

**Criterion-VII- Institutional Values and Best Practices**  
**KeyIndicator-7.1 Institutional Values and Social Responsibilities**

<b>7.1.1</b>  <b>QIM</b>	<p><i>Measures initiated by the Institution for the promotion of gender equity during the year</i></p> <p>Journalism and Mass communication department has been practicing the idea of gender equality by giving equal rights to the girl students to be expressed on equal footing. Our department believes the idea of gender sensitization as their prime duty and part of constitutional duty. Every Year University provides various scholarships for the betterment of girl students. Our department organizes various lectures and workshops to create awareness among the students to assert their rights and to educate them about women empowerment.</p> <p>In the department we display posters and circulars consisting of warnings and information about strict measures against women harassment and ragging. Our Head of the department and female faculty take their parents in to confidence while taking any kind of problem faced by the girls. This made the girl seek admission in large number to our department. We designed the curriculum in such a manner where gender sensitization and human values are taught to the students. The course includes the topics likes violence against women, media coverage and representation .The students are given knowledge how to report such issues particularly against women and children. Students are prepared with adequate knowledge to enter in the media industry with full zeal and confidence. To fulfil this objective women entrepreneurs and renowned women journalists are invited to share their valuable experiences. During lectures in the classroom awareness is created in gender equity among the students. Time to time group discussion and debates are organized on Nirbhaya, aarushi, gender inequality, women empowerment and many other issues.</p>
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Head  
Department of Journalism & Mass Communication  
IKG Punjab Technical University  
Kapurthala-144603 (Pb.)