



## **KONGUNADU ARTS AND SCIENCE COLLEGE**

*(Autonomous)*

*Re-Accredited by NAAC with 'A' Grade 3.64 CGPA out of 4 (3<sup>rd</sup> Cycle)*

*College of Excellence (UGC)*

**COIMBATORE - 641 029, TAMIL NADU, INDIA**

### ***DEPARTMENT OF BUSINESS ADMINISTRATION [CA]***

Department of BBA CA of Kongunadu Arts and Science College has Organized a Faculty Development Programme on **“GENDER SENSITIZATION & STRESS MANAGEMENT”** as on 15/02/2019

Mrs.S.PunithaDevi, Head of the department, KASC has delivered the welcoming address.

Department staffs honored the Resource Person.

In the programme Mrs.A.Sangamathira, Professor, Bharathiar University, Coimbatore have dealt with the topic **“Gender Sensitization & Stress Management ”** where it is useful for the staffs to reduce their stress through their daily activities, and also she discussed about the law of reverse effect, the marketing techniques used in IIT's, and she gave the exposure about how women's are to be respected in the society and she gave the quotes for women's as **“Womens are the only oppressed group in our society that lives in intimate association with their opressors”**, by the way she have gave many definitions given by different authors like (Abu Shankar,etc.,)

Mrs.K.Subashini, Associate Professor, KASC has delivered the Vote of thanks