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

Gender sensitization programmes

2015-16

Awareness on 'Anti-ragging'

Issues of ragging and policies on anti-ragging were discussed under the guidance of Fr. Sabu Thomas on the first week of Orientation for the new comers.



Criterion VII: Institutional Values and Best Practices

Orientation to students on 'Gender equality'

An orientation on gender equality and gender related issues was imparted to the newcomers on the first week of orientation. Principal addressed the gathering and talked about the various aspects of the Gender Equality and Inclusiveness. He also explained the importance of sensitising students against ragging and Sexual harassment.



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Kottaka Vandi

Second Batch of MA Cinema & Television students with their teachers initiated a novel experiment in learning - A journey to the rural areas of northern Kerala with a novel venture a touring talkie named 'Kottakavandi'. The motto of 'Kottakavandi' was 'From cinema to people and from people to cinema'. And for this reason Kottakavandi travelled through the rural areas of six northern districts of Kerala - Kasargod, Kannur, Malappuram, Wayanad, Palakkad and Kozhikode.

Films of different genres that reflected content involving Gender Justice, Equity and Inclusivity were screened, including evergreen Malayalam movies and classics of world cinema followed by discussions and debates. Schools, colleges, local clubs and 'Nalkavala' (public junctions) happened to be venues. The rural audience was overwhelmed by the surprise screenings that does not even exist in these villages.





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Experiencing Life with Touring Talkie

by Nidheesh M

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SH School of Communication Department Head Dr Asha Achy Joseph, Facul member Rupesh Kannar and Shino Varghese along with the students who need behaved in the Viet toke yould?





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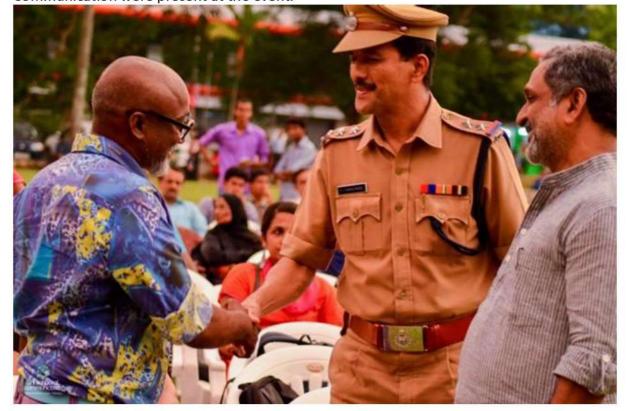
Criterion VII: Institutional Values and Best Practices

Womens Day 2015

With a view to encourage women to positively use public spaces at night, SHSC organized an International Women's Celebration on Saturday at the Durbar Hall Ground. Five working women of the city – who work late into the night and use public space and transport - Chitra Krishnan, Caterer, Gracy Simon, Social worker, Mumtaz teacher, Councilor, Kochi Corporation, Maya Devi, Irikkal samaram organizing committee secretary and Jaya Sabu, Housekeeper, SH College, were honoured at the event. An interaction with these women was also held and they shared their experiences about the city at night. In order to address the issues faced by working women in the city, the deliberations of the interaction will be submitted to the Corporation of Cochin.

A flash mob was performed by the students of School of Communication followed by a street play. Screening of the films Pyramid of Women and Ladies Special and an interaction based on it was also held.

Bose Krishnamachari, Curator and Artist, Dr. C.J. John, psychologist, Beena Sebastian, Chairperson, Cultural Academy for Peace, Francis Perera, SI, Cyber Cell, Shine T Mani, Kudumbasree Co-ordinator, Priyanka Idikkula, Founder, Birth Village and Midwife, Dr. Rajiv Jayadev, Secretary, IMA, Kochi, Sangeetha, Trust member, NGO Bodhini, Babu Joseph, Director, SH School of Communication and Dr. Asha Achy Joseph, HoD, SH School of Communication were present at the event.





