



Date: 12/12/24

Title of Report with Academic year:

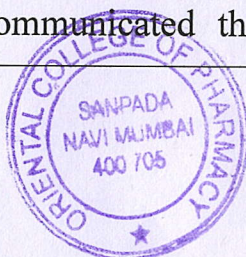
Awareness campaign for eliminating Gender based violence from 25th November 2024 to 10th December 2024

Details of activity:

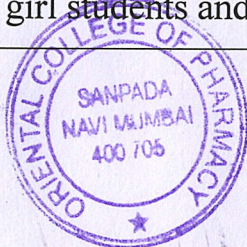
Name of the Activity	Awareness campaign for eliminating Gender based violence	Activity Number	Gender sensitization cell /01
Date	25 th Nov 2024 to 10 th Dec 2024	Department /Committee or Faculty	Gender sensitization cell
Venue	Oriental college of Pharmacy and social media	Time	-
Nature of Activity (Indoor/Outdoor)	Indoor and online	Total number of Participants	All

Activity Information:

Objectives	The Sexual harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013 was notified on December 9, 2013 to provide a safe and secure environment for women in the workplace. So, the Ministry of Women and Child development (MWCD) has communicated that every year the period from 25 th
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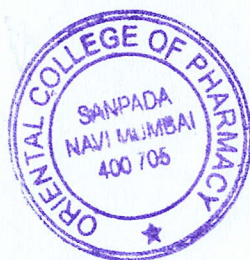


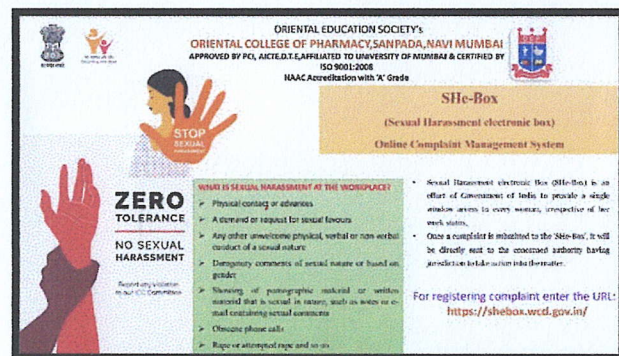
	<p>November 2024 to 10th December will be observed throughout the world as 16 days of Activism for ending gender-based violence. The campaign symbolically links violence against women with the issue of human rights and emphasizes that such violence is a violation of human rights. Therefore, MECD has requested to conduct programs highlighting initiatives in combating gender-based violence and raising awareness about rights and entitlement of women</p>
Methodology or Brief summary	<p>We in our college as per the suggestive activities given by UGC and MWCD did the following ones:</p> <ol style="list-style-type: none"> 1. Prepared sunboards displaying the important numbers like Emergency Response (112), Women helpline (181) and Child line (1098) for quick access to raise awareness. The sunboards are placed on 2nd, 3rd, 4th floors of our college. 2. Created awareness on confidential reporting through the She Box. For this too we prepared the sunboards and displayed it on 2nd, 3rd, 4th floors of our college 3. We launched an effective social media campaign using hashtags and informative content to raise awareness about women's right.
Outcome	<p>Above activities surely are the initiatives in combating gender-based violence and raising awareness about rights and entitlement of women. It will surely have a positive outcome in building the mental and physical wellbeing of our girl students and ladies staff.</p>



