

Event Report

Date of the event	8/3/2013
Title of the Event	Women's Day 2013
Name, designation and organization of invited guest speakers	Dr.N. Badarinarayan, Principal, MVJCE
Organized by (Dept Name)	CHEMICAL ENGINEERING
Name of department event coordinator	Ms. Shashikala M

Report

M.V.J College of Engineering, celebrated International Women's Day on 8th March, 2013, at 10AM at Rajalakshmi Seminar Hall. The main objective for the celebration was to create awareness of gender equality for a healthy society. Also, The milestone to be reached is the basic information for a girl child in every family education will during awareness among the society which will further result in overall development of nation and its community.

On the occasion of International Women's Day around 200 faculty members and 1200 students were present includes women faculty, girls students and even some men faculty & students also. For the event, guest of honor was Ms. Elizabeth, Franchise owner, Subway Food chain Bangalore region. The programme started with an invocation song by Deeksha 2thsem chemical engineering student and team. Welcome address was given by Mrs. Naimunnisa Khan. During the event Ms. Elizabeth addressed that there should be a balance between career and family and without a family support a women can't achieve success, also addressed that girls should know their right to defend themselves and be careful against crimes against women. The chief guest life story made us an understanding that, the new generation women across the world can overcome all negative notions and can prove ourselves beyond doubt in all spheres of life including the most intricate and cumbersome world of entrepreneurship.

Chief guest was explained that gender diversity has significant benefits for business, including:

- **Higher performance:** A groundbreaking 2012 study of 2,360 companies globally found that those with at least one woman on the board outperformed those without any female board members by 26% over six years. A 2015 study by McKinsey also

found revealed strong links between gender diversity and financial performance.

- **Improved reputation:** By building your company's reputation as an equal opportunities employer, you will naturally attract a greater pool of talent, while also appealing to a larger customer and investor base.
- **Creativity & innovation:** A study by Scientific American found that greater diversity in the workplace fosters creativity, diligence and hardwork. It makes sense that being around people who are different to us helps spark innovative thinking.

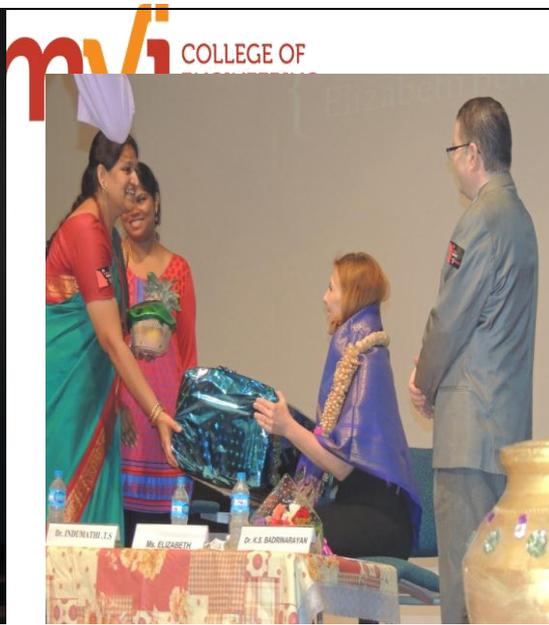
The meeting was followed by cultural programmes like group dance, and by students. Event was enthusiastically hosted by Prof. Shashikala M. Women's day special inspirational women entrepreneur videos were also shown to which was very impressive and encouraging. Felicitation of Guest was done by Dr.N. Badarinarayan, Principal, MVJCE. The vote of thanks was given by Ms. Shashikala. M , followed by national anthem .



International Women's Day Celebration Inaugurated by Ms. Elizebath



Ms. Elizebath, chief guest addressing the gathering



MVJCE Honouring the chief guest



Crowd assembled for the function


Principal Signature with Seal
Principal
MVJ College of Engineering
Bangalore - 560 067