

ALU - WOMEN'S STUDIES BULLETIN



VOLUME – 2, ISSUE-2

SEPTEMBER- 2016

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Editorial Desk

Women's Studies Bulletin serves like a monthly issue for the students, scholars, Alumni and Faculty members of the University. The recent advances in technology and the modern Automation world demand the effective leadership and initiations from the women class and dynamic women entrepreneurs, who really vouch for contributing to the economic growth of nations. Entrepreneurship is an idea or vision which a woman holds to explore and optimize which could help her to create new jobs & economic empowerment among her fellow beings. Across the globe, generations of women from very different backgrounds show very encouraging sign of entrepreneur spirit. The essential purpose of the Bulletin is to inform, engage and inspire a diverse readership. Particularly, this bulletin highlights the significant status of women entrepreneurs globally. Also, it ensures that the bulletin becomes an important medium for the exchange of ideas and knowledge which will ultimately leads to community development.

Quotable Quotes

- ❖ If you want something said, ask a man; if you want something done, ask a woman.
- **Margaret Thatcher**
- ❖ “There never will be complete equality until women themselves help to make laws and elect lawmakers.”
- **Susan B.Anthony**

Women entrepreneurship

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Women enter reship is gaining importance in India in the wake of economic liberalization and globalization. Women – owned businesses enterprises are playing a more active role in society. Women in the present day have been recognized as an indivisible part of the global struggle for a stable economy. Reasons that motivate women’s entry in commerce vary but despite all of their variations in socioeconomic backgrounds, they have proved their worth time and again. They have taken risks in businesses and managed to make them pay off. Over and over, Indian women have competed with men and proven to be equal in every race, including entrepreneurship. Entrepreneur lies in getting acquainted to the existing state of the art technological tools and getting access to available business networks. Women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women’s involvement in the enterprise sector. Educated Women is contributing to a great extent to the social transformation and in the future, will be seen that more women venturing into areas traditionally dominated by men.

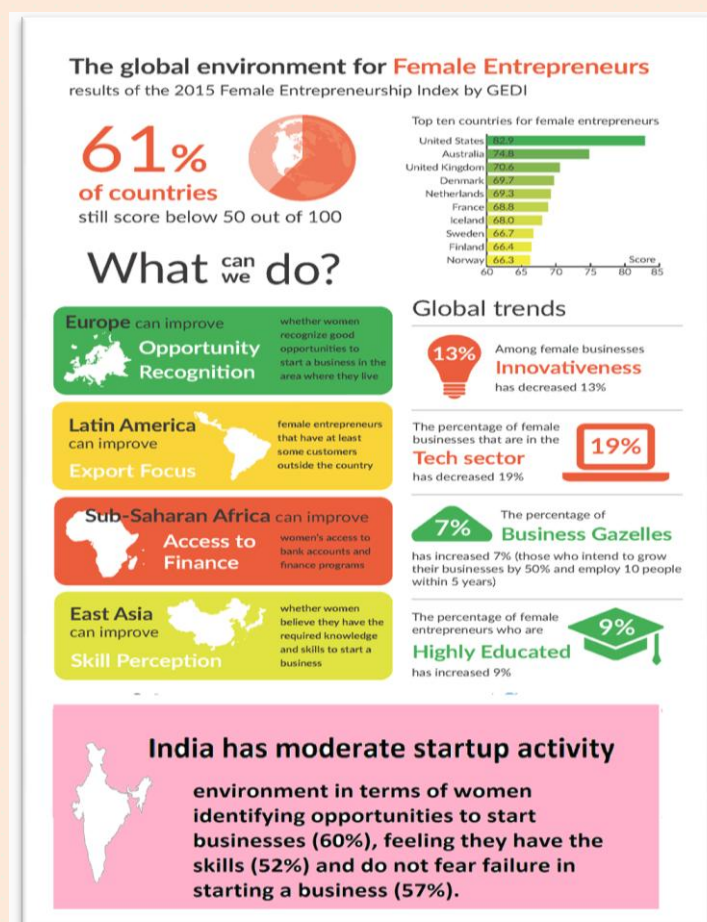


Fig. Global Environment of Female Entrepreneurs

GLIMPSES OF SEPTEMBER

National Nutrition Week

The National Nutrition Week (NNW) is an annual nutrition event of great importance and is observed all over the country from 1 to 7 September every year. It was conceived by the Food and Nutrition Board in the year 1982 as an annual event. The basic objective of the event is to increase awareness generation on the importance of nutrition for health which has an impact on development, productivity, economic growth and ultimately national development. The theme of the National Nutrition Week for 2016 is "Life cycle approach for better Nutrition",

