



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Criteria 7.1.1



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Index Criteria 7.1.1

Measures initiated by the Institution for the promotion of gender equity and Institutional initiatives to celebrate / organize national and international commemorative days, events and festivals during the last five years.

Measure initiated by the institution for the promotion of gender equity
Measure initiated by the institution for the event and festivals
Measure initiated by the institution for the celebration/organisation of national and international commemorative days.
Additional Documents
Summary Report



Handwritten signature of I/C Principal

I/C Principal

Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Measure initiated by the institution for the
promotion of gender equity



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Criteria 7.1.1 - Measures initiated by the Institution for the promotion of gender equity and Institutional initiatives to celebrate / organize national and international commemorative days, events and festivals during the last five years.

HEI has taken initiative, as-

- A. Measure initiated by the institution for the promotion of gender equity
- B. Measure initiated by the institution for the event and festivals
- C. Measure initiated by the institution for the celebration/organisation of national and international commemorative days.

A. Measure initiated by the institution for the promotion of gender equity

1. Formation of Woman Development Cell by HEI-

HEI is having 20-22 different committee for the administration. One of the committee for gender awareness and gender equity WDC works.

2. Gender equity programmes by IQAC-

Class	Programme	Program name with youtube address	Schedule	Number of student
F.Y.B.Com	Gender Equity	Eight ads that shatter tired gender stereotypes - The Guardian - https://www.theguardian.com/media-network/2015/may/26/eight-ads-shatter-gender-stereotypes	2nd Term - Dec	263
		Are brands keeping up with pandemic-driven shifts in gender - https://investinginwomen.asia/posts/brands-keeping-up-pandemic-driven-shifts-gender-roles/		263
S.Y.B.C.om	Gender Equity	Gravitas: Indian ads reinforce gender stereotypes - https://youtu.be/0wCCzoFewgA	2nd Term - Dec	175
		THE EVOLUTION OF GENDER BIAS IN ADVERTISING - https://www.xprize.org/articles/the-evolution-of-gender-bias-in-advertising		175
T.Y.B.Com	Gender Equity	5 Ads that shatter gender stereotypes - https://campaignsoftheworld.com/tv/5-ads-of-gender-stereotypes/	2nd Term - Dec	345
		How can advertising drive gender equality? - https://www.kantar.com/inspiration/advertising-media/how-can-advertising-drive-gender-equality		345
TOTAL				1566

Total programmes on gender equity = 06

Total students participated = 1566



Ge Gadev
I/C Principal
Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

3. Gender equity programmes for Teaching and Non-Teaching staff-

Program name	Schedule	No. of Teaching and Non-teaching staff attended the program
Gender Equity – Means to Achieve	08/03/2022	19

4. Gender equity programmes by NSS

Sr. No	Name of Activity	Organising unit/agency/collaborating agency	Name of scheme	Date	Participants
1	Save girl child rally	Dr. Kashifa Usmani, Medical Association	NSS	29-12-2019	87
2	Gender Sensitization	ADV. Niranjan Shetty, Mumbai	NSS	27-08-2021	42
3	E-Quiz competition on "Women Empowerment Schemes in India"	Kisaan Foundation, Dr. Ria Mathani	NSS	13-10-2021	50
4	Webinar on "Effects of changing lifestyle on Women's Health"	Abida Faiz, Shabir Ahmed Memorial Malvani, Malad(W)	NSS	08-02-2022	53

Total programmes on gender equity = 04

Total students participated = 232




I/C Principal
Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Measure initiated by the institution for the
event and festivals



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

B. Measure initiated by the institution for the event and festivals

Sr. No.	Title of the collaborative activity	Name of the collaborating / linking agency with contact details	Date	Resource Keynote Speaker
1	Workshop Tradition of India and Traditional India	Triivium	26/01/2022	Dr. Ashok Sadale




I/C Principal
Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Measure initiated by the institution for the celebration/organisation of national and international commemorative days.



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

C. Measure initiated by the institution for the celebration/organisation of national and international commemorative days.

Sr. No.	Date	Event	Organising Unit
1	14/06/2017	International Yoga Day	Soni Parab : Yoga Kutir, Malad East, BMC school
2	15/08/2017	Independence Day	Dindoshi police station Malad East
3	24/09/2017	NSS Day	University of Mumbai NSS Central unit Churchgate
4	26/01/2018	Republic Day	Dindoshi police station Malad East
5	07/01/2019	AIDS Day	Red Ribbon Club
6	05/08/2017	Friendship Day	Nirmala College, Malad East
7	24/12/2019	Christmas Day	Nirmala College, Malad East



G. Gadoy

I/C Principal

Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Additional Documents



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Additional Documents

A. Measure initiated by the institution for the promotion of gender equity



University of Mumbai
NIRMALA COLLEGE OF COMMERCE


Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel: 2844 1083

**WDC, Nirmala College of Commerce,
Malad
and
WDC, Nirmala Memorial Foundation
College of Education, Kandivali
Jointly Organizes
One Day Workshop on
Gender Equality - Means to Achieve**

Keynote Speaker	College
 Ms. Nitisha Jha Professor	Nirmala Memorial Foundation College of Education, kandivali east
 Ms. Sweety Singh Professor Nirmala Memorial Foundation College of Education	Nirmala Memorial Foundation College of Education, kandivali east

Program is online at 11:00 am - 01:00 pm
All staff and students are requested to attend during Academic




I/C Principal
Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

29th DEC, 2019
Save Girl Child Rally
 ♦ Volunteers : 87

27th August 2021
 Gender Sensitization

GIRLS VOLUNTEERS: 27
 BOYS VOLUNTEERS: 15
 Location : Online

13th October 2021
 E- Quiz Competition on Women Empowerment Schemes In India.

