

# GENDER CELL ACTIVITIES

2022



VIDYASAGAR COLLEGE FOR WOMEN

[NAAC ACCREDITED]

39, SANKAR GHOSH LANE

KOLKATA - 700 006

Phone : 2241 8889

No.....

Date 05.03.2022

Professor Pankaj Kumari Singh (Retd.)  
Former Chairperson,  
Department of English,  
Himachal Pradesh University  
Shimla 171005.

Respected Madam

I have the pleasure to cordially invite you to an online talk to celebrate International Women's Day week on March, 14, 2022, at 11 a.m. on our Google Meet virtual platform. The programme will be organised by Internal Quality Assurance Cell (IQAC) and *Nuri Samsad* of our college. Kindly intimate us about the title of your talk.

Your gracious presence at the webinar will be deeply and sincerely appreciated.

Thanking you

Sincerely yours

*R. Chaudhuri*  
DR. RUPALI CHAUDHURI  
Principal 05.03.2022

Principal  
Vidyasagar College for Women  
Kolkata-6

# THE POSTER



## **VIDYASAGAR COLLEGE FOR WOMEN**

39, Sankar Ghosh Lane,  
Kolkata-700006 (NAAC Accredited)



### **WEBINAR ON Myths To Market: Images of Women and Gender Politics**

**Date: 14<sup>th</sup> March,  
2022**



**Time: 11:00 am**

**Speaker: Dr. Pankaj K. Singh,  
Former Prof. and Chairperson, Dept. of English  
Himachal Pradesh University.**

**Organized by IQAC  
In association with  
Nari Sansad**

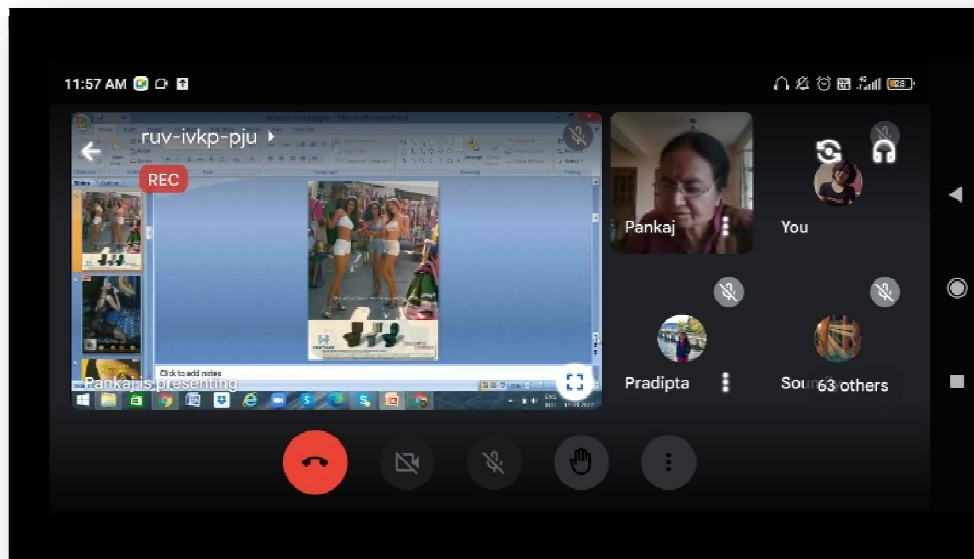
**Google meet: [ruv-ivkp-pju](https://meet.google.com/ruv-ivkp-pju)**

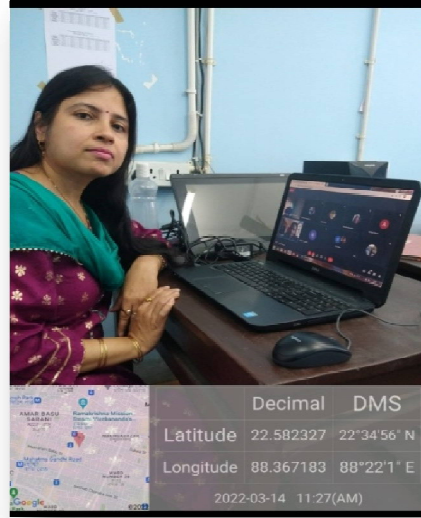


## SOME GLIMPSES

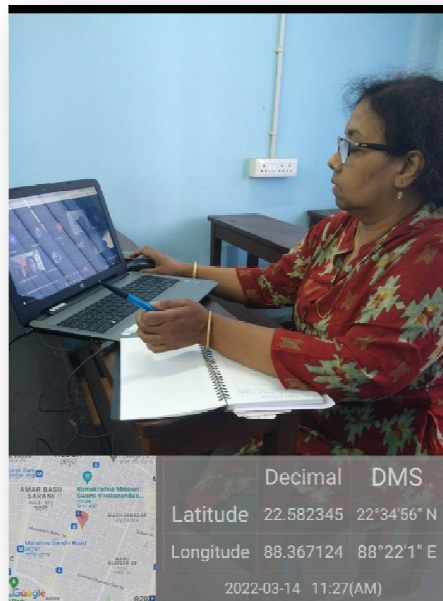


Dr.Pankaj K. Singh, former Professor and Chairperson of the Department of English, Himachal Pradesh University, delivering her lecture.





DR. PRADIPTA MUKHERJEE, NAAC CONVENER



DR. PATRALI GHOSH, GENDER CELL CONVENER.

## **Webinar on “Myths to Market: Images of Women and Gender Politics” on March 14, 2022 at 11 am by Dr. Pankaj K. Singh.**

Gender Cell of Vidyasagar College for Women organised a webinar on “Myths to Market: Images of Women and Gender Politics” on March 14, 2022 at 11 am. Dr. Pankaj K. Singh, former Professor and Chairperson of the Department of English, Himachal Pradesh University, discussed how gender is seen as pervading the realm of politics in that it reflects the distribution of power and reinforces notions of masculinity and femininity.

She focused on the ways in which gender dynamics operate in the family, the labour market, and the polity — that explain why women have been historically marginalized.

Gender is not just personal identity, it is social identity. It arises from our relationships to other people, and it depends upon social interaction and social recognition. As such, Dr. Singh highlighted that it influences how we understand ourselves in relation to others.

The politics of gender examines how society influences our understandings and perception of differences between “masculinity” (what society deems appropriate behaviour for a “man”) and “femininity” (what society deems appropriate behaviour for a “woman”). Dr. Singh examined how this, in turn, influences identity and social practices.

She gave special emphasis on the power relationships that follow from the established gender order in a given society, as well as how this changes over time. The speaker highlighted, gender is an act, gender is not a state of being, citing suitable incidents from *The Ramayana*, *The Mahabharata*, Indian myths and folklores. Finally, she discussed stereotyped representations of women in modern media and advertisement and how women need to think beyond such stereotypes.