

#### CHIEF PATRON

Fr. Dr. Augustine George, Principal, Kristu Jayanti College

#### PATRON

Fr. Lijo P Thomas, Vice Principal & Chief Finance Officer  
Fr. Som Zacharia, Director, Infrastructure Planning & Development  
Fr. Emmanuel P. J., Director, Kristu Jayanti College of Law  
Fr. Joshy Mathew, Director, Library and Information Centre  
Fr. Deepu Joy, Director, Student Welfare Office  
Fr. Jais V Thomas, Financial Administrator

#### ADVISORY PANEL

Dr. Scott D Churchill, Professor (Rtd), Department of Psychology, University of Dallas  
Dr. Fabienne Jacquet, CEO, INNOVEVE LLC  
Dr. Diana J. Fox, Professor and Chairperson, Department of Anthropology, Bridgewater State University, Bridgewater, MA, USA  
Dr. Vibuti Patel, Professor Advanced Centre for Women's Studies, TISS, Deonar, Mumbai.  
Dr. Aloysius Edward J, Dean, Faculty of Commerce and Management  
Dr. Calistus Jude A L, Dean, Faculty of Sciences  
Dr. Gopakumar A V, Dean, Faculty of Humanities

#### CONFERENCE CHIEF CONVENERS

Dr. Rema M K (Mobile: 9740600952)  
Dr. Pauline V K (Mobile: 8296775003)  
Dr. Sangeetha Menon (Mobile: 9496663688)

#### ORGANIZING COMMITTEE

Dr. Saranya Narayanan  
Dr. Shrestha Chowdhury  
Dr. Neelu S. Kumar  
Dr. Meshram Pradhnya Prabhu  
Dr. Riya Singh  
Ms. Susan Sanny  
Ms. Sreedevi P. Menon  
Ms. Thanuja K. A.  
Ms. Pearlene Helen Mary D.



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited A++ Grade by NAAC | Affiliated to Bengaluru North University

## 9<sup>th</sup> INTERNATIONAL CONFERENCE

ON

## DECONSTRUCTION LEGACY OF GENDERING FOR EQUAL FUTURE: INCLUDE, UPSKILL, INNOVATE

8<sup>th</sup> MARCH 2023

**Organized by**  
**Women's Empowerment Cell,**  
**Kristu Jayanti College (Autonomous),**  
**Bengaluru-77**



## ABOUT THE COLLEGE

Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The College is affiliated to Bengaluru North University and is reaccredited with grade 'A++' in 2021 by NAAC in the Third Cycle of Accreditation. The college is recognized by UGC under the category 2(f) & 12(B). The College has been accorded Autonomous Status since 2013 by the University Grants Commission, the Government of Karnataka & Bangalore University. In the NIRF 2022 rankings, the college was placed among the top 150 colleges in the country and ranks as one of the five colleges from Karnataka. The programmes of School of Management are internationally accredited by the Accreditation Council for Business Schools and Programs [ACBSP, USA]. The college was accorded 'DBT Star College status under the strengthening component' by the Department of Biotechnology, the Ministry of Science & Technology and the Government of India. The institution received first prize at the National Level for 'Clean and Smart Campus Award' from Shri. Dharmendra Pradhan, Minister of Education, Govt. of India. In the India Today - MDRA survey 2022, Kristu Jayanti College, Bengaluru is consecutively ranked as the Best Emerging College of the Century at National Level for Commerce, Science and Arts. The survey also ranked the college as 5th Best in BCA, 14th Best in MSW, 21st Best in BBA & Commerce, 23rd Best in Arts, 29th Best in Science and 33rd Best in Mass Communication among the Colleges in India. The College also ranked 2nd best in MSW, 3rd best in Commerce, Arts & BCA, 4th best in Science, 5th best in Mass Communication and 7th best in BBA among the colleges in Bengaluru. The institution strives to fulfill its mission to provide educational opportunities for all aspiring young people to excel in life by developing academic excellence, fostering values, creating civic responsibility, inculcating environmental concern and building global competencies in a dynamic environment.

## WOMEN'S EMPOWERMENT CELL

The Women's Empowerment Cell (WEC) has been constituted to empower and safe-guard the rights and responsibilities of girl students of Kristu Jayanti College. It also organizes workshops and sensitization programmes for the students in order to empower them. With the motto "Educate and Empower", the cell organizes various activities throughout the year which includes annual conference, workshops, guest lectures and programmes on the current social issues faced by women for the betterment of the society. The cell also focuses on empowering and strengthening the confidence of girl students to mold them into future leaders and entrepreneurs.

