("Daring the Difference: The 3 L's of Women's Empowerment" By Christine Lagarde, Fire mer Managing Director, International Monetary Fund)

I am a woman, Phenomenally. Phenomenal woman. That's me. Maya Angelou

From the beginning, women have been told to stay quiet and watch silently whatever is hap-ping. But now the time has changed. Today, there's far more uniformity within the experi- ences women have, from getting an education to pursuing a career and beyond. In this arti- cle, I just wanted to mention all 3 Ls of Women empowerment given By Christine Lagarde, Former Managing Director, International Monetary Fund (2011-2019). In her speech, Chris- tine Lagarde highlights the important role played by learning(education), labor, and leader- ship in empowering women. By learning, we mean education. It is a very old saying that "If you educate a boy, you train a man. If you educate a girl, you train a village". Education breaks all kinds of barriers and uplifts society. Education always shows new doors of oppor- tunity. According to the 2011 census, the male literacy rate in India is 82.14% while the fe-male literacy rate is 65.46%. Many studies have shown that illiterate women have high lev- els of fertility and mortality, poor nutritional status, low earning potential, and little autono- my within the family. Lack of education also creates a negative impact on women's health and the well-being of their children. And here comes the second L "labor" which represents women's participation in economic activity as a whole. Women constitute half of the world population, though their participation in the world economy is very low. It is not surprising to know that women and girls are the main victims of severe poverty. Everywhere around the globe, we see that women's participation is less than male participation. The World Eco- nomic Forum (WEF) reports say that women's global average annual income is only \$11,000 in purchasing power parity (PPP), where it is nearly twice \$21,000 for men. It's not only at the middle level or lower level, things are worst at the highest corporate level worldwide, where women account for just 24% of senior roles. Very few women are CEOs of famous companies. In 2018, only 1 out of 500 companies were led by a woman. Even when women participate. they are only stuck with informal sector jobs where their work is unseen, unpaid, and unacknowledged. The final L in this chain is "Leadership". In theory, everyone says let women climb up to the highest level of the ladder but the reality is different. The higher we climb. see fewer women. On the contrary, whenever women get a chance to hold a higher rank, they give their best. for example, one study shows that the Fortune 500 firms with the best track record having women in key positions are 18-69 percent more profitable than other firms in their area. We have certainly made a strong step towards our right but this path of going from nobody to somebody demands more effort from each one of us. It is now the right time to create our own world, where even a little girl from any continent, any country, and any race can fulfill her dreams and can be able to create her own identity.

Faculty Corner

தாய்மையின் பூரிப்பு

ஈரைந்து மாதங்கள் சுமந்து பாதுகாக்கப்பாய் நீ வந்ததும் என்கைசேர்த்து பக்குவமாய் உனைவாங்கி பார்க்கும்போதுநானும்மறுபிறவிஎடுத்தேன் சிரிப்பும்கண்ணீரும்ஒருசேரகண்டேன்

சார்ப்புமகண்ணரும் ஒரு சேர்கண்டேன் தாயென்றமகுடம் தந்தாயே என்னையேஎனக்குபுதிதாய் அறிமுகப்படுத்தினா யே

> நீயார் கடவுள் தந்த வரம்அல்ல வரமாய்வந்தகடவுள் நான்கொஞ்சும்என்மகன்....

> > ப. சுபத்ரா , உதவிபேராசிரியர் கட்டிடக்கலைத்துறை

என் அம்மா கவிதை!

அம்மா என்ற ஒரு உறவு இல்லாவிட்டால் இந்த உலகமும் ஒரு அனாதை தான்.

வானத்தில் உதிக்கும் சூரியனுக்கு கூட இரவில் ஓய்வுண்டு.. ஆனால் தாய்க்கு என்றுமே ஓய்வில்லை.........

அம்மாவின்கரங்களில் இருப்பதை விட பாதுகாப்பானஇடா இந்த உலகில்வேறு எங்கும் இல்லை....

நம்மை முழுவதும் புரிந்துகொள்ள ஓர் உன்னத உறவு அம்மா நம் வலிகளை தாங்க கூப்பிடும் ஓர் வார்த்தை அம்மா சாப்பிட்டாலும் அதிகமாய் சோறு போடுபவள் அம்மா சிறுவயதில் சிறிய பொய்களை சொல்லி சோற்றை ஊட்டுவளும் அம்மா நாம் எப்பொழுது வந்தாலும் கேட்கும் ஓர் வார்த்தை சாப்பிடாயா என்று நம்மை நேருக்குநேர் திட்டினாலும் மற்றவர்களிடையில் விட்டு கொடுக்காத பேசும் ஓர் நண்பன் அம்மா நாம் தலைவர்களுக்கு சிலை வைத்து மாலை போடுவதை விட பெற்வர்களுக்கு இலை வைத்து சோறு போடுவோம் என் அன்புள்ள அம்மாவுக்கு சமர்பணம்.

