



**DJ ACADEMY  
FOR MANAGERIAL  
EXCELLENCE**

**(An Exclusive Business School)**  
Affiliated to Bharathiar University Coimbatore

# **7.1.1)**

# **GENDER SENSITIZATION PLAN**

# **GENDER SENSITIZATION ACTIVITIES IN DJ ACADEMY FOR MANAGERIAL EXCELLENCE**

## **1) In Orientation Programme when students join the institution**

DJAME conducts Student Orientation programme every year to create an inclusive environment for the new students taking up MBA program. On that basis many activities are conducted for four to five days after the orientation. This way it has few components in the programme as a part of gender sensitization:

### **1.1 : Ice breaking session**

Icebreakers can be of invaluable help in creating a learning environment, in which students feel free to experience, reflect and communicate. They are particularly useful for workshops on gender, which are likely to surface conflicting opinions, discomfort and personal biases. In particular, icebreakers can be used to:

- Provide participants with opportunities to get to know each other.
- Stimulate the flow of communication among participants.
- Raise the energy level of participants.
- Bring personal expectations and the group's reality closer together.
- Encourage everyone to participate and learn.
- Reinforce learning.
- Introduce an element of fun.

When students come together to take part in a workshop or training, it is important to make everyone feel welcome and part of the group. Ice breakers are particularly important in helping to set a warm and friendly tone for the workshop. When people meet for the first time, there is often some nervousness and shyness. An icebreaker offer students the following about changing behaviour and instilling empathy into the views that an individual hold about our own and the other genders:

- A safe, clear and acceptable structure.
- Conversation topics those are interesting and non-threatening.
- Enough perspective and scope for making and receiving distinct impressions of one another.

- Some action/body movements and laughter, where possible, to relieve the tension.

## **1.2 : En-Culturing & Anti-ragging Squad at DJAME**

**Enculturation** is the process by which people learn the dynamics of their surrounding culture and acquire values and norms appropriate or necessary to that culture and its worldviews. Cultural transmission can occur in various forms, though the most common social methods include observing other individuals, being taught or being instructed. As part of this process, DJAME opt the second method of being taught to limit, direct, or shape the students and orient them towards the institution's Culture, Norms, Rules & Regulations, Code of conduct, Dress code. Students are also given awareness on what constitutes sexual harassment and composition of the committees to regulate all the in disciplinary activities are discussed in this session.

Anti-ragging Squad is to ensure, that there is no instances of ragging anywhere on the campus and hostel. The safety and security of all students is taken care through this squad. In the orientation programme the students are given an insight about this squad and its importance.

### **1.3: Prevention of Sexual Harassment:**

The Prevention of Sexual Harassment (PoSH) at Workplace Act of India mandates every organisation to define their sexual harassment policies, prevention systems, procedures, and service rules for its employees. The students are also intimated about the importance of this law and a brief of what will be considered as harassment, its consequences will be shared to DJAME students in the orientation programme itself.

AY 2021-22:

Orientation Schedule

DJ Academy for Managerial Excellence, Coimbatore 641 032  
Inauguration of 21<sup>st</sup> Batch of MBA & Orientation Schedule

