

## ICFAI Foundation for Higher Education

(Deemed-to-be University under Section 3 of the UGC Act, 1956)

IFHE Campus, Donthanapally, Shankarpalli Road,  
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## नारी समाजस्य कुशलवास्तुकारा।

nārī samājasya kuśalavāstukārā।

*Woman is the skilled architect of the society.*

*This Sanskrit quote dating back several centuries rightly showcases the position of women in ancient Indian society. During those days, women were highly learned, mastered several subjects, excelled in fine arts, and played a significant role in society. Women also played a prominent role in the administration, as queens ruling the empires and states and as village heads, judges, and priests.*

*The invasions and conquests from the West have changed the landscape and culture of India, and the position of women in Indian society changed drastically. With the advent of child marriages and sati being a woman became burdensome. Still, some women thrived in the pre-independence Indian society full of barriers to prove themselves. They became doctors, nurses, teachers, and writers.*

*After India became independent in 1947, the role and importance of women in society changed slowly but steadily. More and more women went to colleges; several joined the workforce, while many continued to nurture families. The Indian women broke several barriers in their quest to find a right and respectable place for themselves and their future generations in society.*

*As the country celebrates 75 years of freedom, present-day India is home to several successful women entrepreneurs, politicians, philanthropists, and business leaders. Women have made their mark in different fields. They have made their way into the armed forces and combat roles. Internationally too, Indian women have made their mark. Today we find Indian women in leading positions in top global companies like Gap, Chanel, CapGemini, Ogilvy, and institutions like the World Bank.*

*Still, some issues need to be addressed. Women's participation in the workforce in India stood at 25% in 2021, among the lowest in emerging economies. United Nations Global Compact suggested that raising women's participation in the workforce to the same level as men could boost India's GDP by 27%. It is time India takes advantage of the 'women's power' to fulfill its dream of becoming a US\$ 5 trillion economy.*

## About Shri N.J. Yasaswy and CWD



**Shri N.J. Yasaswy**  
(1950-2011) Founder, ICFAI Group

Sri. N J Yasaswy the founder of the ICFAI Group was a charismatic visionary, institutional builder and a pioneer in promoting higher education in the private sector.

ICFAI was established in 1984 and has made a significant mark in the educational field with a Pan-Indian network and presence. It has established 11 Universities across India including The ICFAI Foundation for Higher Education (IFHE), which is a deemed University.

The Centre for Women Development was established in January, 2014 adding another important milestone in the history of IcfaI Foundation for Higher Education (IFHE). The Centre for Women Development initiative aims to take a proactive role towards empowering women both at home and at work place. The center aims to address issues confronted by women and go beyond on a positive note. Socially constructed gender differences continue to assign stereotypical roles for men and women, confining women to subordinate and inferior positions in society. Gender equity is always a challenge despite the legislations, policies and programs initiated by the Central and State government. Centre for Women Development at IFHE would aim to free women from the shackles of poverty, illiteracy, ignorance, overwork, malnutrition, debt, slavery and violence. To inculcate the fire of 'the desire to win' among women.

The Centre for Women Development of IFHE, Hyderabad, is committed to sensitize women of their rights, address and resolve issues faced by them and take a proactive role towards empowering women both at home and at work place. To celebrate this spirit of womanhood, the Centre for Women development of IFHE inaugurates its first e-newsletter as a tribute to its founder, Sri. N J Yasaswy. With his blessings, CWD e-newsletter will be published every quarter highlighting the Center's

accomplishments through teaching, research, field work, undertaking projects, conducting workshops, training, networking, etc. The center plans to collaborate, and coordinate, with women's cells in other Universities and institutions in Telangana and in the country.

### **The 11<sup>th</sup> N.J. Yasaswy Memorial Lecture** **24<sup>th</sup> November, 2022 IFHE Auditorium**



ICFAI Foundation for Higher Education (IFHE), Hyderabad held the 11th N J Yasaswy memorial lecture on November 24, 2022. Former union minister and six time parliament member, Suresh Prabhu delivered the lecture on 'Realizing Yasaswy's Vision'.

N J Yasaswy was the founder of the ICFAI Group of Educational Institutions and promoted higher education in the private sector for over three decades. During the lecture, Suresh Prabhu said: "Heroes need not be politicians, business leaders, or those who wear a uniform. Leaders build sustainable societies and develop individuals. Yasaswy was a leader who dreamt of building modern India through quality education."

