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NAAC Accreditation 4th Cycle

## **Criterion VII: Institutional Values and Best Practices**

7.1.1 Measures initiated by the Institution for the promotion of gender equity during the last five years

## Gender sensitization programmes

## 2016-17

## Orientation and inspiration programme for the I semester students- An Alternative Life style

Orientation for first year girls: Genesis A new beginning Lead by Varghese Paul, Trainer for alternate life style, Chalakkudy.



## Inspirational talk series by eminent personalities

A series of talk on the Theme, 'Igniting the young minds with a living example' Inauguration by Mayor and delivered the first talk. Second by Ms. ReshmaLekhani and a third talk by Dr Gita from an NGO U and Me who works for women rights.





NAAC Accreditation 4<sup>th</sup> Cycle

## **Criterion VII: Institutional Values and Best Practices**

## Celebrate Menstruation -International Women's Day 2016' - 8th March 2016



Under the Surakshita Kochi scheme for the safety of women, an environment friendly menstrual training programme will be launched on this Women's Day. The Surakshita Kochi scheme was put forth by the joint effort of SH School of Communication, Thevera and district authority. The "Celebrate Menstruation" Programme will be inaugurated by the popular television anchor and environmentalist Ranjini Haridas on March 8th, Tuesday at Sacred Heart College auditorium. This marks the beginning of training program for changing the menstrual process as eco- friendly. This is for the first time in Kerala which points at the women's role in conservation of nature and eco-friendly menstrual training. Apart from "Surakshita Kochi', Anbodu Kochi and people for Animal (PFA) also join hands for the venture. The eminent personalities Ms. Saali Kannan, the National Award winner for animal welfare, Dr. C.M.Joy, environmentalist and Dr.Georgr Eeralil, the expert Gynecologist were present at the venture.





NAAC Accreditation 4<sup>th</sup> Cycle

**Criterion VII: Institutional Values and Best Practices** 

## Leadership camp for students

A Leadership student camp was conducted enhancing the entrepreneurial skills of students and conscientizing them on an alternate life style in line with nature.



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### **Criterion VII: Institutional Values and Best Practices**

August 08, 2016

## Media incubator commenced by UNICEF at SH College

SH College and UNICEF India developed an incubation Centre based on audio visual, print and new media interfaces and specifically designed to enhance awareness on Gender, Health and Wellness among children and youth across Kerala. This project created, influenced and develop awareness regarding health and related issues, which affected children in contemporary Kerala. To achieve this, the project employed graduates from Sacred Heart School of Communication, Sacred Heart College and mobilized strategies, based on data provided by UNICEF India, as well as generated its own pool of content.

Babu joseph - Director, Asha Joseph - HOD and students Jeev Thomas, Krishna Warrier, Meenu Antony, Anish Abraham, Manoj Haridas, Sankhyan, Mridul K V.

#### Link to Videos:

https://www.youtube.com/watch?v=j00Vu13J2ls https://www.youtube.com/watch?v=j4jTPyuZQ2c https://www.youtube.com/watch?v=XderFr6O1Ts

# We Join Hands with UNICEF INDIA









· First media incubator center in India

Productions: Public Service Ad Films, Animation Videos, Short Videos, Radio Jingles













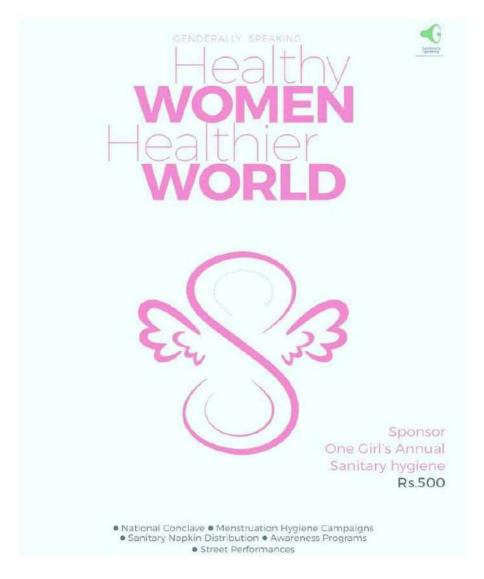
### **Criterion VII: Institutional Values and Best Practices**

## **Genderally Speaking**

The outreach programe of SHSC, Genderally Speaking on Gender Justice and sensitization of Sexuality was launched on 2 October 2016 by Honourable Cochin Mayor, Soumini Jain by revealing the logo and Poster campaign on social media platforms.