M. SRIRAM, BME





FACULTY CORNER

Women Micro Entrepreneurs in Unorganized sector

"Dirt and Toil also makes a women beautiful"

After a very long work day, I was returning home in my college bus. I got down in my usual stopping and my brother came to pick me up .Because of traffic in usual route, we took another shortcut. The saying "Unknown paths always leads to beautiful and undiscovered destinations" was true for us that day. We just witnessed a bright green land, with a tractor parked aside a shed and with many cows resting by. As we drove through enjoying the breeze and the landscape, we happened to see a group of women who were planting crops "Naathu nadrathu "in Tamil is an important event that happens in farming. These women were chitchatting, happily laughing and doing their work with such grace. We stopped by and approached them, we asked for their permission and got into the fields. As I was taking pictures, they were teasing each other to pose for me. Each and every person were so interactive. An elderly person also called me and asked me to do the same work. This was one of my childhood dreams to work in a field at-least once in my lifetime. With no hesitation, I got into the dirt and they taught me how to plant them. Within minutes they had almost completed planting the crops of the entire field. I was the one left out in the first row still doing it one by one. After that, I witnessed this woman whom single-handedly carried crops from one place and gave it to the other women. I was really happy talking to them and picturing some of the wonderful moments that I would never want to lose. One of the best pictures that I cherish for capturing it.



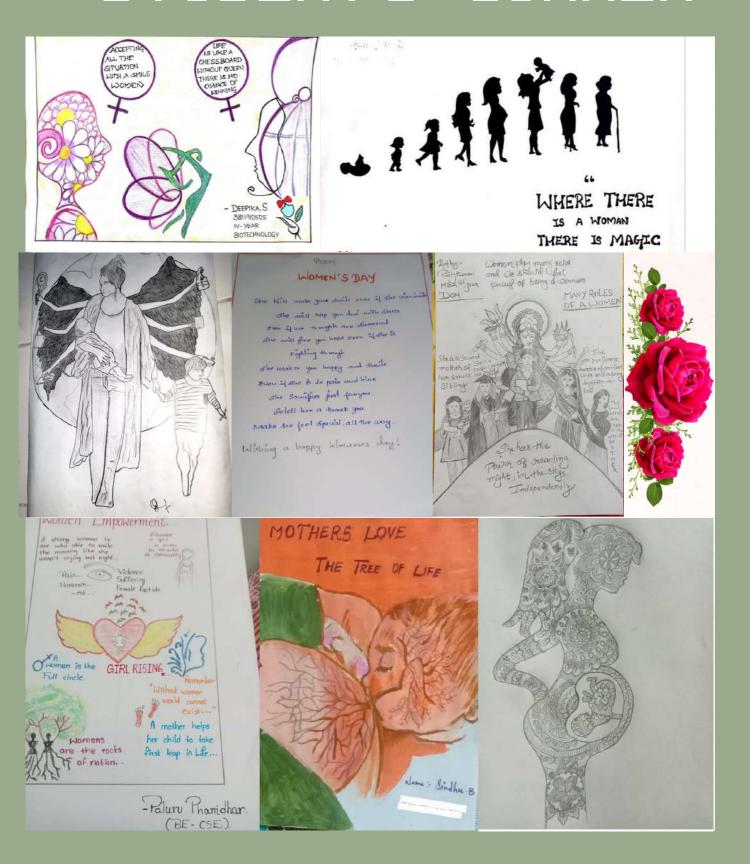
LAKSHMI SHREE B Assistant Professor BME, AVIT



STUDENT'S CORNER



STUDENT'S CORNER



STUDENT'S CORNER



"எண்ணம் போல் வாழ்கை"

பெண்ணே உன் பிறப்பு ஒரு கற்களாக இருந்தாலும் உன்னுடைய இறப்பு ஒரு வைரமாக இருக்க வேண்டும்

> கோடி கற்களுக்கு மத்தியில் இருந்தாலும் , நீ ஒரு வைரமாக மின்ன வேண்டும்

வரலாற்றில் உன் வெற்றி செல்லும் , நீ வெறும் கற்கள் இல்லை வைரமென்று

கற்கள் போன்று பயனற்று கிடைப்பதும் வைரம்போல் செல்வமாக இருப்பதும் உன் கையில் தான் உள்ளது

பெண்ணாக பிறந்த ஒவ்வொரு மகளின் அதிக பட்ச பேராசை தன் தாயின் கனவை நிறைவேற்றுவது தான்

> பெண்ணே காத்திரு உனக்கான நேரம் வரும்வரை







STUDENT'S CORNER



(RF- (SE.)

