

## 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

*Shankar D.*  
DEAN

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



*Figure 2 Purple Campaign at Goa College of Home Science*

*Manohar P.*  
DEAN

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GOA UNIVERSITY  
GOA 403200



Figure 3 Purple Campaign at Goa College of Home Science

DEAN

Mishra Pawikar School of Law, Governance & Public Policy  
GOA UNIVERSITY  
GOA 403206





Figure 4 Purple Campaign at Goa College of Home Science

DEAN

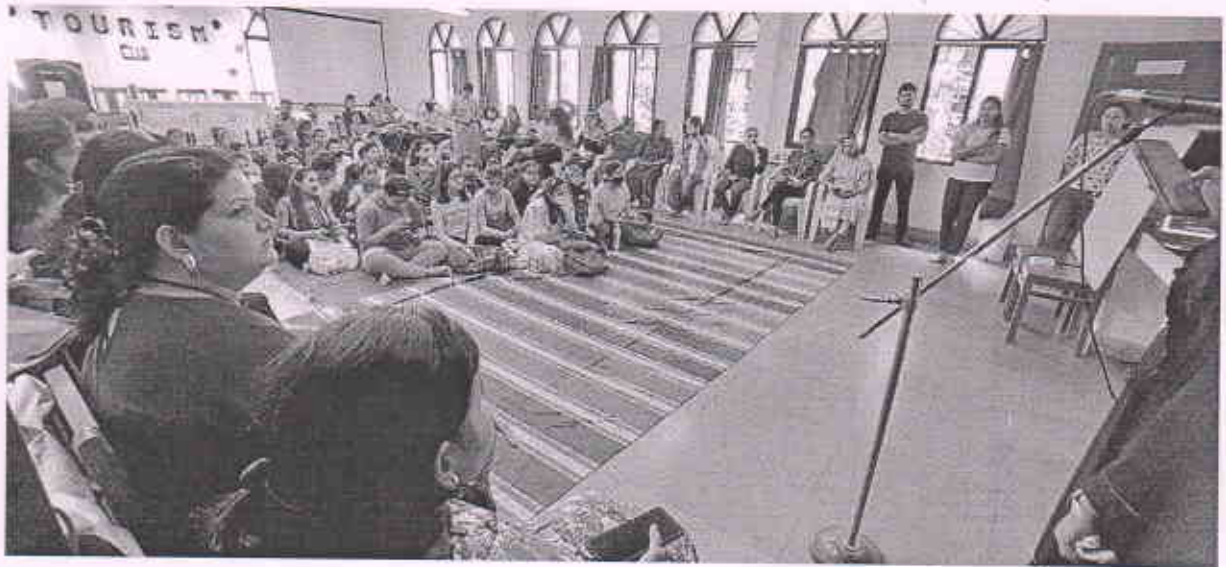
Manohar Parrikar School of Law, Governance & Public Policy  
GOA UNIVERSITY  
GOA 403206



Figure 5 Purple Campaign at Goa College of Home Science

*Manohar P. Parrikar*  
DEAN

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GOA UNIVERSITY  
GOA 403206



*Figure 6 Purple Campaign at Goa College of Home Science*

A handwritten signature in blue ink, appearing to read "Manohar".

DEAN  
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