

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

#### Gender sensitization programmes

2017-18

##### Orientation to students on 'Gender equality and Anti ragging'

An orientation to students on gender equality was given by Dr. Jinu George to the Sacred Heart Community on the first week following the reopening.



## Entrepreneurship training for girl students

PASSAGE - 29th August : Eastern group organized a one hour interactive session with the celebrity entrepreneur Ms. Poornima Indrajith. Her story of success in film industry and entrepreneurship was an inspiration for the heartians.





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**Paathi – Novemeber 14**

Renowned artist Ms.Niranjana Verma, adjunct faculty SHSC, did a performative painting 'Pathi' at the college portico. This unique event was an experience that made all to introspect the violence around and failed to respond. The artist voiced her concern through this art work specially on Children's day. The performance threw light upon the discrimination and violence against women and children.



**“പാത്തി”**

താഴെപ്പാട്ടിന്റെ ഇടത്തേയിൽ മുമ്പത്തെ  
രണ്ടു പാത്തിയിൽ കിടത്തി, വെറു വെട്ടിയെണ്ണ  
തേച്ച്, കസ്തൂരി മഞ്ഞൾ ചാലിച്ച് പൂർണ്ണ കടലാസി  
തേച്ച് യാത്രാ മരകമായി കുളിപ്പിച്ചു. അയ്യപ്പം  
കുണ്ണം മാത്രമായി ചില നിമിഷങ്ങൾ. കിടത്തിനെ  
കുളിപ്പിച്ച്, കണ്ണെഴുതി, പൊട്ടുകത്തി, ഒരു മാലയും  
ചാത്തി കാണു മോഴ്ചയ്ക്ക് ആ സന്തോഷം അയ്യപ്പം  
മേൽ സ്വന്തം! ഭയം വെച്ചും നാലിൽ തൂക്കുമ്പോൾ  
അയ്യപ്പം കുണ്ണം പരസ്യം ലയിക്കുന്ന ആ അയ്യപ്പം  
നിമിഷങ്ങൾക്ക് അയ്യപ്പലഭ്യമായ സ്വർഗ്ഗം അന്നു  
ഭരിച്ച ഒരു പാത്തി!!



ചിത്രകാരി നിരഞ്ജന വർമ്മ അവർക്കു “പാത്തി”  
എന്ന പേര് മോശൻ പെരിയ്ക്കിന്റെ (Periyannal  
Purayankal) ചില ഭാഗങ്ങളിൽ ഉൾ പരഞ്ഞത്.  
പേർ കയ്യിൽ കുഞ്ഞായി മറയ്ക്കുന്നത് അത്രയും  
അയ്യപ്പം ഒരു അമ്മയെയാണ്. വലിച്ചെടുത്ത  
അയ്യപ്പം സ്വന്തമായി പന്ത്രണ്ടാലായി പാത്തി  
അവസരം.



താൻ തിരിച്ചതെന്നെ ജ്ഞാതാമഹാത്മ്യം അന്നുഭരി  
മാണെന്നെ കലാകാരിയുടെ കിരീട്ടിനിൽ ----

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**Child Protection Awareness programme**

SHSC students performance series on Child Protection Awareness programme at Subhash

Park and Edappally in association with the Ernakulam District Child Welfare Unit of Social



Fourth performance of Child Protection Awareness programme at Edappally jointly with the Ernakulam District Child Welfare Unit of Social Justice Department 2017 Nov 20

Justice Dept on Nov 18. The dynamic performance by students attracted the attention of



performance of Child Protection Awareness programme at Subhash Park jointly with The Ernakulam District Child Welfare Unit of Social Justice Department 2017 Nov 18

### Vocational training-Paper bag making workshop

Taking a step forward to being eco-friendly, paper bag making was taught to the students by Ms. Usha from Fevicryl Company. On the **5th of October** a training on paper bag making was given to the Age-Friendly.



