



# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WiE STUDENT BRANCH

#### Report on

#### “Why Women need better Designs ?”

**Topic:** Discussion on the important role’s women play in the society and how designs of product should be more women friendly.

**Date:** 16<sup>th</sup> March, 2023.

**Time:** 9:30 am to 1:30 pm.

**Venue:** Don Bosco Institute of Technology, Kurla, Mumbai 400070.

**Speaker:** Dr. Prasanna Nambiar (Principal of DBIT).

**Participants:** 20 IEEE members and 32 non-IEEE members.

**Objective:** Designing better solutions for women lacking in society.

1. Awareness of existing products that are women unfriendly.
2. Identification of specific needs of women in a product.
3. Expression of needs of women for making women centric products
4. Recreation of products.

#### **Description:**

- IEEE-DBIT WIE Student Chapter organized a workshop of “*Why Women need better Designs?*” for the entirety of DBIT as well as other colleges on 16<sup>th</sup> March 2023.
- The workshop commenced on 16<sup>th</sup> March at 9:30 am by Dr. Prasanna Nambiar.
- Dr. Prasanna Nambiar introduced the topic to the students with a simple question as to how a collar mic can be used by a women dressed in traditional clothing and can anyone suggest a better design other than a collar mic.
- Dr. Prasanna Nambiar explained the participants how most of the products being developed

# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WiE STUDENT BRANCH

in the society are made keeping men in mind.

- Examples Such as an Air Bag, Seatbelt, Local trains which do have compartments dedicated to women but no special services present.
- A brainstorming exercise was conducted by Dr. Prasanna Nambiar on what women love to do?
- Participants enthusiastically answered with different opinions such as going out with their friends, gossiping, shopping etc.
- Another brainstorming exercise was provided by Dr. Prasanna Nambiar on what women are permitted to do? As this question was presented students provided varying and exceptional answers.
- Another brainstorming exercise on question was conducted which asked the students as to what women can't do? Many answers were provided such as not being able to have night out's, being on a time schedule, being constrained on when and where to go etc.
- Dr. Prasanna Nambiar pointed how men and women are similar yet they have different needs all together. Ma'am also pointed to the fact that products designed for men do not fulfill the need of women.
- 4 Cases were introduced by Dr. Prasanna Nambiar
- Case 1: How are Products designed for women which mostly include gender stereotyping, shrink syndrome, associating girls with the color pink called as Pink Syndrome and all products designed for women are generally priced higher than products designed for men.
- Case 2: Women are value customer yet their designs are mostly ignored as men occupy the consumers market and any business firm cannot reap profits from a product designed only for a specific population and not for the general population.
- Case 3: Women are major customers and even if their needs are met it doesn't necessarily guarantee that their needs are fulfilled.
- Case 4: Holistic products are the only products which provide fulfilment to women's needs such as Mandeshi Bank- A bank specifically designed for women and catering every need of the women population without complicating any process.

# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WiE STUDENT BRANCH

- A break was provided at 10:45 am where drinks and cookies were provided after which the session continued from 11:00 am.
- Dr. Prasanna Nambiar assigned the design topic as “Solo Women’s Adventure” where students had to design a website with all the necessary information and easy to access tools specifically designed keeping women in mind.
- The session ended at 12:30 pm after a thorough judging session and winners were announced during the valedictory session.

#### **Summary of session analysis:**

From the analysis we can determine, that the majority of the attendees were students. Most of the participants have responded that the session was relevant and well organized. The questions asked during the workshop were answered in appropriate and satisfactory manner. The attendees agree that the overall session was valuable and informative. As reflected by the feedback. Significant number of people are interested in participating in future workshops.

#### **Picture from the session:**



**Commencement of the session by Dr. Prasanna Nambiar**

# **DON BOSCO INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION**

**IEEE-DBIT WiE STUDENT BRANCH**



**Faculty Members actively participating in the workshop**

**DON BOSCO INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION**  
**IEEE-DBIT WiE STUDENT BRANCH**



**Dr. Prasanna Nambiar introducing the students with the different aspects that go into designing products specifically for Women**



# DON BOSCO INSTITUTE OF TECHNOLOGY

DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

IEEE-DBIT WiE STUDENT BRANCH



**Students being engaged with different questions and coming with their own solution**



**Students being engaged with different questions and coming with their own solution**

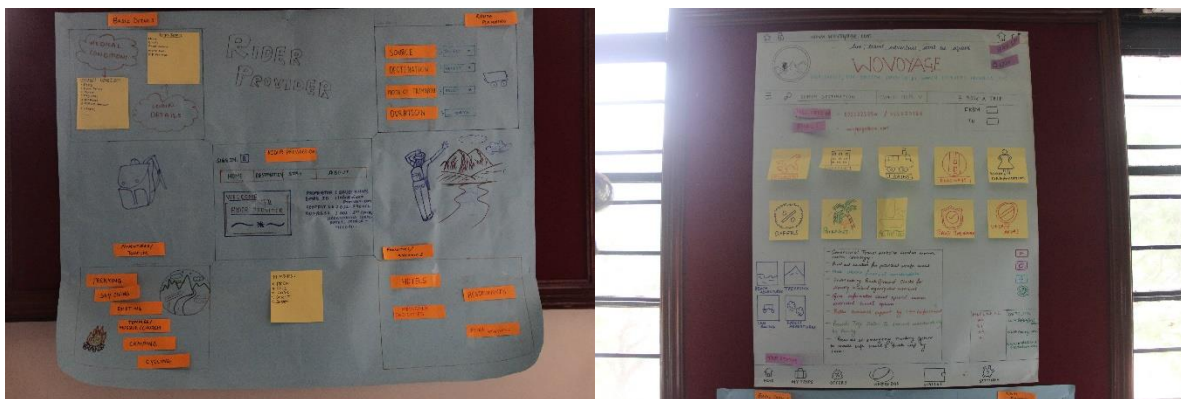
# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WIE STUDENT BRANCH



