

PENMA- WOMEN DEVELOPMENT CELL

ACTIVITIES 2023-24

The PENMA Women Development Cell at Al Shifa College of Arts and Science organized diverse programs in the Academic Year 2023-2024, emphasizing skill-building, empowerment, and entrepreneurship for female students. These 18 activities cluster under common themes, showcasing consistent efforts in professional development, creative skills, and wellness outreach.

Interview and Communication Skills

Programs like "Mastering the Art of Interviewing" (27 June 2023) and "Women Speak: Public Speaking Skills Workshop" (10 November 2023) honed interview techniques and confident expression, yielding strong outcomes in student readiness for professional interactions. These sessions built verbal proficiency and self-presentation, essential for career success.



Entrepreneurship and Business Development

Initiatives such as "Turn Your Passion into Profit" (28 June 2023), "StuBiz 2.2 by PENMA" (30 October 2023), "Lady Boss: Celebration of Women Entrepreneurship Day" (20 November 2023), "She Spark: Igniting Women's Entrepreneurial Excellence" (22 November 2023), and "Women Design: Workshop on Newsletter Layout" (14 November 2023) fostered motivation, business acumen, and entrepreneurial skills. Industry visits, like to the Institute of Gems and Jewellery (19 August 2023), provided practical exposure to career prospects.



Creative and Digital Skill Workshops

Activities including "Mehndi Mahfil- Mehndi Designing Competition" (28 June 2023), "Photography Workshop" (5 September 2023), and "Women Upskill: Digital Design

Workshop" (30 October 2023) emphasized hands-on creativity in design, photography, and digital tools. These enhanced technical abilities and innovative thinking among participants.



Empowerment and Wellness Programs

Efforts like "FLY: Find the Lady in You" (18 August 2023), "Two Day Women Empowerment Workshop" (1-2 February 2024), "A Holistic Approach to Menstrual Wellness" (10 January 2024), and "Women Scholarships: Scaffolding Her Future" (19 February 2024) promoted personal growth, health awareness, and financial support. Community networks, such as the "Active WhatsApp Group for PENMA" and "MUDRA: E-Booklet of Interviews with Women Achievers," sustained ongoing motivation and inspiration.





Cultural and Festive Events

Programs such as "ACASIANA: The PENMA Edition" (5 December 2023) celebrated student talents and fostered a sense of community. These events reinforced inclusivity and holistic development.



Achievements

It's worth noting that the PENMA grabbed the third position in the Best Women Development Cell Award by the Department of Women Studies, University of Calicut. This recognition underscores the effectiveness and impact of the initiatives undertaken by the Women's Development Cell, highlighting its dedication and contribution to women's empowerment not only within our institution but also in the broader academic community. Such accolades serve as motivation to continue striving for excellence and innovation in our efforts towards fostering an environment of gender equality and empowerment.