

PENMA
WOMEN DEVELOPMENT CELL
AL SHIFA COLLEGE OF ARTS AND SCIENCE
ACTIVITIES 2024-25

The Women Development Cell (WDC), known as PENMA, at Al Shifa College of Arts and Science conducted 33 activities in 2024-25, focusing on empowerment, skills development, health, entrepreneurship, and sustainability. These programs share common themes under grouped headings, promoting gender equality and student engagement across creative, professional, and community outreach areas.

Skill Development Workshops

Programs like "From Pen to Plant Seed Pen Making Workshop," "Click to Create Photography Workshop," "ACE your Interview," and "Workshop on Poster Making" emphasized hands-on creativity, digital skills, photography, and interview techniques. These initiatives fostered practical abilities such as poster design and presentation skills, with resource persons from faculty and external experts guiding participants.



Entrepreneurship and Career Building

Activities including "Turn Your Passion into Profit- Season 2," "Entrepreneurs Meet," "Industry Visit to Institute of Gems and Jewellery," and "Women Food Stall" targeted business models, motivation, and career prospects. They highlighted organizing skills, financial literacy, and industry exposure, often involving local leaders and alumni achievers to inspire self-awareness and profit-making mindsets.

Health and Wellness Awareness

Common efforts such as "Workshop on Blood Pressure Check up," "Menstruation and Nutrition," "Women Health and Hygiene," "Health Checkup camp for women," and "Balanced Diet for Healthy Family" promoted hygiene, nutrition, and preventive care. Outreach to local

groups like Kudumbasree members and medical experts from KIMS Al Shifa Hospital ensured broad health empowerment.



Leadership and Personal Empowerment

Initiatives like "Henna Hustle- Mehndi Designing Competition," "Self Defense Training Programme," "SheRise Creative Drama Workshop," "Miss Executive Award," and "Empower Her! Essential Life Skills" built leadership, safety, and life skills. These included drama, awards, and training by police officers, enhancing confidence and community support.





Sustainability and Outreach

Programs such as "Napkin Burner installation," "Gender Audit 2024-25," "Rhyming Adventures Outreach," and cultural visits like "A visit to Poonthanam Illam" addressed waste management, inclusivity, and heritage. They extended to schools and communities, blending environmental hygiene with teaching and cultural awareness.





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Best Women Development Cell Award- Second Prize

It's worth noting that the PENMA grabbed the second 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.

