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K. S. School of Engineering and Management

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Department of Management & Research Centre

BATCH 2023-2025

Social Media Club Activity

Women's Day Poster Making Contest

Objectives:

The objectives set for this poster-making contest are:

1. **Promoting Creativity:** Encouraging participants to unleash their creativity and artistic skills by designing visually compelling and impactful posters.
2. **Promoting Gender Equality:** The contest aims to promote the idea of gender equality and empower women by highlighting their strengths, capabilities, and leadership qualities.
3. **Advocating for Change:** Using posters as a medium to advocate for positive change and inspire action on pressing social, environmental, or political issues.
4. **Recognizing Talent:** Providing recognition and opportunities for talented artists and designers to showcase their work and gain exposure within the community or industry.

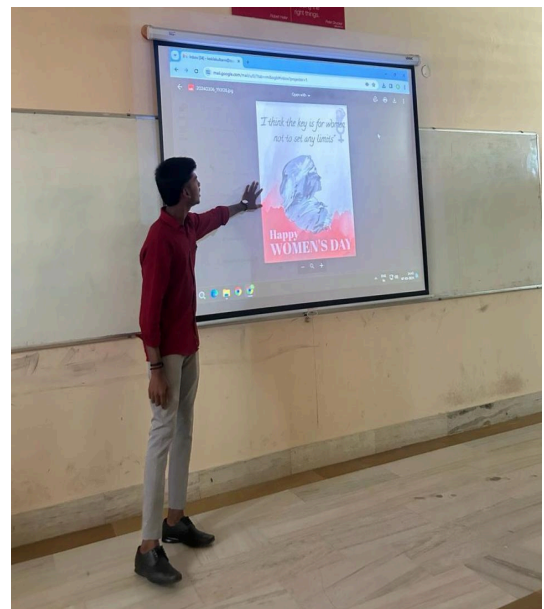
Summary

1. **Celebrating International Women's Day:** March 8th is globally celebrated as International Women's Day. As part of our Social Media Club activities, we organized a poster-making competition to commemorate this important day.
2. **Theme and Rules:** The theme for the competition was "Invest in Women: Accelerate Progress." Participants were informed about the rules, which included creating original posters without using copy-pasted content or ready-made templates.

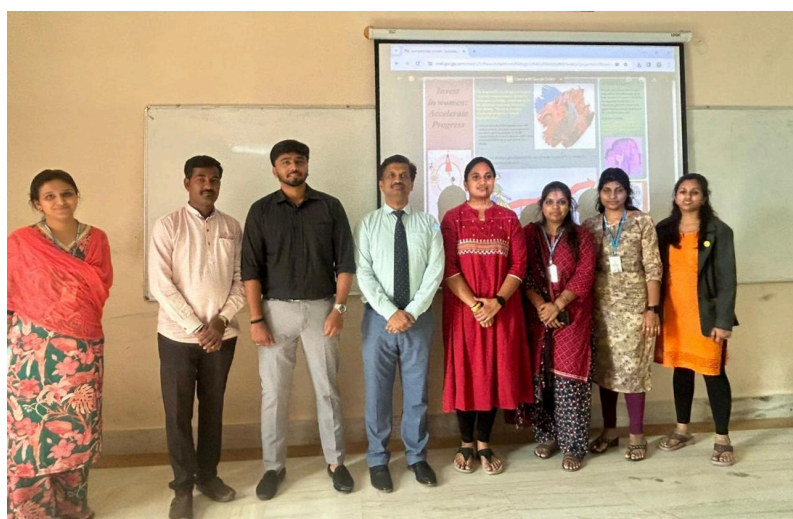
3. **Enthusiastic Participation:** Students participated enthusiastically in the competition, showcasing their creativity and skills in poster design.
4. **Mini Presentations:** Each participant gave a mini presentation alongside their poster, explaining the tools and techniques they used to create it. They also shared what inspired them to choose their particular design and the message they aimed to convey through their posters.
5. **Unique Demonstrations:** Participants uniquely demonstrated their posters, incorporating diverse styles, imagery, and messaging to highlight the importance of investing in women for societal progress.
6. **Recognition of Excellence:** After careful deliberation, two outstanding posters were selected as winners. The creators of these posters were awarded medals in recognition of their exceptional creativity and message delivery.

Benefits:

1. **Promoting Gender Equality:** The contest raises awareness about the importance of investing in women's empowerment, contributing to efforts towards achieving gender equality.
2. **Encouraging Creative Expression:** Participants are encouraged to express their ideas on women's empowerment creatively, fostering innovative thinking and artistic skills.
3. **Educational Opportunity:** Through the contest, participants learn about the significance of International Women's Day and the role of investing in women in driving societal progress.
4. **Community Engagement:** The contest brings together students, faculty, and staff, fostering a sense of community while advocating for a common cause—women's empowerment.
5. **Recognition and Motivation:** Awarding prizes to outstanding posters recognizes participants' efforts and motivates them to continue advocating for gender equality, inspiring others to join the cause.



S. No	Particulars	Details
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5	Date of event (If more than 1 day, mention from and to date)	07.03.2024
6	Duration in mins	55min
7	Number of student participations	38
8	Number of faculty participations	2
9	Number of external participations	0





SOCIAL MEDIA COORDINATOR

Prof. Kokila Kulkarni

Manjunath S
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