

Purple Campaign for Equality

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

At Goa College of Home Science, Panjim

Date: 15/10/2022

Students of M.A. Women's Studies and Master of Social Work conducted a *Purple Campaign for the Gender Equality* for students of Goa College of Home Science on 15 October 2022. The activities were planned to initiate discussions on gender discrimination, stereotypes, power, and violence against women. Students conducted the program using games and competitions. This ensured participation from all present for the program. There were competitions such as guessing the movie dialogue, collage making, a skit and a quiz. These activities were conducted to facilitate discussion on gender stereotypes, gender discrimination, and subtle forms of violence and inequality that exist in various forms. All the competitions were followed by discussions on gender equality. 60 students from Goa College of Home Science along with faculty attending the program and positive feedback was received from all the participants.

The Purple Campaign was designed by M.A Women's Studies students in 2015, to sensitize college students about issues related to women such as power, violence, sexual harassment at the workplace, stereotypes, representation of women in media, impacts of environment degradation on women's lives, issues related to menstrual taboos, and the importance of gender equality. The campaigns involve learning tools such as film, quizzes, competitions, story writings, skits, street play etc. Through this we also aim at reaching out to prospective students of Women's Studies and other programmes offered at the Manohar Parrikar School of Law, Governance and Public Policy at Goa University



Figure 1 Purple Campaign at Goa College of Home Science

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DEAN

Manohar Parrikar School of Law, Governance & Public Policy
GOA UNIVERSITY
GOA 403206



Figure 2 Purple Campaign at Goa College of Home Science

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DEAN

Manohar Parrikar School of Law, Governance & Public Policy
GOA UNIVERSITY
GOA 403208

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Sr No	Name of the Student	Class	Email ID	Mobile Number	Gender	Signature
1.	Eden Lemos	SYBSc	lemoseden188@gmail.com	9503056681	Female	Eden
2.	Tenisha Po	SYBSc	pojenisha@gmail.com	9130456480	Female	Tenisha Po
3.	Joniette Moniz	SYBSc	joniettemoniz0112@gmail.com	8805127551	Female	Joniette
4.	Taysha Cabral	FYBSc	tayshacabral5@gmail.com	8080349013	Female	Taysha
5.	Celina Da Cunha	FYBSc	celinadacunha7@gmail.com	7391925373	Female	Celina
6.	Richa Naik	F.Y.B.Sc	RichaNaik@gmail.com	9423321575	Female	Richa
7.	Garniella Vaz	S.Y.B.Sc	garniellavaz@gmail.com	8552022693	Female	Garniella
8.	Chrisann Vasela	SYBSc	chrisannvasela@gmail.com	9067126954	female	Chrisann
9.	Valencia D'Senja	SYBSc	valenciadsenja@gmail.com	9356613469	female	Valencia
10.	Anishka Paradkar	SYBSc	anishkaparadkar060@gmail.com	8055258364	Female	Anishka
11.	Navita Arondekar	S.YBSc	navitarondekar18575@gmail.com	8010266330	Female	Navita
12.	Stency Rocha	S.Y.B.Sc	stencyrocha0808@gmail.com	8605680174	female	Stency
13.	Sanika Harwalkar	S.YBSc	hsanika03@gmail.com	7378642860	Female	Sanika
14.	Vaishnavi Divkar	S.YBSc	VaishnaviDivkar@gmail.com	9146469110	Female	Vaishnavi
15.	Dikshita R. Sawant	S.YBSc	dikshitawsawant7@gmail.com	7843020814	Female	Dikshita
16.	Divya S. Sahakari	S.YBSc	divyasahakari2103@gmail.com	9699794197	Female	Divya S.
17.	Achal A. Gad	S.YBSc	achalgad163@gmail.com	9421315699	Female	Achal
18.	Ishana Harneed	TYBSc	ih4430897@gmail.com	8530872099	Female	Ishana
19.	Chibea Viana Fernandes	TYBSc	fernandeschibea41@gmail.com	8080174776	"	Chibea

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Sr No	Name of the Student	Class	Email ID	Mobile Number	Gender	Signature
6	Mahi M Bakal	SYBSc	mahibakal09@gmail.com	7972346048	Female	
21	Valery Fides	SYBSc	valeryfides@gmail.com	9850228960	Female	
2	Celisha Bavarillo	SYBSc	bavarilcelisha29@gmail.com	9307407329	Female	
3	Chirashree Kustarkar	SYBSc	chirashreekustarkar@gmail.com	8261967991	Female	
24	Luizel Almeida	SYBSc	chirishu1999@gmail.com	8767842420	Female	
25	Shatrava D. Gadkerkar	TYBSc	gadkerkar.shatrava14@gmail.com	7875226406	Female	
26	Anvil Gomes	SYBSc	anvilgomes@gmail.com	7410778034	F	
27	Krishah Fernandes	SYBSc	krishahfernandes@gmail.com	9689791192	F	
28	Riya Banaulikar	SYBSc	riyabanaulikar@gmail.com	8975607290	F	
29	Saloni Vazarkar	SYBSc	saloni.vazarkar23@gmail.com	7030573267	F	
30	Vaibhavi Sawant	SYBSc	vaibhavisawant03@gmail.com	9423858722	F	
31	Sufi kazi	SYBSc	sufikazi23@gmail.com	7588221618	Female	
32	BURIS DORSTA	SYBSc	boruborista23@gmail.com	9404089305	MALE	

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Home science College (K)

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PURPLE CAMPAIGN FOR EQUALITY

Home science College (E)

Sr No	Name of the Student	Class	Email ID	Mobile Number	Gender	Signature
43	Simran Patgar	TY	patgarssimran5@gmail.com	8554975998	Female	Patgar
46	Ratika Lotlikar	"	lotlikarratika@gmail.com	8668762413	"	Ratikar
47	Aafiya Hidunawa	Ty	nawaraafiya42@gmail	7769984136	Female	Aafiya
48	Gayathri Rajesh	TY	gayathri85774@gmail	9486844230	Female	Gayathri
49	YASH NAIK	SY	yashhh63@gmail	7719802881	MALE	Yash
50	VISHNUPATI DHURI	SY	vishnupatidhuri2003	8767965334	Male	Vishnu
51	Mahima Singh	SY	Mahimasingh101@gmail	719290605	Female	Mahima
52	Diantha Paes	SY	dianthapaes@gmail	7058279266	Female	DPaes
53	Reissel Fernandes	SY	fernandesreissel@gmail	7020953205	Female	RFernandes
54	Reem Zaitan	SY	reemzaitan7@gmail	9112124772	Female	Reem
55	Khushi Nilesh Mandekar	TY	khushimandekar18@gmail	9325922868	Female	K.Mandekar
56	Diksha Y. Sawal	TY	dikshaSawal@gmail.com	9373582034	Female	Diksha
57	Umaiza B.P. Khan	FY	KHANUmaiza122@gmail.com	9389720652	Female	Umaiza
58	Smriti P. Pathale	FY	poonampathale897@gmail	7559259785	Female	Pathale
59	Flossie Lopes	SY	flossielopes@gmail	9146620997	Female	Flossie
60	Anjali Devi	SY	thakur03anjali@gmail	8806817726	Female	Anjali
61						
62						
63	Total No of	Students:-	59			
64	Male :-	04	Female:-	56		