Talking about the role of education, Prabhu added that education is necessary to develop as an individual, discover oneself, and realize one's potential. He emphasized the role of quality education and outcome-oriented education. He further added that long-term sustenance of democratic society depends on strong institutions and individuals committed to institutions and institutional building. Remembering N J Yasaswy's contribution in developing private higher education, the former union minister added that he dared to challenge the existing education system and bring in a curriculum that was relevant to the present times. "Private-sector-led education provides equal opportunity to grow for all. As India looks forward to becoming a USD 5 trillion economy with services contributing to a significant part of the economy, the country could become a net exporter of education in the future," Suresh Prabhu said. He urged the staff and

students of IFHE Hyderabad to break from the past and contribute towards new thinking. ICFAI Foundation for Higher Education, distinguished advisor, J Mahender Reddy recalled the contributions made by N J Yasaswy in building the institution and concluded the event by saying that different perspectives and ground realities need to be considered to take the benefits of education to all.

## Seminar on Sexual Harassment of Women at Workplace with Special Reference to Educational Institutions in India

A seminar was Presented by Assistant Professor **Nirja Agarwal** on the topic 'Sexual Harassment', on 6th December 2022. Sexual Harassment, one of the evils of the modern society which is deeply rooted in society. The Harassment takes place at every workplace starting from schools, colleges, and universities to offices. Women nowadays are not safe anywhere, they are facing sexual harassment everywhere. The evil of sexual harassment is a major problem in almost every country, and its incidence is increasing day by day.



The Sexual Harassment of Women at the Workplace (Prevention, Prohibition and Redressal) Act, 2013, asserted rights of women to a safe working environment. However, over the years, it was observed that there was severe non-compliance to the Act in the educational institutions in India. It was seen that employers did not constitute Internal Complaint Committee as per the Act and also did not fulfill other obligations as stated in the Act. Even after the SAKSHAM Report 2013, The University Grant Commission (Prevention, Prohibition and Redressal of Sexual harassment of women employees and students in higher educational institutions) Regulations 2015 and The All India Council for Technical Education (Gender. Sensitization, Prevention and Prohibition of Sexual Harassment of Women Employees and students and Redressal of grievances in Technical Institutions) Regulations, 2016, the employers failed to comply with it. In India, as per the National Crime Record Bureau, the cases of Sexual

harassment of women at in workplace showed a declining trend, the number of cases was 21,938 in the year 2013 and decreased to 17,539 in the year 2021. A study of those factors which helped in decreasing the crime has not been done.

A study has been made in the Educational Institutions in Delhi NCR showed that there are sexual harassment cases in the educational institutions also but many of the students are not aware about the laws related to sexual harassment. Such type of study is required in other cities and states in the country. There is a need to study the phenomena of sexual harassment in the educational institutions in India and check these crimes at the grass roots level.

## Seminar on Women in Sensors (WiSe) – Security and Health

Dr. Rashmi Sahay, Assistant Professor, Department of Computer Science and Engineering IcfaiTech, was invited to give a talk on the topic "Security Requirement of IoT-enabled Smart Healthcare Systems" in a two-day workshop on Women in Sensors (WiSe)- Security and Health, 2022, held on 16th - 17th November, 2022. The workshop was organized by IEEE Sensors Council Hyderabad Chapter, IEEE Hyderabad Section in association with IEEE BVRITH Student Branch.

## Guest Lecture on Women and Technology

Centre for Excellence in Cyber Law and Data Protection Law of Faculty of Law organized a Guest lecture on Women and Technology, on 11th November 2022 at 11.00 AM.



*Guest Speaker for the seminar was Prof. Viney Kapoor Mehra, Vice Chancellor, Dr. B.R.Ambedkar National Law University, Rai, Sonapat; Dr.S.Vijaya Lakshmi, Registrar, IFHE graced the occasion as guest of honor*

# Menstruation Awareness Drive

28<sup>th</sup> October 2022

CWD in association with Club Aaina and Free Pads for India distributed sanitary pads at Govt. Nehru Memorial High school. Free Pads for India (FPI) is a platform that creates awareness about 'period shame' and 'period poverty' by visiting slums and adopting menstruators through their free sanitary pads distribution drive. It started in March 2021, by 3 non menstruators. It has adopted 1306 menstruators till now and is currently active in Mumbai, Bangalore, Kanpur and Hyderabad. Guest for the event was Ms. Chandrika Manchella, a Computer-Science engineer with 19 years of experience. She had interacted with students from 6th standard to 10th standard, explained about the precautions and safety measures to be followed during menstrual period. She also shared a few tips and motivated students on using sanitary pads.