Genderally Speaking planned a series of events that included developing a Life Skills course, distribution of biodegradable sanitary napkins, performance by female folk artists and open dialogue on gender issues and sensitisation in social media platforms. The students of SHSC also produced video content for multiple social media platforms. The digital documentation of women in folk art in association with the folklore academy was also done which pulled healthy crowd of people from neighbourhood community, family and friends. The campaign successfully associated with Cochin Corporation, Kochi- Muziris Biennale, Kerala Folk lore Academi, Kudumbasree and NGO CodeRed.

The Campaign Poster for sponsoring one girl's sanitary hygiene for a year drove huge public support.



## SACRED HEART COLLEGE (AUTONOMOUS) **KOCHI, KERALA – 682013**

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### **Criterion VII: Institutional Values and Best Practices**



# BOOSTING GENDER KNOWLEDGE





'Genderally Speaking' aims to create a deeper understanding about gender among students

DC CORRESPONDENT

The gender congress was inaugurated by Mayor Soumini Jain on Sunday. As a first step, they organised a workshop of ticular gender. All these initiatives aim to recognise and address gender issues prevalent in society. Genderally Speaking', a six-month long national gender congress envisioned by the Media Studies Dept of SH School of Communication. They are, provides a larger platform for all to get a deeper understanding of the situation and to generate meaningful discourses on the same through an array of activities.

The gender congress was inaugurated by Mayor Soumini Jain on Sunday. As a first step, they organised a workshop sanitary napkins to underprivileged were labeled women in Illithode village in collaboration with the NGO CodeRed.

Speaking' is not meant for one gender. Seaking' is not meant for one gender. It is a space for all," says Rima, a provides a larger platform for all to get a deeper understanding of the situation and to generate meaningful discourses on the same through an array of activities.

accounts on social media to generate healthy discussions. Our students will produce films and share them on YouTube. The Instagram account 'Genderally Clicking' is a place to share pictures that speak about gender. We are also doing a digital documentation on 'women in folk art' in association with the folklore academy. At the end, there will be a week-long film festival,' she adds. The project is done in association with UNICEF India, Ernakulam District Administration, Cochin Corporation, Kochi Muziris Biennale, and Kerala Folklore Akademi. The activities will go on until March 8, 2017.



## **Criterion VII: Institutional Values and Best Practices**

## Workshop on Menstrual Hygiene - Illithode Panchayat

As the first step towards Generally Speaking a Worksop and free one-year long distribution of Kudumbasree's biodegradable sanitary napkins to the women community of Illithodu Panchayath was held with association with NGO CodeRed.







#### **Criterion VII: Institutional Values and Best Practices**

# The female factor

'Genderally Speaking', a conclave conducted by SH School of Communication, Thevara, addresses issues relating to women's health and empowerment

#### ANASUYA MENON

In October this year, over 100 girls from Illithode panchayat, Malayatoor, were given free sanitary pads. Until then, they had little or no knowledge about them. The number of women who have access to sanitary napkins in India is still small, even in a State such as Kerala, which ranks high on the human development index.

An informal research conducted by the students of the S.H. School of Communication, Sacred Heart College, Thevara, found that awareness was low even in semi-rural areas. So, they zeroed in on Illithode, roughly 60 km from Ernakulam.

A gender conclave being conducted by the S.H. School of Communication has women's health and hygiene at its core. The events planned for the conclave focus on the theme "a healthy woman, a healthier world." The idea is to have a sustained campaign aimed at women's empowerment. "Women's issues still don't get the importance they deserve and we need to start somewhere. We need to initiate a dialogue on women's issues," says P. R. Arun, guest faculty and project lead.