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Books to Kichankkani - 14th march- 15 March

SHSC initiated collection of books to the African country Tanzania which was a unique social activity covered widely by the media. Students and faculty members of the school publicized the collection activity through social media and wide response was generated. A woman activist who was based in Kichankkani in Tanzania who had her roots in Kerala requested our faculty member Mr Rupesh Kumar to help her with all kinds of resources to find books for the children in Tanzania. This was the first step that gathered momentum which later inspired more stake holders for the cause.





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Ore Udal Malayalam short fiction selected to Indian Panorama of IFFI 2015

The only non feature film selected from South India in 2015

Dr. Asha Achy Joseph along with the support of SH School of Communication Directed a 14 min short film which went to 15 International festivals all over the world. This film was used as the internal assessment mechanism for MA Cinema & Television students by making them participate in the pre-production, production and pot-production of the film. It handled content on Violence against women.

https://www.facebook.com/One-Body-Ore-Udal-400592926818261

https://www.youtube.com/watch?v=m97IWJ0xnNo

Synopsis

Traumatised and unable to face life after a physical assault a nun looks into herself for answers. Her body and mind are dejected. Her faith, spirituality, being and much more are at stake. The film is a sojourn of a woman through her own hallucinations and despair for hope after the harrowing experience of a whole life.

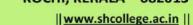
Director's Note

Our social, cultural and political psyche embraces rape and its violence to the extent of making it a ritualistic practice of consumption to the spectator. We are an inseparable part of a great body which digests violence and is content to live with the logic of it; happy with commonly used ideas like security, growth, ambition and desire which allow us to plan, consume and later neglect violence along with its causes and effects. In today's lived experience the new consumerism allows violence to be replayed and enjoyed while marking the end of a genuine story teller. This film marks the beginning of a journey in search of a narrative where one's own identity as woman and creator is at stake.

Body of a victim is rarely perceived as an organic entity by the spectator; it is a 'thing'. My attempt through 'One Body' on its preliminary level intends to look at the void in the mind-space of a woman who is raped. Though subjective to a large extent, this attempt wishes to explore varied layers of experiences that engulf the act of violence as victim and perpetrator.

Director's profile: Asha Achy Joseph

Asha is passionate about film making and teaching. After her doctoral studies in Television from university of Pune, she worked as producer in two Malayalam satellite television channels Asianet and Indiavision for 7 years. In these years she scripted and directed short fiction, documentaries, produced TV shows, involved in research and related activities in media, wrote articles, subtitled films, translated and edited books on Cinema. She worked as Assistant Director for the film productions of the renowned Malayalam film directors Lal Jose and Mohan Raghvan.



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At present she is heading SH School of Communication, the media studies department of Sacred Heart College (Autonomous). Ore Udal has been shot in the college and her students have formed director's team in this production.

Producer's Profile: Jayakrishnan Menon

Worked in Reserve Bank of India and NABARD and retired recently. Presently working as a consultant for various organisations. ORE UDAL (One Body) is his first venture as film Producer.

Cast and Crew of Ore Udal:

Ore Udal (One Body) 14 minutes, Malayalam short fiction is produced by Jayakrishnan Menon. It is based on the theatre production 'Njayarazhcha' written by James Elia. Sajitha Madathil depicts the main character. Script is by Asha Achy Joseph and Vinod Sukumaran. Saji Nair is the director of photography (DoP), Vinod Sukumaran has edited the film. Renowned musician Manoj George has created background score. Costume Design by Sheeba ManiSankar, Scenic design by Sajith, sound recording by Anup Chitranjali, sound effects by Arun Rama Varma, visul effects by Sijo Joseph. Marina Micheal, Nishida Sahir, Mini Mohan and Shiny John Koshy have acted in this film.