Date	Time	Session	Resource Person	Venue
<b>DAY 1</b>				
04.10.21 Monday	9.30AM-11.30AM	Inauguration & Overview about DJAME	Director and Faculty Members	Seminar hall
	11.30AM-11.45AM	Break		
	11.45AM-12.30PM	Campus Orientation	Capt. Senthilkumar, Chief Executive	Seminar hall
	2.30 PM- 4.30PM	Ice-Breaking Session	Prof.M.N.Viveka	Seminar hall
<b>DAY 2</b>				
05.10.21 Tuesday	09.00 AM-10.00 AM	Why MBA?	Dr.R.Prabusankar	1 MBA class
	10.00 AM-11.00 AM	Being Successful	Capt. Senthilkumar, Chief Executive	1 MBA class
	11.00 AM-11.15 AM	Break		
	11.15AM-12.30PM	Rationale of Economics	Dr.S.Johnsi	1 MBA class
	12.30 PM- 01.30 PM	Lunch		
	01.30PM-03.00 PM	Case Method of Learning	Dr. P.Sangeetha	1 MBA class
	03.00PM-03.15PM	Break		
03.15PM-04.30PM	Placements @ DJAME	Mr M Vimal, Manager – Corporate Relations	1 MBA class	
<b>DAY 3</b>				
06.10.21 Wednesday	9.00 AM- 10.00 AM	Prevention of Sexual Harassment	Dr. J.J.Savithri	1 MBA class
	10.00AM-11.00AM	Entrepreneurial Spirit	Dr. Sreeraman Nandhi	1 MBA class
	11.00 AM-11.15 AM	Break		
	11.15AM-12.30PM	Are 'CRYPTOS' the Future of Financial market?	Dr. Deepa Venugopal	1 MBA class
	12.30 PM- 01.30 PM	Lunch		
	01.30PM-03.00 PM	En-Culturing & Anti-racine squad @ DJAME	Dr. J.J.Savithri	1 MBA class
03.00PM-03.15PM	Break			
03.15PM - 4.30PM	Library -Facilities	Mr. P Charles, Librarian	Library	
<b>DAY 4</b>				
07.10.21 Thursday	9.00 AM- 10.00 AM	Techniques for Motivation	Dr. S.T.Narasimhan	1 MBA class
	10.00AM-11.00AM	Brief on Nithya Gurukula Counselling	Ms.Anisha & Ms.Shylaja from NG team	1 MBA class
	11.00 AM-11.15 AM	Break		
	11.15AM-12.30PM	Closing Remarks by The Director		1 MBA class
	12.15 PM- 01.00 PM	Lunch		
01.00 PM- 04.30PM	Welcoming party hosted by II MBA Students			

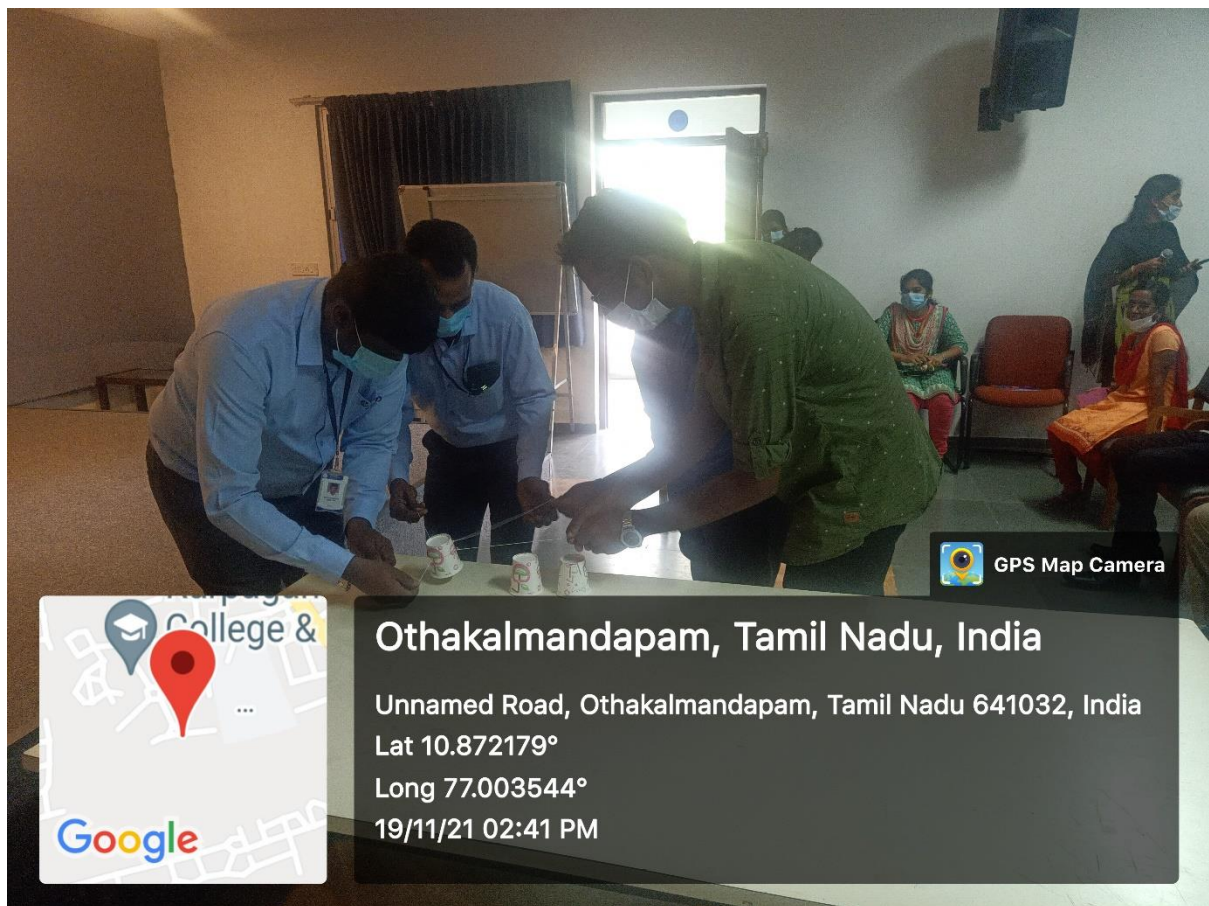
- 1) Mr.S.Subburaj - Boys hostel Warden - 9025941238
- 2) Ms.T.Shanthi - Girls Hostel Warden - 9345915885

