



# **Shri Ram College of Commerce**

Annual Gender Sensitization Plan  
2020-21



“There is no force equal to a women determined to rise” – W.E.B Dubois

2020 was a year filled with hardships in all spheres of life. The cause of women empowerment too took a massive hit, further holding back an already damaged economy. In the World Economic Forum’s Gender Gap Report 2020-21, India fell by a whopping 28 places to rank 140th among 153 countries. Women’s labour force participation rate fell to 22.3%, and the number of women ministers in the government fell to a meagre 9.1%. The earned income of a woman was estimated to be just one-fifth that of a man’s, putting India among the bottom 10 globally on this parameter.

India ranked 131 on the United Nations Development Programme’s Human Development Index, with an HDI value of 0.645, which placed the country in the medium category of human development. UNHD also calculates a Gender Inequality Index to highlight gender-based issues in the countries, on the basis of three parameters: economic activity, reproductive health, and empowerment. India ranked at 123rd place out of 162 countries, with a GII value of 0.488.

The annual Economic Survey of the country revealed a few interesting statistics. 60% of the female labour force, in the age bracket of 15-59 years, is engaged in full-time household work, which is not taken into account while calculating the GDP. Women face both supply and demand issues when it comes to workforce participation. It is estimated that on the demand front, stigma, traditional ideas of female duties, and various social factors hold women back from actively participating in the workforce. On the supply side, it has been noted that both women with little to no education, as well as women with a high level of education are working, but it is the ones in the middle, who have some schooling, who tend to stay at home. While India has definitely made significant progress in the field of female education, there is still a long, long way to go.

For 2020-21, the Women’s Development Cell of Shri Ram College of Commerce is going to focus on increasing its online reach and diversifying and increasing the operations of the cell to create a larger platform for women. To do this, the Cell will organize various interactive speaker sessions in collaboration with different organizations, on topics such as Sustainable Menstruation and Cervical Cancer. A series titled ‘Veerangana: Women from different walks of life’ will also be initiated to help young aspiring girls interact with successful women from different fields and industries, and inspire and encourage more females to follow their dreams. Furthermore, a legal awareness campaign titled ‘Fempowerment’ will be launched, under which a number of posts are going to be released on social media, highlighting the rights and remedies available to women under the Indian Constitution. Later, the campaign will be revamped to include legal awareness workshops with legal experts

and provide in-depth knowledge into the actions that can be taken. Another project that is in the pipeline is the establishment of Sanitary Napkin Vending Machines in college washrooms, to make sanitary napkins easily accessible to students and staff members, and encourage menstrual hygiene.

The Women's Development Cell has been working tirelessly ever since its inception to bring about positive changes one small step at a time, and will continue to do so in the coming years. The Cell operates with the hope that with the support of innumerable organizations, both small and large, the country will be able to achieve gender equality soon.