എന്ന ചിത്രത്തിൽ നിന്ന്

കമ്മ്യൂണിക്കേഷനിലെ മീഡിയ സ്റ്റഡീസ് വിഭാഗം മേധാ വിയായ ആഷ അചി ജോസഫും വിദ്യാർത്ഥികളും ചേർന്നൊരുക്കിയതാണ് ഈ ചെറുചിത്രം. മാനഭംഗ ത്തിനിരയായ കന്യാസ്ത്രീയുടെ മാനസിക സംഘർഷങ്ങ ളാണ് 14 മിനിട്ടുള്ള ചിത്രത്തിൻെറ ഇതിവ്വത്തം.

ജെയിംസ് ഏലിയയുടെ 'ഞായറാഴ്ച' എന്ന നാടക ത്തിൻെറ ചുവടുപിടിച്ചാണ് ആഷ അചി ജോസഫ്, വി നോദ് സുകുമാരൻ എന്നിവർ തിരക്കഥയൊരുക്കിയത്. സജി നായർ ഛായാഗ്രഹണവും മനോജ് ജോർജ് പ ശ്ചാത്തല സംഗീതവും നിർവഹിച്ചിരിക്കുന്നു. നോൺ ഫീച്ചർ വിഭാഗത്തിൻെറ ജൂറി ചെയർമാനായ സംവിധാ യകൻ രാജേന്ദ്ര ജംഗ്ളേ അദ്ധ്യക്ഷനായ ഏഴംഗ സമിതി യാണ് ചിത്രം തിരഞ്ഞെടുത്തിരിക്കുന്നത്. ഈ വിഭാഗ ത്തിൽ ദക്ഷിണേന്തൃയിൽ നിന്നുള്ള ഏക ചിത്രവുമിതാ ണ്. 146 ചിത്രങ്ങളിൽ നിന്ന് 21 ചിത്രങ്ങളാണ് ഈ വിഭാ ഗത്തിൽ തിരഞ്ഞെടുക്കപ്പെട്ടത്. ഇംഗ്ലീഷ്, ഹിന്ദി, മറാ ത്തി, ബംഗാളി, മണിപ്പുരി, ബോജ്പുരി, കുയി, നഗാമീ

സ് ഭാഷകളിലുള്ളതാണ് മറ്റ് ചിത്രങ്ങരം. സജിത മഠത്തിലാണ് മുഖ്യ വേഷം ചെയ്തിരിക്കുന്നത്. കോളേജിൽ തന്നെയുള്ള മഠീന മൈക്കരം, നിഷിദ ഷാ ഹിർ, മിനി മോഹൻ, ഷൈനി ജോൺ കോശി എന്നിവ രാണ് മറ്റ് അഭിനേതാക്കരം. ജയക്കപ്പ്റ്റർ മേനോനാണ്

ഈ മാസം 20 മുതലാണ് ചലച്ചിത്ര മേള.

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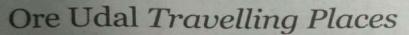
'ഒരേ ഉടൽ' ചിത്രീകരണ വേളയിൽ അഭിനേതാക്കൾക്കു നിർദേശം നൽകുന്ന സംവിധായിക ആഗ അച്ചി യോസഫ്

