

News on World of Women (WoW) celebrations on News

It's time to say "WoW"

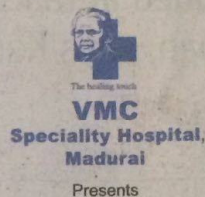
An event for women of Madurai by *The Hindu*

SPECIAL CORRESPONDENT

MADURAI: Women of Madurai, it's time to say "WoW" to all you have accomplished this year for the city, for the family and for yourselves.

On March 12, take a break from all your backbreaking chores and join the celebration of women. *The Hindu*, in association with Velammal Speciality Hospital, has planned a verve-filled day of fun and frolic, with some food for thought, to celebrate International Women's Day.

The celebration, appropriately labelled 'The Hindu presents World of Women' (WoW), will begin in the adventure mode with a car rally to be flagged off at Velammal Medical College Hospital at 8 a.m. by M.V. Muthuramalingam, Chairman, Velammal



THE HINDU
World of Women

Powered By



group of institutions. A two-wheeler rally will follow this at 9 a.m. from Gandhi Museum. A blood screening-cum-donation camp will be held at 10 a.m. A treasure hunt will be conducted at Fortune

Pandiyan Hotel at 11 a.m., followed by a cultural show at 2 p.m. The celebration will culminate with a panel discussion on 'What empowers women — power/position, law or money/property.'

The event is sponsored by Velammal Speciality Hospital. The associate sponsors are Sri Jayaprabha Jewellers, Canara Bank, Twin Birds Sprinkle Salt and VVD Oil. Fortune Pandiyan Hotel is the hospitality/venue sponsor. *The Hindu Tamil* is the media sponsor. The radio partner is Hello FM and channel partner, Sagar TV. The branding partner is Ad Inn Advertising Agency. The event will be organised by Rise Advertising.

For more details and registration, call Rekharani 98433 64545 and for online registration:

<https://goo.gl/3OU6DN>

RISE 06:25 SET 18:28
RISE 09:59 SET 22:47

RISE 06:25 SET 18:28
RISE 10:53 SET 23:45

RISE 06:24 SET 18:28
RISE 11:48 SET 00:00

Madurai Today 37°C

The morning will be easy. A partly cloudy sky over the city. A hot and dry afternoon. The evening is expected to be warm.

Madurai Tomorrow 37°C

Strong winds are likely. A mildly warm morning. The sky would remain partly cloudy. A perspiring day. A warmish night.

A DAY-LONG CELEBRATION ORGANISED BY THE HINDU

A fun-filled, thought-provoking World of Women

PON VASANTHI ARUNACHALAM

MADURAI: Scores of women belonging to different age groups and from different walks of life had a gala time sprinkled with some food for thought with a variety of events at the day-long World of Women (WoW) celebration organised here by *The Hindu* on Saturday.

The day started with 'Heels on Wheels,' a car rally-cum-treasure hunt, which was flagged off by M.V. Muthuramalingam, Chairman of Velammal Group of Institutions, at the Velammal Medical College Hospital and Research Institute (VMCHRI). The participating women had a fun time as they were made to navigate through nine pit-stops on the vast campus to get their clues with an activity waiting for them at each one of them.

Later, a bike rally from Gandhi Museum to Fortune Pandiyam Hotel was flagged off by B. Kalpana, Director of Guru Hospitals, in which around 50 women participated. Meanwhile, a large number of women had gathered at the hotel for the events that followed in the day.

Before the celebrations came to a brief halt for

lunch, the participants took part in a treasure-hunt organised at the hotel. They also participated in a free medical check up and blood donation camp. They were shaken up post-lunch by the electrifying Parai performance by the Dindigul-based all-women Sakhi Porparai Group. The group kept the participants on their toes, literally, as they started dancing to the rhythms.

Soon after the performance came to an end, a laughter-riot began with the performance of stand-up comedienne A. Sasikala.

As the fun-filled sessions came to an end, a sober panel discussion on women empowerment followed with participation from J. Charukesi, Postmaster General, Southern Region, Rajkumari Jeeva-

gan, Chairperson of Women Entrepreneurs (WE), Helen Christina of Sri Meenakshi Government College for Women, Chitra Ganapathy, Managing Director of Kadambavanam, Hema Sathish, Managing Director of Devadoss Multispecialty Hospital, and S. Selva Geetha, radio jockey.

The session, moderated by Soma Basu, Deputy Editor, *The Hindu Metroplus*, explored the life experiences of woman leaders and what made them reach the heights they were in today. The discussion revolved around what women themselves could do to make them empowered.

The day-long World of Women event was sponsored by VMCHRI and powered by Sri Jayaprabha Jewellers. Canara Bank, Twin Birds, Sprinkle Salt and VVD Oil were the associate sponsors. Gift sponsors were SVS Kadala Maavu, Sundar Tyres, Roshan Bags, VLCC and Naturals. Fortune Pandiyam Hotel was the hospitality partner and the radio partner was Hello FM, with Sagar TV as channel partner. The TV branding partner was Ad Inn Advertising Agency and the event was organised by Rise Advertising.



Kalpana, Director of Guru Hospitals, flagging off a bike rally in Madurai on Saturday.



A free medical camp was organised as part of the World of Women event. -PHOTOS © MOONIR



Be assertive without being aggressive to win over your colleagues

J. Charukesi, Postmaster General, Southern Region



Family need not be compromised for being successful. Economic factors do not matter. Determination is needed to become a woman entrepreneur.

Rajkumari Jeeva, Entrepreneur and Chairperson of Women Entrepreneurs



Despite being brought up in a small village, self-confidence, patience and ambition are the qualities that helped me reach this stage

S. Selva Geetha, RJ



Greatest gift were my parents who never discriminated me for being a girl child. Never cease to learn. It is true that knowledge is power

Hema Sathish, Managing Director, Devadoss Multispecialty Hospital



Women should have the freedom to choose. Empowerment will not be served on a platter. We should take it ourselves

Chitra Ganapathy, Managing Director of Kadambavanam



Culturally-rooted feminism and empowerment without compromising on ethics are needed

Helen Christina, Sri Meenakshi Government College for Women



B. Kalpana, Director of Guru Hospitals, flagging off a bike rally in Madurai on Saturday.— Photo: G. Moorthy

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