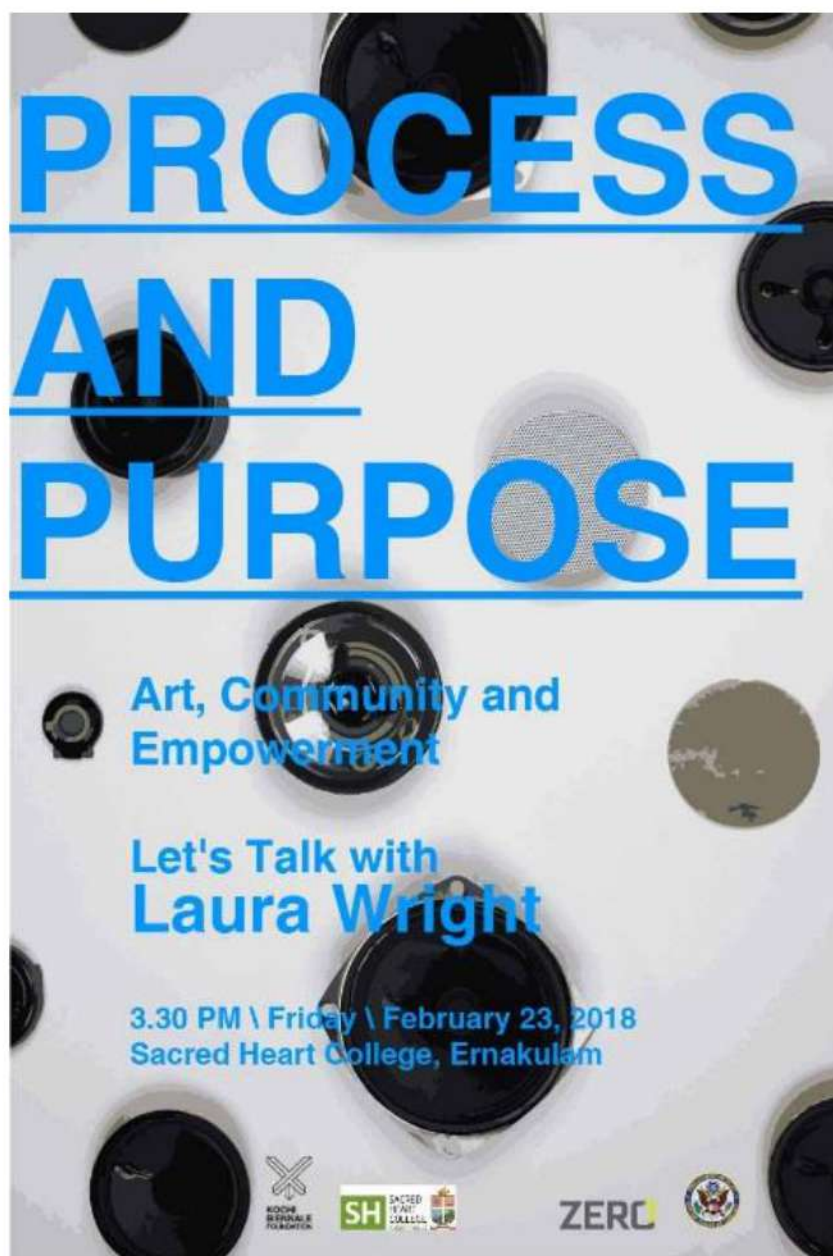
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**PROCESS AND PURPOSE : ART, COMMUNITY AND EMPOWERMENT -  
Workshop**

Date: February 23, 2017

Participants: Artist LAURA WRIGHT

LAURA WRIGHT's workshops in association with Kochi Biennale Foundation, combined art/technology skills and facilitated the community projects which work towards women's empowerment. SHSC partnered with US Consulate on this series of workshop that involved audio engineers, artists and students. Laura C. Wright is an artist and educator exploring communication through the intersections of fiber arts, digital technology, visual media, and participatory practices to amplify stories that go unrecognized in our landscape.



### **Women in Cinema Collective**

May 18th, 2017- Declaration of a collective by women in Cinema

In 2017, an established actress was subjected to a heinous incident of sexual assault in Kochi and she courageously spoke up for justice. A collective of eighteen women from the Malayalam film industry started to come together to stand by this Survivor.