'ഒരേ ഉടൽ ' ഗോവ മേളയിലേക്ക്

കൊച്ച് ● ഗോവൻൽ നടക്കുന്ന രാജ്യാത്ത ചലച്ച് (തായ്യെൽലേക്കു തേവം എസ്എച്ച് കോളജിലെ വിദ്യാർഥികളാടെ സഹകരണ തോടെ വിദ്യാർഥികളാടെ സഹകരണ തോടെ വിദ്യാച്ച് ഒരേ ഉടൽ തിരഞ്ഞെടു മെപ്പെട്ടു. ജയപ്പുപ്പണൻ വരനാൻ നിർമിച്ച് എസ്എച്ച് സ്കൂർ ഓഫ് കാച്ച്യത്തിക്കാച്ച് അച്ച് ജോസഫ് സംവിധാനം ചെയ്ത് ചിത്രമാ നി ഇയാൽ പെനായെൽലെ കായത്ത ചിത്രമാ നി ഇയാൽ പനായെൽലെ കായത്ത ചിത്രമാ അമ്മ് യാന്യം പരായത്തിലെ കായത്തെ വിദ്യാഗ മോഗ് പാനം ഗര്യിനിയോഴെ കസ്യാസ്യത്തു ഒരു ചിത്രത്തിന്റെ യായ്യര്യത്തിയു മെ ചിത്രത്തിന്റെ ചായുപ്പിട്ടിച്ചാൺ ആഷ അച്ച് ജോസഹ് വിനോദ് സുക്യമാൻ എന്നിവർതിര ചെത്രത്തുക്കാര്യപ്പിട്ടിച്ചാൺ എന്ന് പര്യം ബോസഹ് വിനോദ് സുക്യമാൻ എന്നിവർത്തന്നു ചു ചെത്രത്തുക്കാര്യപ്പിട്ടു പര്യം പര്യാത്തുക്കാര്യം വ്യാത്തിന്റെ ചുവയ്യക്ക് സാമ്യത്തെ പ്രത്യം ഗര്യ അധ്യർവനായ എഴുക്ക് സാമിതിയാനു ചി ഗര്യ അധ്യർവനായ എഴുക്ക് സമിതിയാനു ചി വേത്രത്തിൽ നിന്ന് 21 ചിയത്തുന്ന് ഈ വി ഭാഗത്തിൽ തിരഞ്ഞെടുക്കപ്പെട്ടത് ഇംഗ്ലിച്ച് ഗര്

നി, മറാത്തി, ബംഗാളി, മണിപ്പുരി, ബോജ്പുരി, കുയി, നഗാമിന് മാഷകളിലുള്ളതാണു മറ്റു. ചി ത്രങ്ങൾ. സജിത മറത്തിൽ മുഖ്യവേഷം ചെയ്താ മാന്ന്ര ചിത്രത്തിൽ മാലൂരിൽ തന്നെയുള്ള മറി ന മെക്കാൾ. നിഷിദ് ഷിഹിർ, മിനി മാഹൻ, അഷനി ജോൻ കോയി എന്നിറതും തരിന്തി

ന മെട്ടമാടെ, നലവ ബാവരം അവന്താ ക്ഷാവ് ജോൺ ഹെയി എന്നിവരും അഭിനയി പ്രധാര്യതിലെ ദീഡിയ സ്റ്റഡിസ് വിഭാഗത്തി പെ വിദ്യാർൻകളാണ് ആഷ ഒരു ജോസഹി ഒരു സംവിധാന സഹായികൾ. ആർബിഐ സ് പ്രസിധാന സഹായികൾ. ആർബിഐ പ്രേഷം വിവിധ സ്ഥാപനത്തുടെ മെൻസൾറ്റ ദ്യാതി തുട്ടേന്ന ജയംമൃഷ്ണൻ ദേനോനാണു നിർമാതാല്. പുരണ യുണിവേർസിറ്റിയിലെ പാനാശേഷം തന്റെ ക്ഷോളം ഒന്നലുകളിലെ പ്രെയ്യുന്നോ ത് ഏഴു നിർഷം യോലികെര്ത്ത ആഷ തുടർ താല്വൻ എന്നിവരുടെ സംവിധാനംവായി മായിരുന്നു. നിരവധി ദിവി ഷോക്കളും ഡോ കുരുത്യറികളും സംവിധാനം ചെൽതിട്ടുണ്ട്. ഈ മാസം 20 മുതലാണു ചലച്ചിത്രത്തേ തുട ഒയ്യന്ത്രത്തിലുടെ അം



The film will be screened at the Sunrise festival, Canada and also at festivals in Russia and London

ternational Film Festival of India Goa.