As a first step, the student representatives made visits to the panchayat, speaking to the members and the schools. "We interacted with the parents of adolescent girls about their menstrual health and hygiene. Many of them were using cloth and had felt discomfort while in school," says Anna Priyanka, one of the students who is part of the project. "We conducted demonstrations and explained to the girls and mothers how they had to be used. We also addressed their safety concerns," she adds.

The college tied up with a Kudumbashree unit manufacturing sanitary napkins in Ernakulam



REACHING OUT Student-volunteers with women at Illithode panchayat PHOTO: BY SPECIAL ARRANGEMENT

for the purpose. "The napkins have lesser plastic content in them and are thereby safer," says Joseph Wincent, a student representative. The plan is to provide each girl a year-long supply of sanitary pads. "We have already reached out to 200 girls in two phases," Joseph says. While the funds for the first phase were raised by the students and the faculty themselves, for the second phase, they received contributions from companies and institutions in and around Ernakulam.

By donating Rs. 500 the sanitary needs of a girl for a year can be met, the students say. The initiative could encourage more sponsors to come forward, they feel. Not just companies and corporates, individuals can contribute too.

"Ambitious as it may seem considering our limited resources, we wish to continue our efforts by reaching out to Government schools and juvenile homes as well. Installing sanitary napkin vending machines in Government schools will go a long way in ensuring menstrual health among adolescent girls," says Joseph.

As part of the campaign, the student volunteers will also organise awareness workshops and classes on women's health and hygiene. They are also looking at identifying other villages and rural areas where the project could be implemented, says Arun. "We are also reaching out to the women in the fisher folk community in Thevara, educating them about the use of sanitary napkins," he adds. The initial idea was to distribute menstrual cups, as they are environment-friendly and effective as well. But considering the fact that so many taboos persist around menstruation today, it would be difficult to execute. There are villages in the country where even napkins are unheard of," Arun says.

"Genderally Speaking", as the conclave has been named, also goes beyond the scope of women's issues to facilitate larger gender inclusivity acknowledging the problems faced by the third gender, for instance. Performances and film festivals too will be organised as part of the conclave. A mudiyettu performance by a woman was held to underline the importance of women in folklore. "The idea is to set an example and inspire more people to take gender issues seriously." Arun says.

The conclave ends in March, 2017.

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# **Criterion VII: Institutional Values and Best Practices**

## Folk Fest by Genderally Speaking

Mudiyettu was performed by Bindu Narayana Marar. The programe was inaugurated by Actress Rima Kallingal it was open to public and academic community.



"Mudiyettu" - performed by Ms. BINDU NARAYANA MARAR one of the artists who dedicates her entire life to this art form. "Genderally Speaking". The folk fest was inaugurated by Actress Rima Kallingal on 18th November 2016, in the newly built Amphitheatre, SH school of communication campus.



**Criterion VII: Institutional Values and Best Practices** 

# IN LOVE WITH KALI

Bindu Narayana Marar, who broke the tradition by performing the Mudiyettu as Kali, which is usually the forte of men, wants to fight prejudices and expand her activities

#### **ELIZABETH THOMAS**

**DECCAN CHRONICLE** 

There is confidence in her voice as she speaks about her maiden Mudiyettu per-formance that took place at Sacred Heart

College, Thevara, Kochi.
It was a historic
moment, as in
Mudiyettu, the traditional folk dance drama that enacts the mythological tale of the battle between Goddess Kali and demon Darika, women do not dress up and perform as Kali. But then Bindu Narayana Marar, who hails from Piravom, boldly took that step. It was a presti-gious moment for her to

wear the headgear of the Kali.
"I don't know why women stayed away from this so far. The artiste should observe lent prior artiste should observe lent prior to the performance. He/she should abstain from having liquour and non-vegetarian food," says Bindu. All these were not obstacles for her. "I don't drink and I am a pure vegetarian. Also, I believe that the purity

ing to Mudivettu. She runs the Pazhoor Damodara Marar and Pazhoor Naravana Marar razhoor Narayana Marar Smaraka Gurukulam troupe that began in 2013. It was from her late husband and father-in-law that she learnt the art form.