National Teacher's Day

As a mark of respect and to recognise teachers' contribution towards the society, most countries celebrate Teachers' Day. In India, we observe it on September 5, the day teacher and President Dr Sarvepalli Radhakrishnan Virswami was born. It is said that when Dr Radhakrishnan became President (1962-1967), his students and friends wanted to celebrate his birthday. Known for his humble nature, he requested them to celebrate Teachers' Day on September 5 instead of celebrating his birthday. Since then, his birthday has been observed as "Teacher's Day".

World Alzheimer's Day

September 21 is observed as World Alzheimer's Day. On this day Alzheimer's organizations around the world concentrate their efforts on raising awareness about the disease, as well as Dementia. Alzheimer's disease is the most common form of dementia, a group disorders that impairs mental functioning. Every 68 seconds, someone develops Alzheimer's disease.

International Day of Peace

Each year the International Day of Peace is observed around the world on 21 September. The General Assembly has declared this as a day devoted to strengthen the ideals of peace, both within and among all nations and peoples.

The Day's theme for 2016 is "The Sustainable Development Goals: Building Blocks for Peace." The 17 Sustainable Development Goals were unanimously adopted by the 193 Member States of the United Nations at an historic summit of the world's leaders in New

York in September 2015. The new ambitious 2030 agenda calls on countries to begin efforts to achieve these goals over the next 15 years. It aims to end poverty, protect the planet, and ensure prosperity for all.

The Sustainable Development Goals are integral to achieve peace in our time, as development and peace are interdependent and mutually reinforcing.

Sustainable Development Goals

The Sustainable Development Goals are a UN Initiative. The Sustainable Development Goal (SDGs), officially known as transforming our world: the 2030 Agenda for Sustainable Development is a set of seventeen inspirational “Global Goals” with 169 targets between them.

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are an universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities.



Fig. Sustainable Development Goals

Women entrepreneurs in India

Indu Jain



Indu Jain is the current chairperson of India's largest media group, Bennett, Coleman & Co. Ltd., which owns the Times of India and other large newspapers. She is widowed with two sons. Ms Jain was awarded "Padma Bhushan" by the Government of India in January 2016. She is also the guiding force behind The Oneness Forum, formally launched by the President of India in 2003. The Forum recently awarded the Mahatma-Mahavira Awards to outstanding individuals from all of walks of life and is involved in several activities that seek to bring, and highlight, a sense of Oneness in the world.

Neelam Dhawan



A woman with 'never-say-die' spirit, Neelam Dhawan is presently the Managing Director of Hewlett-Packard (HP), India. Neelam is an iconic figure in Indian IT industry. She is an inspiration for women working in IT sector. She dared to enter the IT world in early 1980s when there were just a handful of women in this industry. Before joining HP, India as Managing Director (MD) , Neelam was Managing Director (MD) of Microsoft, India. At the start of her career she yearned to be a part of major players in the FMCG space such as Asian Paints and Hindustan Lever. She had successful and rewarding stints with other leading players like IBM and HCL.

Rajshree Pathy



Rajshree Pathy, is an eminent entrepreneur from Coimbatore, Tamil Nadu, India. She is the Chairperson and Managing Director of the Rajshree Group of Companies and Founder of India Design Forum.[1] The Rajshree group has varied interests – Food and Agro business, Energy, Real Estate, Travel, Health and Hospitality and Arts. She also promotes performing arts and contemporary art movement in Coimbatore through the Contemplate Art Gallery and COCCA. Rajshree Pathy is the daughter of famous industrialist Shri G. Varadaraj, of PSG Families engaged in Charities and Educational Institutions for more than a century. Rajshree Sugars and Chemicals Ltd. is a company with interests across integrated fields such as Sugar, Distillery, Power Co-Generation and Biotechnology. The range of products includes White Crystal Sugar, Alcohol, Organic Manure, Bio-products and Power.

