

GENERAL REPORT FROM EQUAL OPPORTUNITY CELL (2017-19)

SESSION 2017-18

The Equal Opportunity Cell of Lady Keane College had organized the following two Programmes (Packages 1 & 2) for the benefit of the students in collaboration with the Avenues, Shillong. Avenues is Meghalaya's first indigenous, home grown, capacity building and human excellence training organization with over 15 years of experience.

PACKAGE ONE: Soft Skills, Career Readiness and Gender Sensitization Programme held in Lady Keane College from 14–22 November 2017

The Career Readiness programme funded by the Rashtriya Uchchar Shiksha Abhiyan (RUSA), was organized in the College. With a view to enable the participants to live wholesome and productive lives in personal and professional fronts, the College organized a "Soft Skills, Career Readiness and Gender Sensitization Programme" which commenced on the 14th of November, 2017 and concluded on the 22nd of November 2017. Recognising the need for Gender Sensitisation in the field of education as a build up to women empowerment, Lady Keane College designed the format of the programme in such a way so as to cater to this need.

The programme saw the participation of **186 final semester students** from the Bachelor of Arts and Science in developing and enhancing their skills.

Modules

Listening Skills and Questioning Skills: This module focused on the power of listening and encouraged the participants to be involved in active listening to connect and build better relationships. The session on Questioning Skills encouraged a spirit of inquiry and reasoning.

Assertiveness: This module discussed individual behaviours and personalities and stressed on the benefits of acquiring assertive behaviour in both the personal and professional fronts. The session also focused on assertiveness through body language and non-verbal cues.

Confidence Building: This module focused on the realisation of one's potential and it laid emphasis on Self-Esteem, Self-Worth, Perseverance and Optimism.

Formal Writing and Functional Speech: The Formal Writing and Functional Speech session educated the participants on the types of communication, the use of tone, intonation, voice projection, formal and informal greeting. The lessons also focused on enhancing written communication with the use of correct grammar.

Setting Goals: This module focused on the importance of setting short term and long-term goals to ensure clarity and direction in life. The session also focused on motivation, positive attitude and time management to achieve the desired goals.

Presentation Skills: The participants were educated on the objective and elements of a presentation, the use of appropriate tone, voice and body language and the importance of stage presence and impact.

Mindset: This module is an incorporation of two topics: Attitude and Motivation which focused on self-worth, positive attitude and choices. The session was designed to enable the participants develop a positive perception and outlook towards life.

Interview Skills: This module focused on preparing students for the transition from campus to work life right from getting through a job interview to surviving in the real world.

Leadership: This module was designed and delivered to encourage participants have a new perspective on leadership that is driven by values, belief, passion and principles focussing on basic human values of empathy, empowerment, influence and clarity.

Gender Sensitization: Encouraging participants to look at opportunities, define their potential and chase their dreams beyond the norms and boundaries of gender was the main focus of this session. The module is design to instil a spirit of confidence in the participants to break free from the daily nuances and limitations defined by the society and create their own rules of achieving their goals irrespective of their Gender.

PACKAGE TWO: Programme on Responsible Tourism & Entrepreneurship Development held in Lady Keane College from 29 March to 10 April, 2018

With an eye on improving awareness on responsible tourism practices and to encourage entrepreneurship, the College convened a 10-day programme on 'Responsible Tourism and Entrepreneurship Development' funded by the Rashtriya Uchchar Shiksha Abhiyan, Government of Meghalaya to encourage better practices on tourism and life skills and entrepreneurship development for young women of the college. Centered on the precept of life skills development, the programme focused on entrepreneurial values, business basics, branding fundamentals and core financials to help establish a meaningful business with minimal negative social, cultural and economic impact on the community. Students from the Bachelor of Tourism and Travel Management department along with other degree students of the college evinced interest in initiating unique and customised tour packages for tourists coming in to Meghalaya and into their home states to better discover sights unseen and to do this against the backdrop of responsible tourism. Mark Laitflang Stone, Social Entrepreneur and Founder of Group Avenues, Shillong was the facilitator of the 10-day programme conducted by the college.

Certificates of participation signed by the Deputy Project Director of the Rashtriya Uchchar Shiksha Abhiyan, Government of Meghalaya, and the Principal were distributed to the **36 graduated participants** of the programme.

Modules

Opportunities | The Meghalaya Landscape

The module educated participants on the tourism opportunities in Meghalaya also focusing

on possible eco-tourism ventures. Sessions were conducted on understanding the geography, topography and seasons of the State while planning packaged tours for clients.

Potential | Sustainable Tourism and Eco-Tourism

The key focus of this module was to encourage the practice of responsible tourism. Students were encouraged to come up with their respective business strategies centred around sustainable practices as part of their agenda. This was to groom the students to better understand their responsibility as entrepreneurs towards the environment.

Mindsets | Shaping Values and Purpose for Entrepreneurs

This module took participants through a session on understanding the values that shape a successful entrepreneur. Participants were made to understand their purpose as entrepreneurs in contributing to their communities and local economy.

Profiles | Case Studies & Success Stories

The main aim of this session was to allow participants to draw inspiration from female entrepreneurs around the globe whose persistence, determination and struggle against gender biasness, culminated to inspiring success stories with thriving businesses around the world.

Process | Turning Ideas into Reality

This session encouraged students to draft their individual business ideas with a defined mission, goal and vision in mind. The session dwelled upon the concept of start-ups, emphasising on the importance of planning and time management while starting a business.

Recall | Branding, Marketing and Advertising

The session taught basic branding, allowing participants to develop their own business' logos and tag lines. The session on marketing educated participants to identify the target age groups of their prospective consumers and clients most suited for their type of business. The advertising session focused on contemporary mediums and strategies for building brand value through social media and online presence.

Survival | Markets, Demand and Financials

The module taught students the importance of identifying and understanding the market they wish to invest in to grow their businesses. Sessions on basic financials focused on reading and comprehending simple balance sheets, profit and loss statements, listing operating expenses and understanding profitability.

Impact | Community, Teams and Sustainability

Participants were sensitised on the role they and their businesses play in the economy, sustainability and success of their collective communities. They were taught the value of team work and cohesion, fundamental to any business and the importance of grooming and building a responsible and accountable team.

SESSION 2018-19

Critical Soft Skills, Career Readiness and Identification of one latent & one career ambition Programme held in Lady Keane College from 12–23 March 2019

During the 2018-19 session, the Equal Opportunity Cell had organized one very useful programme in collaboration with the AVENUES, Shillong. The 10-day programme (March 12-23, 2019), conceptualized as covered ***“Critical soft skills, Career readiness and Identification of one latent & one career ambition”***. The number of 6th Semester students (list enclosed) from various departments who had successfully completed this training was 94 (ninety-four). Ours was the pilot batch for the programme called ***“Aspire Meghalaya”*** by the Avenues. Certificates were given to all successful students at the felicitation programme on the last day, ie, 23 March, 2019.

It may be noted that this training programme was not financially borne by the college.

Dated LKC: 29 March 2019

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