

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
OBSERVANCE
OF
INTERNATIONAL WOMEN'S DAY
MARCH 11, 2017

International Women's Day was observed at Sambhram Academy of Management Studies on March 11, 2017; this day commemorates the movement for women's rights and the earliest Women's Day observance was held on February 28, 1909 in New York. International Women's Day which every year is observed on March 08, 2017 as a global day celebrating the social, economic, cultural and political achievements of women and is a collective day of global celebration and a call for gender parity. The United Nations observance of this day calls upon all to "Step It Up for Gender Equality towards a Planet 50-50 by 2030" by ensuring that the world of work works for all women.

CMA Mr. P Dwibedy and Dr. E Kavitha were the Resource Persons on this special occasion. The program started with the welcoming of the resource persons and lighting of the lamp. This was followed by the theme address given by Prof. K. C Mishra, Principal and Director, Sambhram Academy of Management Studies. Prof. Mishra in his address emphasized the role played by women in various walks of life and cited the examples of great women personalities like Ms. Golda Meir, Dr. Sirimavo Bandaranaike, Ms. Margaret Thatcher and Ms. Indira Gandhi. He also referred to the Nobel Laureate Dr. Amartya Sen who had quoted that the GDP of any country will show a drastic increase if the contribution of the household women is taken into consideration.

CMA Mr. P. Dwibedy demonstrated the use of relaxation techniques to beat stress and tension and to keep one fit and healthy. Dr. E. Kavitha, the other resource person showed some Pranayam and Yoga asanas like Anolombilom, Kapalbhathi sssTadasana, Brikshasana which helps in improving the blood circulation and lowering the blood pressure of the body. She also demonstrated the use of concentration techniques to improve the memory power. All the participants thoroughly enjoyed the session conducted by the resource persons. The program was covered by Kalinga TV, a local channel from the State of Odisha.

The program concluded with the felicitation of the guests and vote of thanks proposed by Ms. Nirmala. A Signature Campaign was organized towards the end where all the students and faculties signed on the White Cloth which carried the theme **"Women in the Changing World of Work: Planet 50:50 by 2030."**

Summing Up

We at Sambhram believe in the process of change; we observed this meaningful event not as a ritual but anticipating change to usher in. We are sure this planet will see the positive result soon in the interest of all of us.