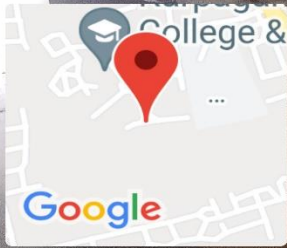


## 2 ) International Men’s Day Celebration:

On November 19, International Men’s Day is celebrated worldwide to highlight the positive value men bring to the world, their families, and communities.

Be it a father, brother, or husband, men play major roles in their lives. International Men's Day is dedicated to these men and enables them to bring to light the issues they face. It is aimed at ensuring good emotional, physical, social, and spiritual health of men. However, the day is not just about celebrating men but also improving gender relations and promoting gender equality. Hence to promote gender equality DJAME female faculties and girl students threw a surprise events for all the male faculties and boys of the college. The glimpse of the events is shared as photos below:





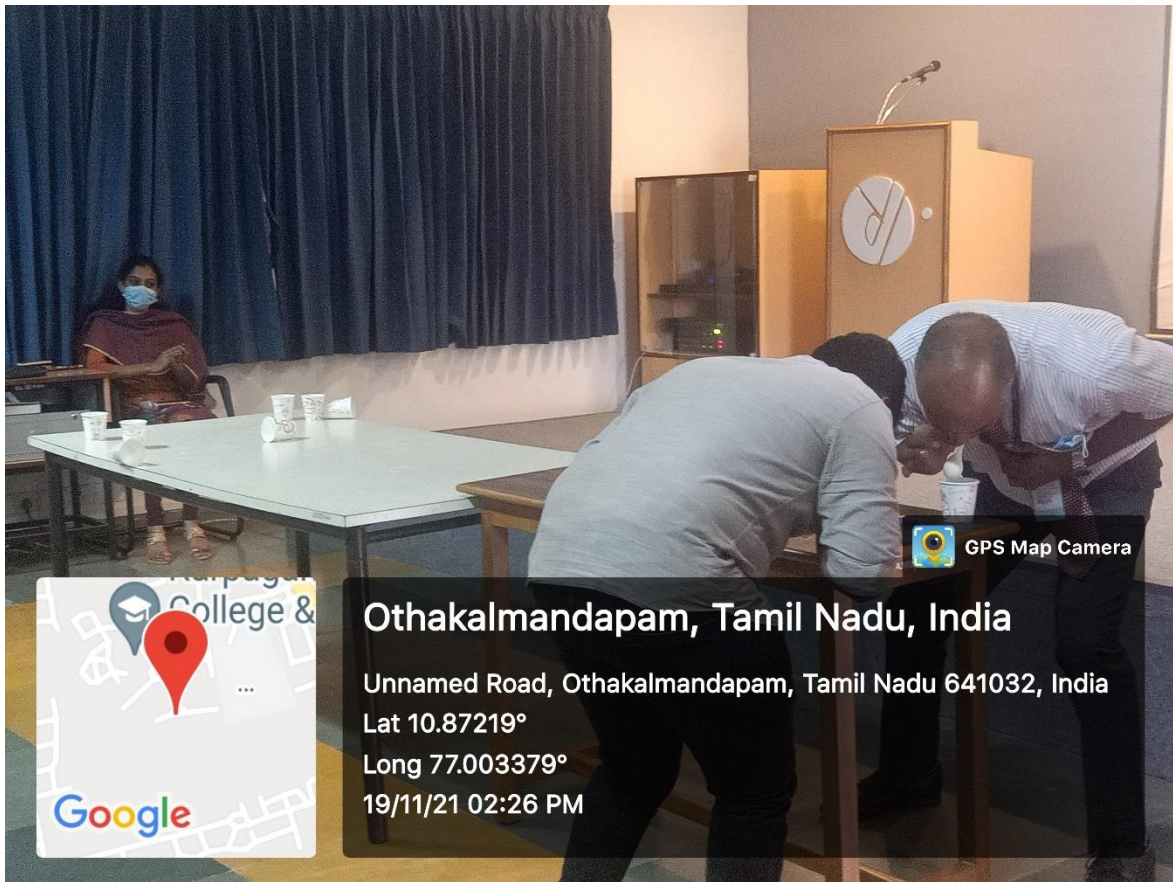
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Unnamed Road, Othakalmandapam, Tamil Nadu 641032, India

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Long 77.00338°

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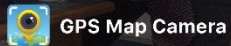
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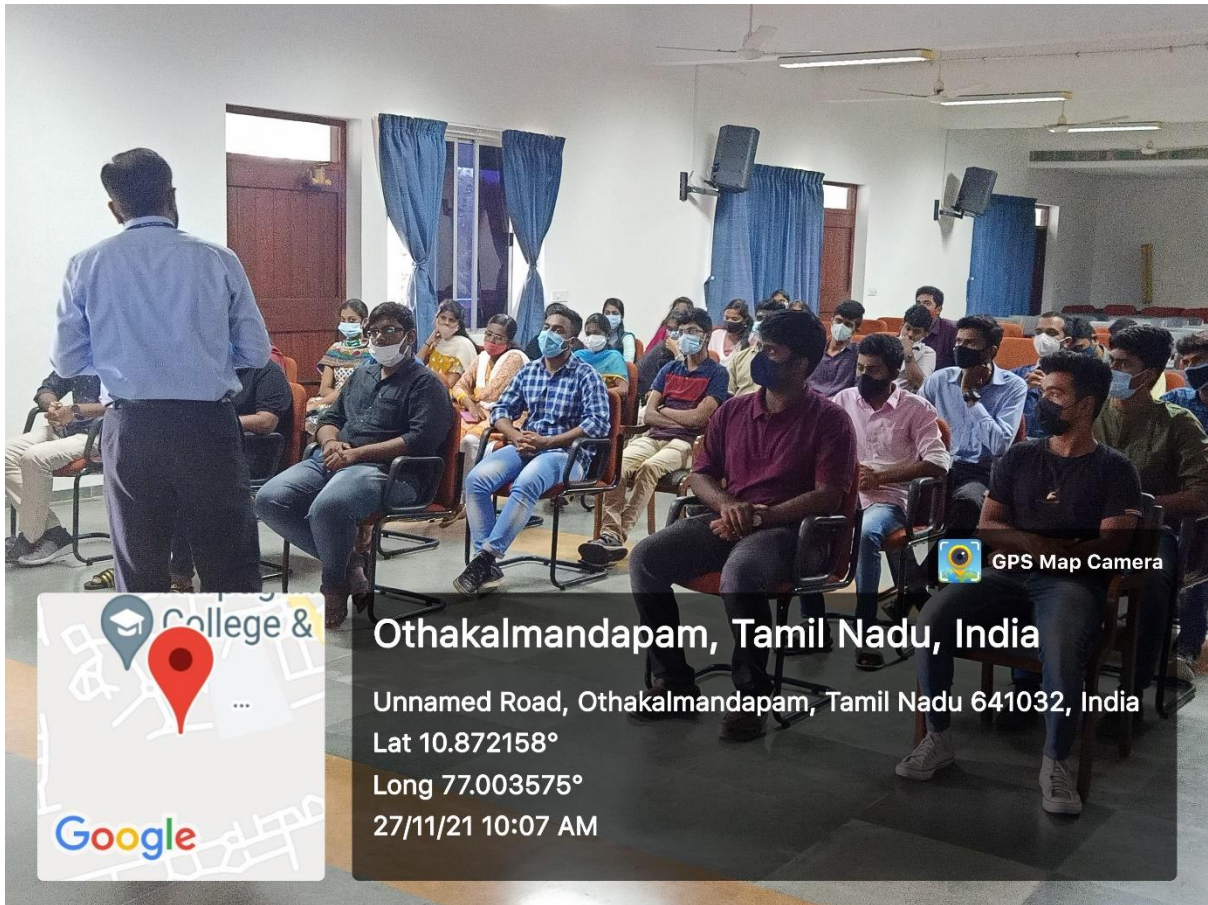
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### **3) Gender Sensitization Programme:**