Mallika Srinivasan



Mallika Srinivasan, the current Chairperson and Chief Executive Officer of Tractors and Farm Equipment Limited (TAFE), is known for her entrepreneurial skills and contribution to the Indian agriculture machinery business and academia. Today, TAFE is the third largest tractor manufacturer in the world and the second largest in India in terms of

volume, and it has branches in 82 countries. In less than three decades, Mallika Srinivasan managed to establish TAFE as a mass manufacturer of quality tractors for the international market and a resilient organization that is capable of weathering the ups and downs of the tractor business. In addition, Mallika Srinivasan strengthened TAFE's partnership with AGCO, an American agricultural equipment manufacturer, for the growth of both the organizations. Under Mallika Srinivasan's leadership, TAFE managed to record a revenue of Rs 98 billion (US\$ 1.6 billion) and with that, the company became known as one of the most profitable tractor companies in the world.

Indian woman made a bit of maritime history on 14th June 2016, as the Indian Naval Sailing Vessel (INSV) Mhadei, with an all- woman crew sailed into Port Louis, Mauritius on 14th June 2016. The vessel which was flagged-off from her home port, Goa, on 24th May completed a historic first open ocean voyage, becoming the first one to be manned only by women, in the history of the Indian Navy.

The six member crew comprised of Lieutenant Commander Vartika Joshi, a Naval Architect, the first woman Skipper of Mhadei, Lieutenant P.Swathi, Lieutenant Pratibha Jamwal (Air Traffic Control specialists), Lieutenant Vijaya Devi, Sub Lieutenant Payal Gupta (both Education officers) and Lieutenant B Aishwarya, a Naval Architect.





Prof. S. Subbiah, Vice-chancellor, Alagappa University, inaugural address

An International Symposium on Emerging Trends in Social Science Research was organized by the Department of Social Work and Women's Studies, Alagappa University, Karaikudi, on 1st September 2016. The main objective of this symposium was to explore the basic dimensions of the social research and the concomitant need for researchers to rethink about the assumptions that underlie contemporary issues and trends in social science research.

Prof.K.R.Murugan, Head i/c welcomed the gathering and Prof. S. Subbiah, Vice-chancellor, Alagappa University, inaugurated the programme. Prof. Premalatha Karuppiyah of the School of Social Sciences, University Sains Malaysia, Prof.K.Manimekalai, Dean Faculty of Arts, Alagappa University, Prof. A. Narayanamoorthy, Syndicate Member, Alagappa University, Dr. M. Kannan, Former Principal, Madurai Institute of Social Sciences and Prof. Nalini, & Head, Dept. of Social Science, Pondicherry University served as resource persons in the symposium. More than 250 scholars from the Faculty of Arts were benefited from the programme.

Legal Awareness Programme



Dr.P.Vanangamudi, Vice-Chancellor, The Tamil Nadu Dr. Ambedkar Law University, Chennai, lighted the lamp.

The Two-Day Legal Awareness Programme titled “Justice for Women – Educate, Advocate and Lead” was organized by the Centre for Women’s Studies in collaboration with the National Commission for Women, New Delhi, on 30.9.2016. The aim of the programme was to create legal awareness among the Teacher Educators, particularly among women students.

Prof. K. Manimekalai, Dean, Faculty of Arts and Head, Women’s Studies, Alagappa University, welcomed the gathering. Prof.S.Subbiah, Vice-Chancellor, Alagappa University, presided and Dr.P.Vanangamudi, Vice-Chancellor, The Tamil Nadu Dr. Ambedkar Law University, Chennai, inaugurated the Legal Awareness Programme. Prof. V. Balachandran, Registrar i/c., Alagappa University, offered felicitation. Thiru.T.V. Hemananda Kumar, Principal Sub-Judge, Tirunelveli, delivered the valedictory address on the second day of the Legal Awareness Programme. Ms.Selvagomathi, Deputy Director, SOCO Trust, Madurai, Mr.Abdul Sithique, Advocate and Mr.Kamal Dayalan, Advocate, Karaikudi served as resource person for the programme. Nearly 150 Teacher Educators, students and faculties were benefited from the programme.