## Research Publications & Articles

1. "She Teams Brand Awareness and Effectiveness for Women's Safety: An Empirical Study in Hyderabad", by Dr. S. Vijaya Lakshmi, IFHE Deemed to be University, Dr. Debajani Sahoo, IFHE Deemed to be University, Dr. Achyut Telang, IFHE Deemed to be University
2. "Impact of the Historic Judicial Trends on the Women's Right to Abortion in India and USA", by Dr.P.L.Jayanthi Reddy, Assistant Professor, FoL, IFHE
3. "Women Empowerment", by Dr. P. Rohini, Assistant Professor, Department of Data Science and Artificial Intelligence.

### She Teams Brand Awareness and Effectiveness for Women's Safety: An Empirical Study in Hyderabad



*Dr. S. Vijaya Lakshmi, IFHE Deemed to be University, Dr. Debajani Sahoo, IFHE Deemed to be University, Dr. Achyut Telang, IFHE Deemed to be University*

The widely discussed gang rape in December 2012 in New Delhi (The capital of India) marked a significant moment in the public discourse around women's safety and sexual violence in India. A number of studies were done on violence on women (Agnes, 1998), sexual violence Carrington & Watson (1996), and policy response on SHE TEAMS' Raman & Komarraju (2018). A number of testimonials and media reports show that SHE TEAMS have positively changed the behavior of eve-teasers apart from curbing down the crime against women on the streets. However, not much empirical research is conducted on public awareness and experience with the SHE TEAMS' initiatives.

Telangana state has approached the issue of women's safety steadily, systematically, and strategically. Two initiatives, SHE TEAMS (established in 2014) and BHAROSA (established in 2016), have succeeded in achieving that rarely attainable goal – building people's trust in its police and especially the trust of women. Even the name – 'SHE' stands for 'Security for Her Ensured' – gives out a sense of calm and collected confidence, and generates faith.

There were a total of 100 SHE TEAMS in 2017-18. Each SHE TEAM consisted of a Sub Inspector, one lady constable, and two or three male constables. SHE TEAMS of the Hyderabad police registered 3,516 cases of harassment against women in the state, since its inception in 2014. The police teams said that they caught 1,400 persons red-handed. In an official press release, police informed that the teams have imprisoned 20 percent of the accused, levied a penalty against 80 per cent, while 950 others were let off after being counseled (The News Minutes, 2017). SHE TEAM member, Assistant Commissioner of Police, D Kavitha, said that the harassment against women at public places has gradually reduced after the entry of SHE TEAMS in 2014.

SHE team's wing had stopped as many as 24 child marriages and booked 629 suspects, who were caught red-handed for harassing women. Fear of repercussions and lack of confidence about timely intervention prevent many women from lodging complaints against offenders.

With the advent of SHE TEAMS the confidence of help on hand, timely action and punishment of offenders has gone up and women can step out with confidence. The effectiveness of



SHE TEAMS thus needs to be communicated far and wide so as to safeguard the women in our society and to enable them to have a better life.

SHE TEAMS, women-oriented measures by the Telangana Government will act as role model for other states to emulate and take similar initiatives. The social media platforms such as Twitter, Facebook, and Whatsapp were a convenient way for the victims to reach out to the 'SHE' teams, as the identity of the victims remained anonymous. Advantage of social media is that the complaints are received and acted upon very quickly by the 'SHE' teams which results in the victim's satisfaction. 'SHE' team also went into collaboration with the 'HAWK EYE' mobile app of Hyderabad City police for ensuring women safety.

The main aim of the SHE TEAMS is to provide safety and security to women who are at home and working in different professions. It encourages women to go out with confidence, dignity and with their self-respect intact. No college going student or woman should suffer disrespect through vulgar comments made by offenders or feel humiliated, belittled or scared by obscene gestures, language or misbehavior. SHE TEAMS seek to instill confidence in women to stand up and speak out against offenders so that their safety is not compromised upon.