'Ore Udal' was the only non feature film selected for FFT Units year from South India. The short film will be screened at the Sunries festival, Canada and also will go to film feativals in Russia and London. It was screened at the SIGNS film featival in Kochi and also in Miami. 'The response received by the film at IFFI was overwhelming.



The film being shot at Sacred Heart College. The director instructing the actors

It was screened in Delhi and at Jawaharlal Nehru University there on Monday," said Ananthu C assistant director of the short film. Directed by by Dr Asha Achy Joseph, head of SH School of Communication, the media studies department of Sacred Heart College, 'Ore Udal' was shot

at the college and her students comprised the director's team. Award winning a c t r e s s jitha Madathil donned the role of the nun in the film.

'Ore Udal'

narrates the story as the nun looks inside herself seeking answers even as her body and mind are dejected. The director said, "Our social, cultural and political psyche embraces rape and its violence to the extent of making it a ritualistic object of consumption to the audience. We are an inseparable part of a great body which digests violence and is content to live with the logic of it. Happy with commonly used ideas like security, growth, ambition and desire which allow us to plan, consume and later neglect violence along with its causes and effects."

Former officer of Re-

Former officer of Re-

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serve Bank of India and
NABARD Jayakrishman
Menon is the producer. The
14-minute short film is his
first film. The script was
written by the director herself along with Vinod Sukumaran. Saji Nair is the director of photography and
Vinod Sukumaran



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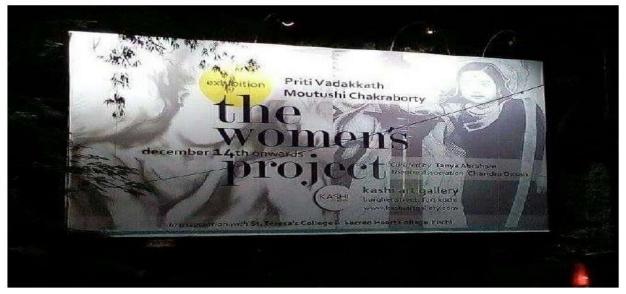
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"The Women's Project" - Kashi - 7th to 12th Dec-2015

The five students of SHSC - Ubitha, Aditi, Sarath Menon, Ananthu and Govind were selected and requested to work with Ms Tanya Abraham, curator of the Kashi Art Gallery and coordinator of the "The Women's Project". This project profiled paintings of two women artists Priti Vadaketh & Moutishi Chkraborthy, combined with a theatre production based on sensitivities of female mind.







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Criterion VII: Institutional Values and Best Practices



Session on 'Possibilities of media and communication'

Two sessions dedicated to basics of Communication- 'Communication- A Doorway to Open up'. 150 women students and women faculty members actively participated in these sessions held on 18th and 25th July. Dr. Asha Achy Joseph, Head of the Department, SH School of Communication lead the dialogue on Assertive Communication with presentations including examples of adolescent girls and young women like Talia Joy Castellano, Malala Yusufzai and Nirbhaya.

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"Mannu Mariyada" - documentary on Arippa Land Reclamation struggle,

Nishida C S - MA Multimedia

Nishida CS, one among two students of SHSC's first batch of MA Multimedia directed a documentary movie named "Mannu Mariyada-Justice to the landless", an exploration of the life of the people from Arippa Land Reclamation Struggle, Kollam, Kerala. This documentary was made possible with the young filmmaker fellowship awarded to Nishida as part of beyond curriculum project extended by SHSC. This fellowship was a first of its kind on a National Level Pitch facilitated by the Media Collective – Programme for Social Action, New Delhi.

The Media Collective, a collective of media practitioners -activists working with Program for Social Action (PSA) New Delhi, Has provided this opportunity to SHSC. The fellowship period was 2015-2016. Nishida was mentored by Mr.Mattias Low, Mr.Kiran Sasi and Dr.Asha Achy Joseph.