**Students preparing their own website design for the workshop**



# DON BOSCO INSTITUTE OF TECHNOLOGY

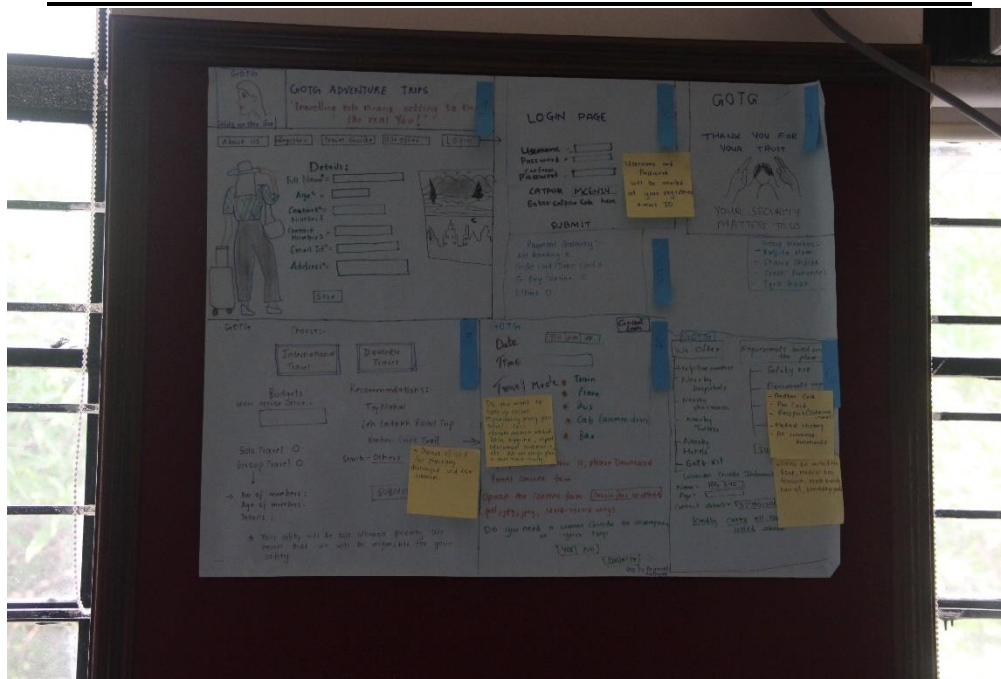
## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WIE STUDENT BRANCH





## IEEE-DBIT WiE STUDENT BRANCH



### Collection of Posters submitted by the participants

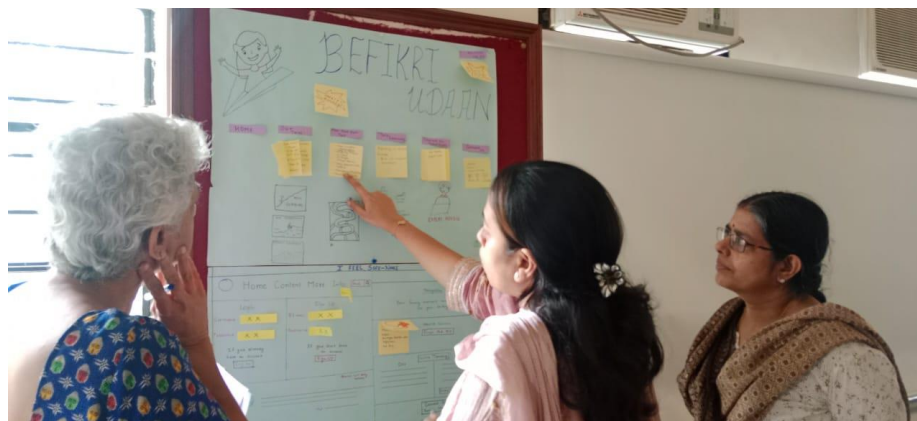
# DON BOSCO INSTITUTE OF TECHNOLOGY

DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

IEEE-DBIT WIE STUDENT BRANCH



**Judging Session conducted by Dr. Prasanna Nambiar**



**Judging Session conducted by Dr. Prasanna Nambiar**

# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WIE STUDENT BRANCH



First Prize Winners Team Amigos with Dr. Prasanna Nambiar from left Ms. Nabeela Ansari, Ms. Rucha Tatkare, Ms. Shreya Chakraborty, Mr. Aditya Shetty and Mr. Shaun Rodrigues

First Prize money Rs. 2500/-

The second prize winners were Team Udaan from left Mr. Shafik Shaikh, Mr. Girish Sangare, Mr. Mustansir Chittalwala, Ms. Aveesah Siddiqui (missing in the picture)

Second Prize Money Rs.1500/-



**Winners for the best website design for “Women’s Solo Adventure”**



# **DON BOSCO INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION**

**IEEE-DBIT WiE STUDENT BRANCH**





# DON BOSCO INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF ELECTRONICS AND TELECOMMUNICATION

### IEEE-DBIT WiE STUDENT BRANCH

Third Prize winners Team Girl on the Go from left Ms. Shaizy Shaikh, Ms. Cresel Fernandes, Ms. Kalpita and Ms. Iqra Shaikh

Third Prize Money Rs.1000/-



**Commemorative Picture of Dr. Prasanna Nambiar with the participants of the session**

**Report Prepared by: Mr. Aditya Jadhav**

Reporting Head, IEEE-DBIT Student Branch.

**Report Approved by: Freda Carvalho**

IEEE DBIT SB Counselor