● GIRLS VOLUNTEERS: 30
 ● BOYS VOLUNTEERS: 20

8th February 2022
 . Webinar on "Effects of changing lifestyle on Women's Health"

● GIRLS VOLUNTEERS: 34
 ● BOYS VOLUNTEERS: 19

study shows that 30% of between 18-45 years of age are permanently
 5. Medication abuse: It is a form of using medication in the and it is considered as an unhealthy life style. Unhealthy behaviors in using medication are as follows: self-medication, sharing medication, using medications without prescription, purchasing too many drugs, purchasing the large number of each drug, unnecessary drugs, bad adherence to prescription, disregard to the necessary drugs, disregard to harmful effects of drugs, not explaining the effects of drugs.



Ge Gadev
I/C Principal
 Nirmala College of Commerce
 Rani Sati Marg, Mun. School Bldg.,
 Malad (E)



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

B. Measure initiated by the institution for the event and festivals




University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

NIRMALA COLLEGE OF COMMERCE, MALAD
NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND
SCIENCE, KANDIVALI
AND
TRIIVUM, VILE PARLE
ORGANIZES
WORKSHOP TRADITION OF INDIA AND TRADITIONAL INDIA

Participation - Social Volunteers of Nirmala College of Commerce,
 Malad and Nirmala Memorial Foundation College of Commerce and
 Science, Kandivali



26 JAN, 2022



**DR. ASHOK
 SADALE**
 SPEAKER

MODE:- ONLINE
 GOOGLE MEET -
[HTTPS://MEET.GOOGLE.COM/NCZ-EMIO-DEE](https://meet.google.com/NCZ-EMIO-DEE)
 TIME: 10:00 AM TO 12:00 NOON

INVITEE

DR. UMESHCHANDRA YADAV
 PRINCIPAL
 NIRMALA COLLEGE OF COMMERCE, MALAD

MS. SWIDDLE D'CUNHA
 I/C PRINCIPAL
 NIRMALA MEMORIAL FOUNDATION COLLEGE
 OF COMMERCE AND SCIENCE, KANDIVALI

DR. AMITA JAIN
 DIRECTOR
 TRIIVUM, VILE PARLE

Dr. Ashok Sadale



I/C Principal
 Nirmala College of Commerce
 Rani Sati Marg, Mun. School Bldg.,
 Malad (E)



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

C. Measure initiated by the institution for the celebration/organisation of national and international commemorative days.

14th June, 2017
 International Yoga day



15TH August 2017
 INDEPENDENCE DAY

- FLAG HOSTING AT DINDOSHI POLICE STATION
- GIRLS VOLUNTEERS: 23
- BOYS VOLUNTEERS: 28
- Location Dindoshi Police Station



24 September, 2017
 National service scheme day



26th January, 2018
 Republic Day

- Flag hosting AT DINDOSHI POLICE STATION
- Girls volunteers: 30
- Boys volunteers: 45



7TH JANUARY, 2019

HIV/ AIDS

- GIRLS VOLUNTEERS: 25
- BOYS VOLUNTEERS: 34



A. J. A. Dev
 I/C Principal

Nirmala College of Commerce
 Rani Sati Marg, Mun. School Bldg.,
 Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083



Ge Gader

I/C Principal

Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)



University of Mumbai

NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Summary Report



University of Mumbai
NIRMALA COLLEGE OF COMMERCE

Municipal School Bldg., Rani Sati Marg, Malad (East), Mumbai - 400 097. • Tel.: 2844 1083

Institute is very keen to initiate measures for the promotion of gender equity and initiatives to celebrate national and international commemorative day, events and festivals.

HEI has taken initiatives, as -

- A. Measure initiated by the institution for the promotion of gender equity
- B. Measure initiated by the institution for the event and festivals
- C. Measure initiated by the institution for the celebration/organisation of national and international commemorative days.

A. Measure initiated by the institution for the promotion of gender equity

HEI took initiative in the formation of Women Development Cell. It looks after the gender equity, gender awareness and platform for girl students to address their problems, if any.

IQAC, WDC collectively put the efforts to organise the gender equity programmes. It organised awareness, informative YouTube programmes for F.Y.B.Com, S.Y.B.Com and T.Y.B.Com students. In all 6 programmes carried out, over 780 students participated in these programmes.

NSS unit of HEI also keen on Gender equity programmes. It carried out 04 programmes for Gender Equity, Save Girl Child, Women Rights, etc. 232 number of participants students were participated.

B. Measure initiated by the institution for the event and festivals

HEI has carried out workshop on Indian tradition and Traditional India. It was carried out by three colleges as Nirmala College of Commerce, Malad (E), Mumbai, second college is Nirmala Memorial Foundation College of Commerce and Science, Kandivali and Trivium, the NGV. The keynote speaker was Dr. Ashok Sadale, Principal of Ajara College, Ajara-Kolhapur. The lecture was about historical monuments of India, traditional monuments of India, traditions of India. The speaker further added in lecture about Indian festivals and social-scientific basis for same.

C. Measure initiated by the institution for the celebration/organisation of national and international commemorative days.

HEI celebrates many national and international commemorative days. The list of commemorative days celebrated by HEI are as – International Yoga Day, Independence Day, NSS foundation Day, Republic Day, AIDS Day and so on.

The HEI is very keen on Indian culture, Indian tradition and proud to be an Indian



(Signature)

I/C Principal

Nirmala College of Commerce
Rani Sati Marg, Mun. School Bldg.,
Malad (E)