Film Synopsis

Sheelamma and Sabu have been part of it from the very first day of protest. They are dislocated from their land which makes their very being, family, spirituality at stake. Even after completing 1000 days of protest their determination and hope for a better tomorrow remains.

The documentary was screened at Aripa on March 8th 2016 on the protest ground. This film was later screened at various film festivals and events discussing Gender and environment. The film also explored the social positioning of women inside the caste system which pushes them even lower in living condition.

Link to the Film:

https://youtu.be/ziMwPsvFKhM



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Mannu Maryada, a documentary made by three students of S.H. School of Communication, Thevara, is a close look at the life of the Arippa land reclamation agitators

SILENT CRY



ELIZABETH THOMAS

he camera opens to a green valley on a misty morning. Huts built using tarpaulins are seen in arrays. Men and women are busy with their daily chores. Slowly, the viewer is taken to the hut of Sheelamma and Sabu, a couple who have come to the valley like many others, to get the valley like many others, to get some land for them and their future generations. And they tell their story — how Sheelamma's

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made by Nishida Sahir, Sankyan
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close look at the life of those who close look at the life of those who take part in the Arippa land recla-mation agitation at Kulath-upuzha, a serene village in Kollam.

The documentary, directed and edited by Nishida Sahir, was con-ceived as part of the extended semester programme of the col-lege. Sankyan V. Purushan, who

wielded the camera for the docu-mentary, says, "This place is situ-ated 57 km from Kollam. More than 1,500 families are residing here, still fighting for a piece of land."

If was their Head Of the Department Dr Asha Achy Joseph who told them about the issue and guided them in the project. "First, we planned to shoot the documentary combining different land agitations in Kerala. But, that was impossible within the limited timetrame. Then, we took Arippa agitation, which is in the limitight now. Instead of detailing the issue in general, we focused on two characters—Sabu and Sheelamma—for this documentary like in movies." explains Sankyan.

The three-member team stayed with the people to capture their life in its real sense. Besides the issue, the documentary touches upon the lifestyle of the people living there, like how people from different backgrounds and relident to the people in their life, but none cared about screening it for them. Hence, we did it," says Sankyan. After It was their Head Of



recorded their life. It was a great experience'

screening at Arippa, it was shown at the Maharaja's College, Ernakulam, as part of the Women's Day, "We have sent it to the Yibgyor festival, Now, we are waiting for their reply," he says.



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Training on self defence

This was a self defense training given to our UG girls. All the participants mastered the basic techniques while the UG Boys had a session on Personality Development by Junior Chamber international Trainers of JCI Cochin.





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Awareness talk on Married life, divorce, abortion, drug abuse, healthy food etc.

A prolife seminar on degrading value system was conducted to all final year UG and PG students. The half daylong session was lead by famous social worker Ugesh Pulican illustrating the life related topics drug abuse, abortion, divorce, happy married life, healthy food and success in life.





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Outreach programme for girls - Field visits

About 40 students actively took part in the outreach Programme organized only for the girl students of our college to Home of faith, visiting the less privileged class of our society and was inspired to donate generously for them. Later visited terrace craft- a world of terracotta. The creativity of the sculptures and the environment friendly products inspired students to pursue their talents in creative arts.





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Vocational Training for girl students- Gift bag making

A class on gift bag making was given to the S.H. Community by our own students as an initiative to develop the entrepreneurial skills of the students.



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Interactive programme on 'Human rights of women'

A Lady advocate from High court of Kerala, Adv. Thanuja Roshan George took the half daylong session followed by discussions.



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Cancer awareness programme and community survey

A cancer awareness class was held and the college conducted a community survey so as to create awareness on prevention, early detection and treatment of cancer under the initiative of HEAL .





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Orientation on Eco Friendly- Menstrual practices

As part of Women's Day Celebration College conducted a session on Eco Friendly -menstrual practices in association with women cell of the college (SWASTI) for lady students and staff to promote eco-friendly products.





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