## ABOUT THE CONFERENCE

Gender equality is not only a fundamental human right. It is also a keystone of a prosperous, modern economy that provides sustainable inclusive growth. Today the digital transformation provides new avenues for the economic empowerment of women and can contribute to greater gender equality. The Internet, digital platforms, mobile phones and digital financial services offer "leapfrog" opportunities for all and can help bridge the divide by giving women the possibility to earn additional income, increase their employment opportunities, and access knowledge and general information. We need to seize this opportunity to foster greater gender equality in the labour market, boost economic growth and build a more inclusive, digital world. Unfortunately, the opportunities of the digital revolution also present a risk of perpetuating existing patterns of gender inequality. Many issues such as hurdles to access, affordability, lack of education as well as inherent biases and sociocultural norms curtail women and girls' ability to benefit from the opportunities offered by the digital transformation. In addition, girls' relatively lower educational enrolment in disciplines that would allow them to perform well in a digital world - such as science, technology, engineering and mathematics, as well as information and communication technologies - coupled with women's and girls' more limited use of digital tools could lead to widening gaps and greater inequality. Bringing women and other marginalized groups into technology results in more creative solutions and has greater potential for innovations that meet women's needs and promote gender equality. A gender-responsive approach to innovation, technology and digital education can increase the awareness of women and girls regarding their rights and civic engagement. The need for inclusive and transformative technology and digital education is therefore crucial for a sustainable future. The Virtual conference on "Deconstructiong gendering legacy for equal future: include, upskill, innovate" aims to provide a platform to academicians, scholars, entrepreneurs, professionals and PG Students to discuss their ideas and present their analysis on this theme.

## PARTICIPANTS PROFILE

Academicians, Research Scholars, Entrepreneurs, Professionals, Post-Graduate Students.

## SUB THEMES OF THE CONFERENCE

All the authors are encouraged to contribute their original and unpublished research work in the area related to main title of the conference. Papers are also invited for the following sub-themes and any other related topics:

- Inclusivity of women in Digital world
- Women Empowerment through up skilling
- Women redefining media space
- Equity and Equality
- Innovation in closing the gender gap

- Women and Literacy
- Equality through innovation
- Crossing gender barrier through Entrepreneurship

## GUIDELINES FOR PAPER SUBMISSION

- 1.The paper should be based on original research work not yet published or not considered for publication elsewhere. It should not exceed 5000 words or 12 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- 2.Authors should take responsibility for issues related to plagiarism.
- 3.The first page should include the title, name of author(s), affiliation, mailing address, telephone number and e-mail address.
- 4.The abstract should be submitted on or before 13th February 2023 and full paper should be mailed to [wec@kristujayanti.com](mailto:wec@kristujayanti.com) on or before 8th March 2023. Abstract submitted after the due date will not be included in Abstract book.
- 5.Research papers submitted after 8th March 2023 will not be considered for publication.
- 6.Soft copy of the abstract should be submitted in A4 Size in MS word format only with Times New Roman font with heading in font size 14 and remaining text of size 12 with spacing 1.5 as a single line.
- 7.Participation/Presentation of paper should be confirmed on or before 13th February 2023, by sending the completed Registration form along with the registration Fee.
- 8.All joint participants must register individually and physically participate for the paper presentation to be considered as a part of the conference.
- 9.E-Certificates will be issued to all the registered participants after attending the conference.
- 10.Certificate of Participation will be awarded only to those participants who attend all the sessions of the conference.
- 11.Papers presented during the conference only will be considered for publication.

## PUBLICATION

The selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. Selected papers of high quality will be published in Scopus Indexed Journal or as edited book with ISBN for an additional payment. Information of acceptance of papers will be mailed to the main author within 15 days, if paper is received before the due date. Scopus index and ISBN publication will be done based on the quality of the paper with the consent of the authors. The decision of reviewing committee is final in this regard.

## IMPORTANT DATES

<b>Abstract Submission</b>	<b>20/02/2023</b>
<b>Intimation of Abstract Acceptance</b>	<b>25/02/2023</b>
<b>Full Paper Submission</b>	<b>08/03/2023</b>
<b>Closing of Registration</b>	<b>08/03/2023</b>
<b>Date of Conference</b>	<b>08/03/2023</b>

## REGISTRATION FEES

Authors and co-authors of the paper have to register separately for the conference. Only one of the authors would be given presentation certificate.

Details of Registration including GST		
Registration Fee	Participation Only	Participation with Paper Presentation
<b>Students and Research Scholars</b>	<b>Rs.500 -/-</b>	<b>Rs 700/-</b>
<b>Professionals</b>	<b>Rs.700 -/-</b>	<b>Rs 900 -/-</b>