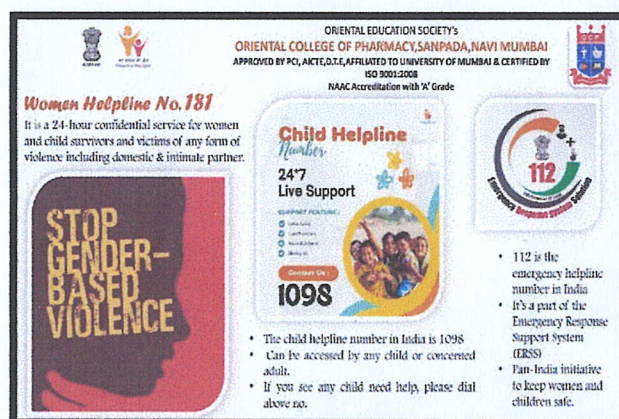


Sunboards placed on 2nd, 3rd and 4th floors



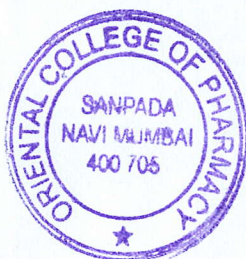


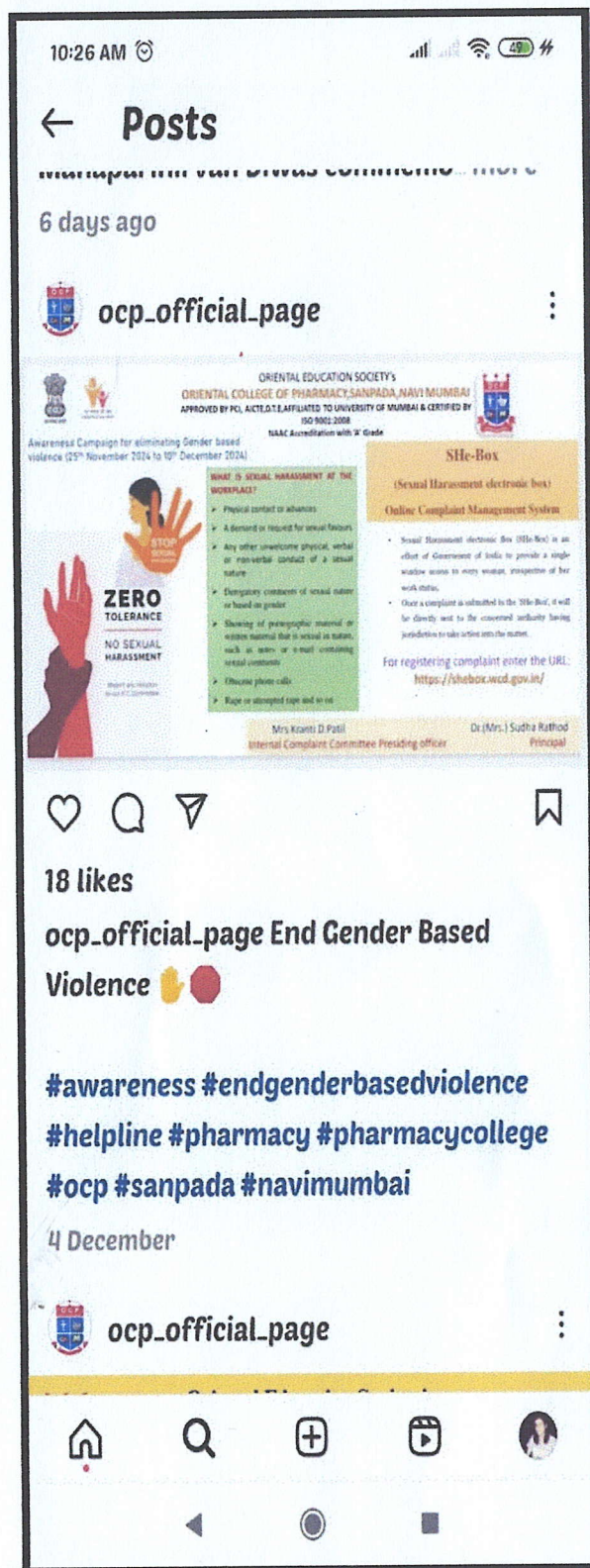
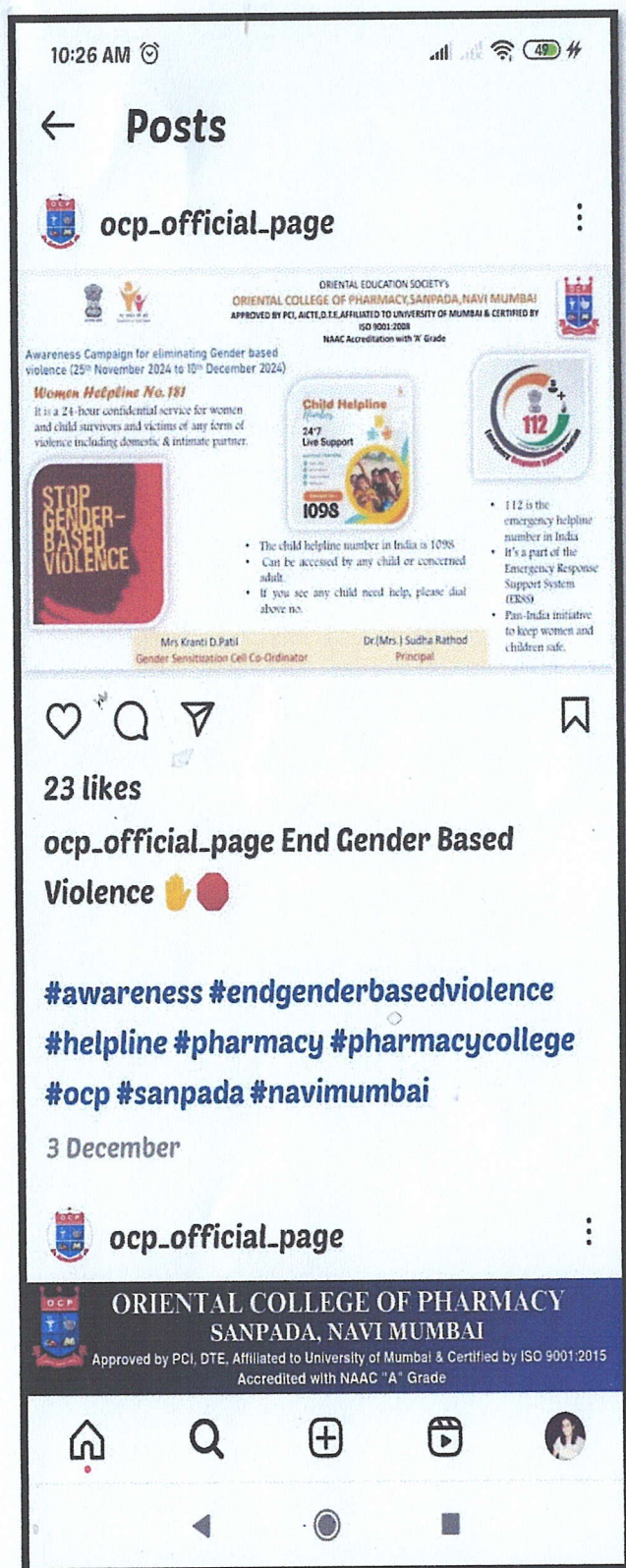
Flyers prepared for awareness
on confidential reporting through the SHe
Box