The entire episode and ensuing reactions reaffirmed the stronghold of patriarchal beliefs in the film industry highlighting the challenges faced by survivors in their course of pursuing justice. Spanning multiple generations and film disciplines, this group met up with the Chief Minister of Kerala to draw government attention on the gender-discriminatory values and unsafe practices that are rife in the film industry. Thus the Women in Cinema Collective, the first of its kind, came into existence.

On November 1st 2017 Women in Cinema Collective Foundation was registered as a Society. In the first two years, Women in Cinema Collective has maintained a special focus on dealing with sexual harassment within the industry.

#### **Dr.Asha Achy Joseph's contribution for the Women in Cinema Collective**

Dr.Asha Achy Joseph, HOD of SHSC was given permission by the college to work on the job for empowering and gathering women in cinema who would come together for demanding basic rights of Women in Cinema industry. She became one of the Founder Members of Women in Cinema Collective (WCC), who met Chief Minister of Kerala on May 18th to request deeper study and action for violence and harassment against women working in the industry. She facilitated the following while being a founder member of WCC.

- a. Part of the founder's team who formed the rules and bylaws of the organisation
- b. Part of the first Daily Work Team that operated from 2018 till end of 2019 along with Anjali Menon, Sajitha Madathial and Rima Kallingal
- c. Provided academic informal Support to Justice Hema Committee that produced a report on status of Women in Cinema and submitted to the government in 2019
- d. Conducted The Women Shaping Narrative conference which produced a report on the status of women in Cinema and suggested best practices regarding gender equality in the industry

<https://wccollective.org/wp-content/uploads/2020/06/Shift-Focus-Women-Shaping-the-Narrative-in-Media-and-Entertainment.pdf>

Link to the Video made by all founder members of WCC

<https://youtu.be/S8kpJNNurt8>

WCC Website: [www.Wccollective.org](http://www.Wccollective.org)



The selfie of WCC founders on May 18 with the Chief Minister of Kerala.

WCC received News 18 award for the best Malayalee of the year 2019 from the Governor of Kerala for its work in Gender Justice. Dr. Asha Achy Joseph and Ms. Fowzia Fathima received the award for Women in Cinema Collective.



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**WCC and Ma mangam**  
in association with **Minimal Cinema**

**9 പെൺ സിനിമകൾ** | a package of nine visual experiences from women

**02/10/2018**      **10am to 7pm**

**MAMANGAM**  
Stadion 68, 3rd Floor,  
Behind Kaloor International Stadium,  
Palarivattom, Kochi.

**Indira Catharsis**

**Jeeva KJ**  
Njaval pazhangal

**Sivaranjini**  
Rhythm

**Kunjilla Gi**

**Sreedevi Akam**

**Sudha KF**  
Eye Test

**Anagha Anand**  
Indu

**Asha Achy Joseph**  
Ore Udal

**Theertha Mythry**  
Ruchibhedam

**Curator**  
**Archana Padmini**

**mamangam** **Minimal Cinema** **KERALA STATE CHALACHITRA ACADEMY**



Women supporting each other in various situations of workplace harassment.

## Full Scholarship winner, SH School of Communication

### Testimony by Ubitha Leela Unni (Ubitha.K)

*She has been considered under full merit scholarship of SH School of Communication from year 2014 till 2017 amounting to Rs.3.5 lakhs (Tuition fee plus food and accommodation) – Based on the Gender and Inclusivity policy of the college.*



I am Ubitha K hailing from Malappuram, the northern part of Kerala, currently working as children's book Illustrator having illustrated and designed 12 books for various NGOs including Muskaan and Eklavya of Bhopal, Madhya Pradesh, and other authors in the last two years. I am an alumna of SH College. Studying in a prestigious college far from my home town was a childhood dream. But couldn't even share the thoughts with my family since my parents and the dalit community I belong are against it and they still think studying in a different district or in a metropolitan city is not a good option especially for girls. Getting a full Scholarship, amounting Three and half lakhs for a BA program after two different personal interviews and aptitude test didn't convince my parents to take up the opportunity. But Sacred Heart college, its Principal Fr.Dr.Prasant Palakkappillil, Mr.Babu Joseph the director of SHSC, and the now Dean and then Head of, SH School of communication Dr.Asha Achy Joseph stood by my side by offering a full scholarship to convince my family and made me comfortable in an entirely

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

contrasting environment. I studied in the second batch of BA Animation and Graphic design program (2014 -17) offered by SH School of Communication.