SHE TEAMS also aims to correct misguided youth and make them aware of the consequences of teasing women which may seem heroic to them. Apart from booking cases against offenders SHE teams should take up counseling of first time offenders and minor boys so that they realize their mistakes and turn a new leaf. Counseling should be arranged for the family members of juveniles. Once there is a change among these youth, they help the SHE TEAMS by spreading awareness about the need to respect women as fellow members of the society and not look at them as objects of pleasure or ridicule.

Since the SHE TEAMS associate with a cause that requires both responsiveness and sensitivity towards the victims. The findings of the present study will help SHE TEAMS how to further improve on its awareness and experience making this initiative more successful. Future research can be extended to only women centric views across different age groups on SHE TEAMS working pattern.

## Impact of the Historic Judicial Trends on the Women's Right to Abortion in India and USA

— **Dr.P.L.Jayanthi Reddy**, Assistant Professor, FoL, IFHE

In its landmark judgment, the Supreme Court of India, granted equal rights to bodily autonomy to unmarried women on par with married women in the case of *X vs. The Principal Secretary Health*, on 29th of September 2022. The judgment is highly applauded by the women rights activists since it upholds the 'reproductive autonomy' of women.



Interestingly, this significant development in the Indian abortion laws happened soon after the US Supreme Court took a shocking regressive step of depriving the American women of their constitutional right to abortion, by overruling *Roe vs. Wade*, (1973). This historic ruling influenced the reproductive rights of women everywhere for almost half a century. These two directly opposing decisions, brought the perpetually debated 'the right to abortion' to the headlines once again. This article intends to analyze the impact of the historic judicial trends on the abortion rights of women as well as on the families and the society. At the outset, it presents some important phases in abortion regulation, and the development of the right to abortion in India, and USA. It also includes a discussion on the development of 'right to privacy'. The paper ends with some concluding remarks and suggestions.

### Women Empowerment

— **Dr. P. Rohini**, Assistant Professor,  
Department of Data Science and Artificial Intelligence,  
Faculty of Science and Technology

*"To awaken the people, it is the women who must be awakened. Once she is on the move, the family moves, the village moves, the nation moves."*

— **Pandit Jawaharlal Nehru**

About half of the total population is female, but truly empowered women are a few. Government is also trying to ameliorate the condition of women with schemes like "Beti Bachao Beti Padhao", "Sukanya Samriddhi Yojana", "Ujjwala Yojana" etc. If these schemes



are implemented properly it might help to some extent. But it is not enough.

Women empowerment refers to providing women with the opportunities and the independence so that they can take decisions concerning their wellbeing and can contribute to the upliftment of society. Acts like female feticide, female infanticide, sexual harassment, domestic violence, dowry killing, and illegal trafficking have been major hurdles in developing and empowering women.

Many programs such as Beti Bachao Beti Padhao, Swadhar Greh Yojna and Nari Shakti Puruskar have been implemented by the government in order to bring awareness in the society about the value of women in the development of the nation. Women Reservation Bill for reserving 33% seats in Lok Sabha & all states legislative assemblies for women is another such initiative aimed at increasing participation of women in decision making bodies with the ulterior motive of encouraging and empowering women of our country. It is worth noting that Self Help Groups and NGOs, working all over our country towards empowering women and spreading awareness about their rights, are increasing by leaps and bounds. Women like Arundhati Bhattacharya, Kiran Bedi, Medha Patkar & Kalpana Chawla are some examples which show that women are breaking societal barriers and proving their excellence in male dominated spheres. When women are empowered, whole family benefits and these benefits often have ripple effects on the future generations. The situation of women will only improve if the mentality of our society is changed.

Education is the most important tool to spread gender equality and transform the patriarchal society into an egalitarian society. Educating girls and making them aware about their rights may bring a long lasting change in the society. Lastly, efforts should be made to restructure the legal process to deliver fair and in-time justice for crime against women.

## Faculty Achievements

1. The Case Center (TCC) has announced its Top 50 Bestselling Case Authors 2021/22.

ICFAI Business School (IBS) stood in the Second place with seven authors featuring in

the list, next only to Harvard Business School's Nine. Ten women faculty from across the world featured on the list. Of them three are from IBS Case Research Center.



