

## Purple Campaign for Equality

Conducted by Students of Manohar Parrikar School of Law, Governance and Public Policy

At S.S Dempo College of Commerce and Economics Bambolim

Date: 23/04/2022

As a part of our commitment to bring about gender equality through extension activities, the Women's Studies Programme interacted with the students of various college through a series of workshops under the activity Purple Campaign. Through this activity, we also aim at reaching out to prospective students of the M.A. Women's Studies Programme and other programmes offered under Manohar Parrikar School, Goa University.

Women's Studies, Goa University conducted the 'Purple Campaign' at S.S. Dempo College of Commerce and Economics, Bambolim on 23rd April 2022. The main objective of the program was to create awareness about Gender Equality, to sensitize the students and create awareness about the Gender Stereotypes present in society. The activities conducted for the students were a short film followed by a discussion session, screening of an advertisement-share the load, a women's day advertisement by Prega news, and breaking stereotypes followed by discussion. Besides these activities, we had games on chapati making & saree folding for boys and arm wrestling & burpees competition for girls. the session was concluded through Quiz. A total 53 number of students participated in the campaign.



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