"They were into this. After their demise, their Mudiyettu set was taken away by my husband's relatives to start their own troupe.

Puttumanoor. The next year. Puttumanoor. The next year, I bought it," says Bindu, who later got married to Santhosh Kumar. "His support is immense." So far, she has been managing the group. "Only now did I acquire the confidence for performance although the desire has been on my mind for a long time."

Bindu was not at all nervous to take the historic leap. "I was not

became a devotee of Kali after going through a rough phase in my life. As a widow, I encoun-tered the harsh side of society. I always wanted to abolish those prejudices. That is how I got close to the concept of Kali, who eliminates evil."

Bindu is confident about performing Mudiyettu now and wishes to take this forward. She plans to expand her activities. "I want to commence a museum, art gallery and library for research students. My father-inlaw had written about Mudiyettu. I am planning to





സ്.എച്ച് കോളജ് മാധ്യമ പഠനവിം സ്കൂൾ ഓഫ് കമ്യൂണിക്കേഷൻ തിൽ അവതരിപ്പിച്ച മുടിയേറ്റ് വ്ലണിക്കേഷൻസിൻെ വെതരിപ്പിച്ച മുടിയേറ്റ്

## വിസ്മയമൊരുക്കി തേവര കോളജിൽ മുടിയേറ്റ്

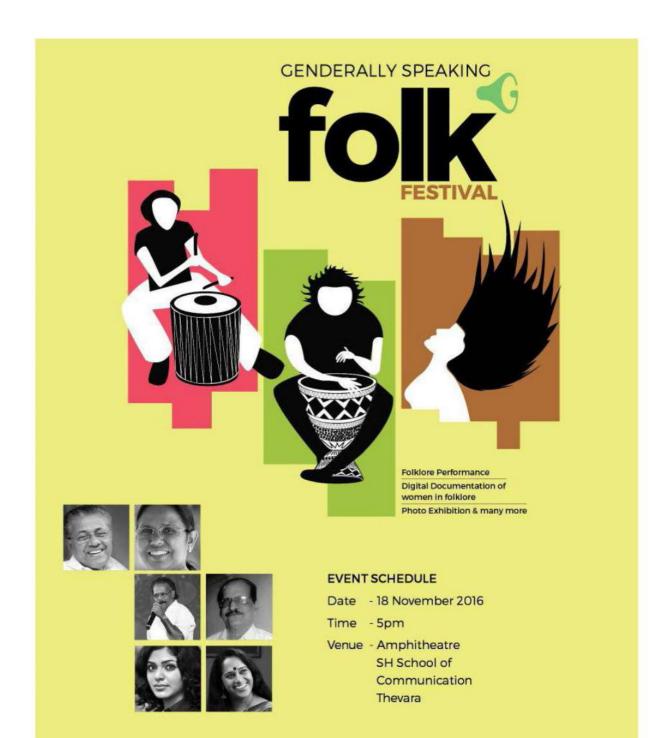
കാച്ചി: വിദ്യാർഥികൾക്ക് വീസ്മനമൊരുക്കി തേവര