Indu Perepu



Syeda Maseeha  
Qumer



V Namratha  
Prasad

2. A Case Study, "Sumaira Latif at P&G: Pioneering Inclusive Design and Accessibility", authored by **V. Namratha Prasad** won the second place in the Emerald Publishing Case for Women Competition, 2022. 
3. "Temie Giwa-Tubosun of Life Bank: Creating the Future of Healthcare Supply Chain in Africa Powered by Technology" a case study authored by **Hadiya Faheem** and Sanjib Dutta. 
4. "Timnit Gebru: Seeking to Promote Diversity and Ethics in AI" written by **Syeda Maseeha** won the fourth place in the Emerald Publishing Case for Women Competition, 2022. 
5. Rosalind Brewer – The Leadership Journey" received Honorable Mentions from the judging panel of the Emerald Publishing Case for Women Competition, 2022. The case is authored by K.B.S. Kumar and **Indu Perepu**. 
6. "Can Lisa Su Integrate AMDs Transformational Strategy and Culture Post Acquiring Xilinx and Pensando?" authored by **Shwetha Kumari** and Jitesh Nair received Honorable Mentions from the judging panel the Emerald Publishing Case for Women Competition, 2022. 

7. "Airbnb: Beating Covid-19 Induced Existential Crisis through Online Experiences", authored by **Faria Zafar** and **Indu Perepu** won the 'Best Case' Award at the Case Colloquium organized by the Faculty of Management Studies and Research, Aligarh Muslim University.



Indu Perepu



Faria Zafar

8. Successful PhD Completion

Thesis Defence: Synthesis, Characterization and Study of Thermal Properties of Compounds, Composites and Complexes of Cobalt'

Name of the Scholar: **Swapna Samala**

Date: 14<sup>th</sup> November 2022.

**Abstract:** The work focuses on the synthesis of compounds, composite materials and highly hindered complexes of cobalt and studies their thermal and catalytic properties. Phosphate containing mixtures of cobalt compounds were synthesized in two different forms viz. calcined and non- calcined form along with their composite materials and complexes with highly hindered chelating ligands. Syntheses of these mixtures have been carried out in atmospheric conditions and are characterized by various analytical techniques Thermal study was carried out by using Differential Scanning Calorimetry (DSC).

The composite materials were synthesized by mixing both calcined as well as non-calcined materials with building coating materials such as wall care putty, decorating paint, solar paint, CaCO<sub>3</sub>, adhesive glue and solar black paint. Study of thermal properties of composite materials has been studied in two different thermal cycles.

## Conferences and Papers Published

1. **S. Vijaya Lakshmi**, IFHE Deemed to be University, **Debajani Sahoo**, Associate Professor, IBS and **Achyut Telang**, Assistant Professor, IBS

**Title:** She Teams Brand Awareness and Effectiveness for Women's Safety: An Empirical Study In Hyderabad

**Journal:** *Academy of Marketing Studies Journal* (Print ISSN: 1095-6298; Online ISSN: 1528-2678)

2. **Dr. Movva Pavani**, Assistant Professor in ECE Department, Faculty of Science and Technology



**Title:** Cotton Leaf Diseases Detection and Prediction Using RESNET Algorithm

**Journal:** Harbin Gongye Daxue Xuebao/Journal of Harbin Institute of Technology, 54(11), 49–57(Scopus).

3. **Dr. Movva Pavani**, Assistant Professor in ECE Department, Faculty of Science and Technology has been appreciated for reviewing the research articles of The Imaging Science Journal, Taylor & Francis for the year 2022.