STUDENT'S CORNER





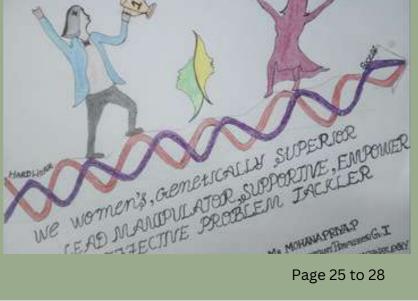












STUDENT'S CORNER

My Mother...

My mother is my friend so dear, ...

Her Love is so pure

Of all the special joys in my life

Wonderful mother.

She lives in my heart for ever

By
S.Benisha Mecry
II BA English
School of arts and science

"எண்ணம் போல் வாழ்கை"

பெண்ணே உன் பிறப்பு ஒரு கற்களாக இருந்தாலும் உன்னுடைய இறப்பு ஒரு வைரமாக இருக்க வேண்டும்

> கோடி கற்களுக்கு மத்தியில் இருந்தாலும் , நீ ஒரு வைரமாக மின்ன வேண்டும்

<mark>வரலாற்றில் உன் வெற்றி செல்ல</mark>ும் , நீ வெறும் கற்கள் இல்லை வைரமென்று

கற்கள் போன்று பயனற்று கிடைப்பதும் வைரம்போல் செல்வமாக இருப்பதும் உன் கையில் தான் உள்ளது

பெண்ணாக பிறந்த ஒவ்வொரு மகளின் அதிக பட்ச பேராசை தன் தாயின் கனவை நிறைவேற்றுவது தான்

பெண்ணே காத்திரு உனக்கான நேரம் வரும்வரை

STUDENT'S CORNER

Celebrating women is a recognizing moment that you give a mother, daughter, sister, friend, wife, an entrepreneur, administrator, poet and all the other roles of women. International Women's Day is a day to cherish women who have moved from the world of no appreciations to a world of accomplishments. Today, we see lot of women contributing to the digital era in virtual reality and artificial intelligence. In the present era, we see that the digital technology is providing more safety and global empowerment to women.

The inequality is gradually decreasing and the glass ceilings are shattering. This is definitely a positive sign where in women are empowered. Women's empowerment contributes to their ability to earn a healthy and happy life. The social and economic empowerment definitely paves a way for the women to be the decision maker and a creator.

Wishes to all the women at VMRF, to cherish each and every moment as women Happy women's day and great years ahead with prospective careers and accomplishments!!!

By, Suraj Kumar. S Biotechnology



A GIFT TO MY MOM

I Gifted my mother a stethoscope. She is a nurse, she had one old stethoscope. It was a broken one. Every time she connected the stethoscope to her ear, She felt the pain and also she tells me about the stethoscope and her ear pain. During that time I was in my first year of college and I couldn't afford money to buy. I planned one thing do a part-time job and buy a stethoscope and surprise her. In the lockdown period, I worked for a part-time job in parcel service without my family knowing it. From the money that time first earned, I Gifted a Stethoscope to my mother, on her birthday. She was totally surprised and was felt with tears. That day I felt different and had a wonderful happy moment of my life.

By, R. Praveen Final Yr BME.

EDITORIAL BOARD

Greetings!

Happy Women's Day wishes!

This newsletter carries our objective of setting a stage to showcase the many talents of our women faculty and girl students, record the various achievements, acknowledge the wonderful contribution of women, and celebrate life.

This year also various competitions were conducted as part of the women's day celebration giving a chance for students and faculty to perform and open up an opportunity chance to identify new talents. Girl Students and faculty achievers in the realms of Academics, Co-curricular, and Extra Curricular & identified and were be-stowed recognition awards. In addition also honors Women achievers in the field of Society, Science, & Technology and Arts for their contribution in their respective fields.

This Newsletter serves as the record that chronicle the achievements of the students and Women faculty of AV campus. The editorial board hopes to continue-ue this chronicle in the years to come on a bigger platform.

Wishing everyone a Happy Women's Day 2023.









Ms.S.Leelavathy	Dr R.Mohana Priya	Dr.Jennifer G Joseph	Dr.S.P.Sangeetha
Assistant professor, CSE	Associate professor, ECE &Head Examcell AVIT	Prof & HOD, H&S,	VICE PRINCIPAL (Academics)
MEMBER-WEC, AVIT	MEMBER -WEC, AVIT	CO CONVENER - WEC, AVIT	CONVENER - WEC, AVIT