കൊച്ചി: വിദ്യാർഥികൾക്ക് വിസ്മയമൊരുക്കി തേവര എസ്.എച്ച് കോ ഉജിൽ മുടിയേറ്റ്. മാധ്യമ പഠനവിഭാഗമായ എസ്.എച്ച് സ്കൂൾ ഓഫ് കമ്യൂണിക്കേഷൻസാണ് മുടിയേറ്റ് സാംഘടിപ്പിച്ചത്. 'ഒൻഡർലി സ്ഫി കരിങ് പരിപാടിയുടെ ഭാഗമായിരുന്നു ആദ്യമായി ഒരു സ്ത്രി ഭഗ്രകാ ളിയായി അവതരിച്ച മൂടിയേറ്റ് അരങ്ങേറിയത്. ബിനുവാണ് ഒഗ്രകാളി യായി നിറഞ്ഞാടിയത്. നടി റിമ കല്ലിങ്കൾ ഉദ്ഘാടനം ചെയ്തു. കലാപരിപാടികൾക്കായി പുത്യതായി നിർമിച്ച ആംഫി തിയറ്ററിലാണ് മുടിയേറ്റ് നടന്നത്. അനു ഷ്ഠാനകലയായ മുടിയേറ്റിൽ ദ്വേകാളിയായി സ്ത്രീകൾ വേഷതിടാറി ല്ല. ബിനുവിനൊപ്പാ 15 കലാകായാർ പങ്കെടുത്തു. പ്രതിസന്ധികൾ തരണം ചെയ്ത് വേദിയിലെത്തിയ ബിത്യ തൽറ അനുഭവങ്ങൾ ക ണിക്കളോട് പങ്കുവെച്ചു. ലിംഗസമത്വത്തിൻ വിവിധ വശങ്ങൾ ചർച്ച ചെയ്യുന്ന 'ജൻഡർലി സ്പിക്കിണ്' ദേശീയതലത്തിൽ നിരവധി പരിപാടികൾ സാഘടിപ്പിക്കു സ്പിക്കിണ്' ദേശീയതലത്തിൽ നിരവധി പരിപാടികൾ സാഘടിപ്പിക്കു ന്നുണ്ട്. സി.എം.ഐ മാനേജർ ഫാ. ജോസ് കുരിയേടത്ത്, പ്രിൻസി പ്പൂൽ ഫാ. പ്രശാസ് പാലക്കാപ്പിത്വിൽ, എസ്.എച്ച്.എസ്.സി. ഡയര

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## **Criterion VII: Institutional Values and Best Practices**















Life Skills Program | Social Media Campaigns
Performance Festival | Film Festival | Conclave
Outreach Programs Workshops | Journal

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## Cancer awareness programme

CANCER AWARENESS by active involvement of public raising money for cancer society, along with Zumba Trainers Association' ZUMBA IN PINK'





NAAC Accreditation 4<sup>th</sup> Cycle

**Criterion VII: Institutional Values and Best Practices** 

## Self-defence and fitness programme for girl students

A self-defence program for girl students was organized under the initiative of KRAV MARGA. Students were trained in the art of self-defence.





# Orientation to students on 'Gender equality'- experts from Transgender community

Orientation on the life and experiences of Transgender community was given to our students under the initiative of the Department of Sociology. Mr. Seethal Syam (Transmen) and Ms. Sandhya Raju (Transwomen) were the resource persons.



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## Traffic awareness programme - Motor Vehicle Department

Traffic awareness class was given to students organized by Y'S men international jointly with Kerala Motor Vehicle department.





## Breast cancer awareness through fitness - Pink day

In order to create awareness on breast cancer, our students performed various dance forms by making pink as their theme for costumes.

11/4/2016

The Times of India

Title: Youngsters in pink rock the dance floor to promote breast cancer awareness

Author: Deepika Jayaram

Location:

Article Date: 11/05/2016



NAAC Accreditation 4<sup>th</sup> Cycle

**Criterion VII: Institutional Values and Best Practices** 

## Personality development programme

One day personality development programme was organised by the college for the students to familiarize the emerging ideas and trends in developing personality. The Session was delivered by Fr. Sabu Thomas, Faculty of Department of English and Motivational trainer. The programme also aimed to orient the students about life skills, interview skills etc





## Organ Donation campaign

An organ donation campaign was conducted under the initiative of WISH and around fifty students volunteered and took a pledge to donate their organs.



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## Legal awareness session by Adv. Jacob Alex

A legal awareness class was given to the First-Year students during their initial orientation by Adv. Jacob Alex (High court of Kerala)





## Awareness on 'Anti-drug abuse and suicide'

An awareness on anti-drug abuse and suicide were given to students under the initiative of SADAS.



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# Voice - Asha Achy joseph reacted on Perumbavoor girl issue - paper report



Dr Asha Achy Joseph, reacted on the Jisha Murder and shared views on the plight of girls in India and concerns for the future of women in the country.



Dr. Johnson X Palackappillil Principal

Sacred Heart College (Autonomous)

Theyara, Kochi-682 013