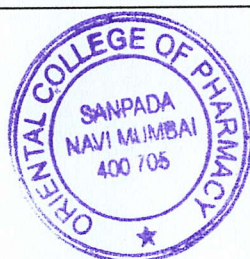
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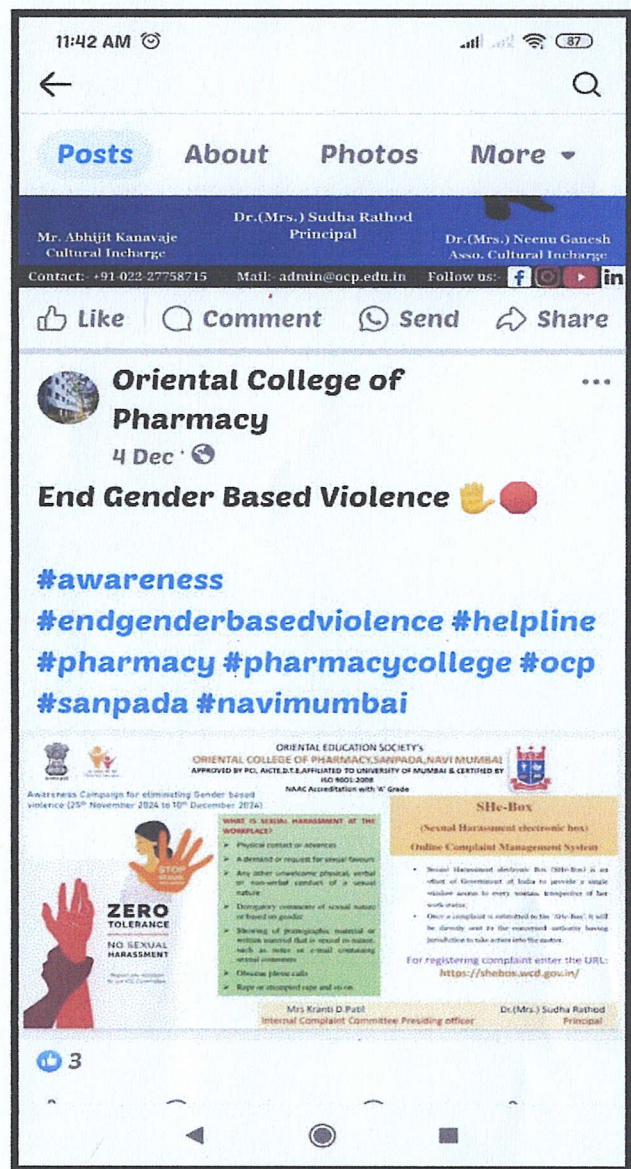
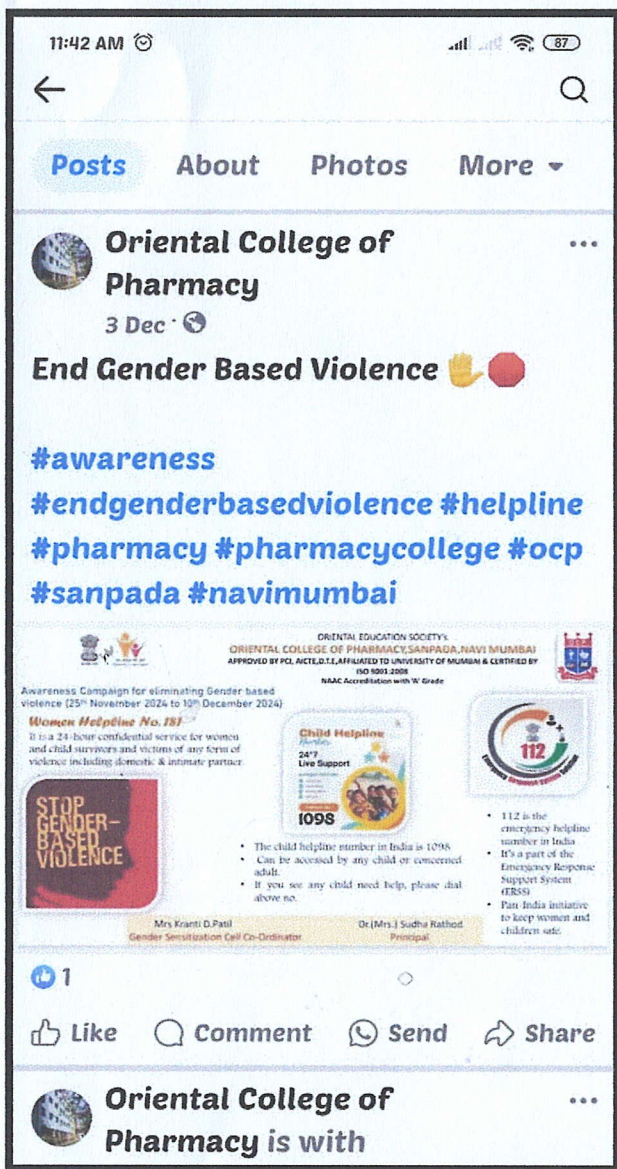
Social media campaign done on What's
app for raising awareness





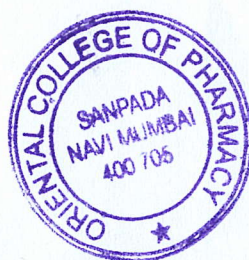
Social media campaign done on college
Instagram page





Social media campaign done on college Facebook account

Patil
Mrs Kranti D.Patil
Gender sensitization cell
Co-ordinator



Rathod
Dr.Sudha Rathod
Principal

Dr. (Mrs.) Sudha Rathod
Principal
Oriental College of Pharmacy
Plot No. 3, 4 & 5, Sector-2,
Sanpada, Navi Mumbai.