Gender sensitization refers to the raising sensitization of gender equality concerns. It helps people in examining their personal attitudes and beliefs and questioning the realities of both sexes. Gender sensitization make people understand the difference between sex and gender, how gender is socially constructed and the stereotypes around gender roles It helps them determine which assumptions in matters of gender are valid and which are stereotyped. Need of gender sensitization is to create awareness among the working professionals about the importance of gender sensitivity in organization. Without being sensitive to the needs of a particular gender, an individual may refrain from understanding the opposite gender. Gender is Socially Learned behaviour, based on social expectation from Men & Women. The women and children are most vulnerable group of this situation. And it's the undue pressure on Boys & Girls to live up to the established norms of Masculinity & femininity. Girls endure unwarranted social control, discrimination & domination. Boys discouraged from being emotional, gentle, or fearful. Gender Sensitization gives a clear and precise view about Gender and help to understand that GENDER is not about "Women" it's about "People". Hence the HR head f GKD Charity Trust had a detailed discussion with DJAME students on this topic.



Othakalmandapam, Tamil Nadu, India

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Othakalmandapam, Tamil Nadu, India

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Long 77.003575°

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#### 4) Women's Day Celebration:

D.J. Academy for Managerial Excellence celebrated the International Women's Day by inaugurating, 'La Femme – Renaissance of Matriarchy' the Women's Association of DJAME, devoted to ensuring women staff and students of DJAME have the tools to explore the opportunities available to them to become who they want to be. This is also an initiative to bring together the women, to collaborate, to discuss and face the challenges that might come their way and to create an environment which offers them the support they need to thrive. Through this association, it is intended to explore and celebrate women from different walks of life.

Ms.Shobana Kumar, Writer, Poet, Social worker, Founder –Small Differences, (an NGO working with vulnerable and marginalised communities, particularly the elderly abandoned, women, children and the transgender community) inaugurated the club and gave a talk on 'Breaking Barriers : Moving Beyond Bias'. She pulled out examples from her own life sphere for this talk. The session was followed by a Q&A session. Students and Faculty members of DJAME and DJAD took part in this inauguration. Few activities were conducted for faculties and students to celebrate Women's Day.