4. **Dr. Rasmi Sahay**, Assistant Professor, Department of Computer Science and Engineering, IcfaiTech, Hyderabad, **Prameshwar Joga**, and **Harshini B**



**Title:** Comparative Analysis of Machine Learning Models for Customer Segmentation

**Conference:** CORE ranked 22nd International Conference on System Design and Applications

**Date:** 12th- 16th December 2022

**Journal:** Paper will be published in Springer as a book chapter in Lecture Notes in Networks and Systems

5. **Prof P. Sushma**, Associate Professor, ISArch

**Title:** A Study On Construction Waste Optimization With A Holistic Approach-Literature Review

**Conference:** 5<sup>th</sup> International Conference of Contemporary Affairs in Architecture and Urbanism (ICCAUA-2022)

**Date:** 11-13 May 2022

**Journal:** Alanya HEP University, Alanya, Turkey DOI: 10.38027/ICCAUA2022 EN0193



6. **Prof Maneesha K** , Assistant Professor, ISArch

Title: Assessing the Role of Natural Soundscapes in Urban Areas and Role of Landscape in Bringing Back the Lost Voices of Nature

**Conference:** 5<sup>th</sup> International Conference of Contemporary Affairs in Architecture and Urbanism (ICCAUA-2022)

**Date:** 11-13 May 2022

**Journal:** Paper will be published in Springer as a book chapter in Lecture Notes in Networks and Systems.



## FDP and International Symposium

1. Dr.Movva Pavani (Assistant Professor in ECE Department, Faculty of Science and Technology) has participated in the One Week National Level Online Faculty Development Program on Recent Trends in Artificial Intelligence and Cyber Security organized by the Department of Computer Science, Shri Vishnu Engineering College for Women (A), Bhimavaram during 01-05 November 2022 for enhancing the expertise in the area.
2. Dr.Movva Pavani (Assistant Professor in ECE Department, Faculty of Science and Technology) attended the International Symposium on "New Trends in IoT" organized by IcfaiTech, The ICFAI University, Jaipur in association with NASSCOM FUTURE PRIME Skills and IET(UK) on November 18, 2022.

3. Prof. Nikita Manvi (Assistant Professor at ICFAI School of Architecture) has participated in four-day Online Faculty Development Program on "Interpreting and Main-Streaming Living Indian Urban Heritage" organized by COA-TRC, Pune and Shri Shivaji Maratha Society's College of Architecture, Pune from 13th September to 16th September 2022 for enhancing the expertise in the area.

## Student Achievements

1. **Ms. Khushbu Sharma**, finished in the Runner-Up position in National Moot Court Competition held by Frontiers Welfare Society, NGO on 13-14th August 2022.



2. In the QR Hunt organized on Engineer's Day N Varshini, V G Gayathri, R Sarayu, P.V.A Vedha (First year Students), won the first prize.  
Mahi Chowdary, Gopi Lakshmi, Likitha (Third Year Students), won the second prize
3. The Female Heads of all the Student Activity Clubs of ICFAI University Hyderabad are seen in this picture. It was taken on the handover ceremony held in the dome area of IFHE, Hyderabad.



4. Navya Puthineedi, Vice President – finance of Team Vaps, secured the 1st position in Lawn Tennis – Women's in AAVEG – XIII. The game was held in the Tennis Court of the campus on 4th December 2022.





5. Ruhani, student of IBS, participated and won at game Water polo conducted as part of introductory event 'Upside Down' held on 20th November, 2022 at Swimming pool IFHE.



6. Reebabita Barua is initiated into Odissi dance under Stat. Kakeli Bose when she was four years old in the year 2004 at Bhubaneswar. She is a member of Club Samavesh - The Official Cultural Face of IBS Hyderabad. She a solo performances during the Opening Ceremony of AAVEG-XIII at ICFAI University Hyderabad Auditorium.



7. The Moot Court Society has conducted Intra Moot Court Competition on 19th November, 2022 at Faculty of Law.

#### Winners:

**1st place:** Vartika Tripathi 3rd Year, and Sreevalli Bakshi 3rd Year

**2nd place:** Anu H kirutthika 4th Year, Manjushree Mitra 4th year, Amri Gupta 4th year.

8. Female Throw ball team of IBS, Hyderabad

The game was held in Throw ball Court on 4th December 2022 in ICFAI Hyderabad Campus between IBS Hyderabad and IBS Bangalore.



## Student Placements



Name of the Student: **Mocherla Vaishnavi,**  
B.Tech.

Company Name: Kenerika  
Package: 6.5 Lakhs per annum



Name of the Student: **Nishita Ervantikar,**  
B.Tech.

Company Name : Leoforce  
Package: 6 Lakhs per annum



Name of the Student: **Hemanjini Peddireddy**  
B.Tech.

Company Name : Leoforce  
Package: 6 Lakhs per annum