Growing up in a small village in northern Kerala and having a beautiful childhood is what I like the most about my journey so far. I loved watching movies and have been interested in film making since high school. When I was in class 12, in 2013, my enthusiasm for scripting and direction forced me to apply for a state-level film making workshop 'Teen Talkies' conducted by Directorate of Higher Secondary Education of Kerala. Attending this workshop turned out to be a milestone which further directed me to study animation and design for bachelor's degree. Sacred Heart college in Thevara- Kochi, one of the best colleges in Kerala selected me to be on full scholarship for their three years undergraduate degree program in BA Animation and Graphic Design at Sacred Heart School of Communication. During these three years I was introduced to drawing, painting, and various forms of communication design along with elements of film making. I was taken aback and pleasantly surprised to see myself drawing without any previous understanding of the skill. It was a huge shift from writing to drawing and learning the basics of image making through illustration.

I took a break from formal education to travel and get introduced to variety of people and places after bachelors. Tashidelek, my first illustrated book is a travelogue. It is the outcome of volunteering for a travelling film festival Chati Tasveerien that visited 7 northern Indian states in 45 days. I had volunteered to work with the team while they were travelling across Himachal Pradesh. While traveling and showing short and documentary films at rural and remote areas in Himachal it dawned upon me that it is important to know this huge variety of cultures in India and I need to spend more time with different communities if I wish to tell stories of these unique communities and cultures. In fact, by then my interest in film making had given way to something more specific as pictorial illustration of concepts and experiences. Hence my first creation narrated my experience at travel and exposing myself to a completely different land and people. Soon after this illustrated travelogue, I was fortunate to be invited by Muskaan, the school for tribal children in Bhopal to illustrate stories made by children to teach them English.

### Criterion VII: Institutional Values and Best Practices

Interacting constantly with children of different communities and having them around while I grew up helped me illustrate for children's narratives. I have illustrated and designed 9 children's books written by children for Muskaan, Bhopal. Two years in Muskaan and engaging with children from Gond and Pardhi tribal communities while training them for creating their own illustrated books gave me the much necessary perspective on the importance of storytelling in childhood. I am currently working with Shaheed school from Chattisgrah on a series of stories written by the students from the nearby communities. After undergoing the above processes of transformation, I feel the long-term perspective about my passion and life's purpose is being developed around sharing untold stories by collecting and recording them through images.

### Awareness programme on 'Sustainable menstruation'

AARTHAVAYAANAM - 30<sup>th</sup> Nov: Sustainable Menstruation Kerala Collective and Red cycle, conducted an awareness event on promoting sustainable menstruation. Ms. Kavya Menon and others from the group gave a talk on the social stigma related to menstruation. The volunteers of the SMKC introduced some eco-friendly, reusable products to the students. It was followed by an interactive session.



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

**First Aid awareness programme**

FIRST-AID AWARENESS- 4th Dec: A power point presentation, educating the students on the important first aid techniques was organized by the doctors from the Lakeshore hospital and the Rotary club volunteers. A detailed class on the CPR lifesaving technique was conducted, followed by four practical sessions.



### **Fitness programme**

SWASTI and the age friendly group in organised Zumba fitness class in association with the college union. Zumba trainer, Miss Poornima energized our students and the age friendly batch with some Zumba moves. It was entertaining and well enjoyed by all.



### **Revision of Gender Policy**

Gender Policy is revised in the academic year 2017-2018

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**Women's Day celebrations**

WOMENS DAY- **8th March**: Various posters related to women empowerment were put up in the portico. A talk on the topic 'Be bold for a change' was conducted by prof. Asha Achi Joseph, HOD, SH School of communication.



*Johnson X Palackappillil*

**Dr. Johnson X Palackappillil**  
**Principal**  
**Sacred Heart College (Autonomous)**  
**Thevara, Kochi-682 013**