
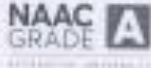


CIRCULAR

**ARKA JAIN**
University
Jharkhand



SCHOOL OF COMMERCE & MANAGEMENT

Department of Management
NOTICE

Ref No: AJU/SCoM/DoM/2026/065 **Date:** 23.03.2026


Department of Management, BBA is organizing a session on "Gender Stereotypes" in association with the HR Club – HIVE for the students of semester II (2025-29).

The details of the session are as follows:

- **Venue:** Block F, Room No. 602
- **Time:** 10:30 AM onwards
- **Date:** 25th March 2026
- **Resource Person:** Dr. Vijaya

All students are encouraged to attend the session and actively participate.

Event Coordinators: Dr. Rashmi Kumari, Ms. Rishika Modi & Mr. Barun Kumar Jha

 **Dr. Pompi Das Sengupta**
Asst. Dean (UG)
School of Commerce & Management

Copy for the information:

1. PS to the Vice-Chancellor
2. PS to the Director
3. PS to the Registrar
4. Controller of Examinations
5. In charge Web services for Website Updation
6. Notice Board
7. Guard File

Page 1 of 1

GENDER STEREOTYPES

Date of Event	25.03.2026
Name of the Event	Gender Stereotypes
Type of the Event	Awareness Activity
Conducted by	School of Commerce & Management in association with Hive - HR Club
Faculty Coordinator	Dr. Rashmi Kumari, Mr. Barun Kumar Jha, Ms. Rishika Modi
No. Of Participants	34

OBJECTIVE:

The objective of examining gender stereotypes in association with “hive” is to analyze how traditional gender roles and biases are reinforced, challenged, or reshaped within a collective system or environment (such as a hive symbolizing organized social structures). It aims to understand how individuals internalize societal expectations regarding gender, how these expectations influence behavior, participation, and decision-making, and how a more inclusive and equitable framework can be developed within group dynamics.








DETAILS:

In the context of a “hive,” which represents a structured and cooperative system (often inspired by the functioning of a bee colony), gender stereotypes can be reflected in the division of roles, responsibilities, and perceived capabilities of individuals. Traditionally, certain roles may be associated with masculinity (leadership, decision-making) while others are linked to femininity (supportive or nurturing roles). These preconceived notions can limit individual potential, discourage participation, and create unequal opportunities within the group. However, modern perspectives emphasize breaking these stereotypes by promoting equal participation, recognizing diverse skills irrespective of gender, and encouraging collaborative decision-making. The hive model, when viewed critically, can serve as both a metaphor for existing inequalities and a framework for promoting inclusivity and balanced contribution.

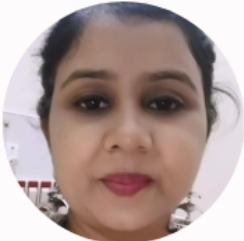

TAKEAWAY (OUTCOMES):

Students gain a deeper understanding of how gender stereotypes operate subtly within group settings and influence perceptions and behavior. They learn the importance of questioning traditional norms and recognizing the value of equality and inclusivity in collaborative environments. The concept encourages students to adopt a more open-minded approach, appreciate diverse perspectives, and contribute without bias. Ultimately, it fosters critical thinking, social awareness, and a commitment to creating equitable systems where roles are assigned based on ability and interest rather than gender-based assumptions.

POSTER OF THE EVENT



**DEPARTMENT OF MANAGEMENT
ORGANISES
A SESSION ON
GENDER STEREOTYPES
IN ASSOCIATION WITH HIVE
(For the students of Management)**




**Resource Person
Dr Vijyata**

**Convener:
Dr. Pompi Das Sengupta**

**EVENT COORDINATORS:
DR. RASHMI KUMARI
PROF. RISHIKA MODI
PROF. BARUN KR JHA**

**VENUE: F BLOCK
ROOM NO: 602
TIME: 10:30 AM
Date: 25 03 2026**



PHOTOS OF THE EVENT



Fig.1: Resource person addressing to students



Figure 2: HOD- SCOM addressing the students



Fig 3- Faculty Group

LIST OF PARTICIPANTS

JGI		ARKA JAIN University Jharkhand		NAAC GRADE A
Department of Management				
Event Name: Gender Stereotype				DATE: 05/03/24
Sl. NO.	NAME	ENROLLMENT NO.	Course	Signature
1	Rupinder Kaur	AJU/251513	BBA (DM)	Rupinder Kaur
2	Mugdha Jha	AJU/251633	BBA (DM)	Mugdha Jha
3	Ashita Das	AJU/251016	BBA (DM)	Ashita Das
4	Soukhy Singhal	AJU/251308	BBA (DM)	Soukhy Singhal
5	Anisha Jais	AJU/252126	BBA (DM)	Anisha Jais
6	Roshita	AJU/252063	BBA (DM)	Roshita
7	Pudponjali Kumari	AJU/251554	BBA (DM)	Pudponjali Kumari
8	Papriya Dasgupta	AJU/251290	BBA (DM)	Papriya Dasgupta
9	Debaswini Samanta	AJU/251350	BBA (DM)	Debaswini Samanta
10	Aarushi	AJU/251535	BBA (DM)	Aarushi
11	Abhay Singh	AJU/251317	BBA (DM)	Abhay Singh
12	Rajesh Kumar	AJU/251732	BBA (DM)	Rajesh Kumar
13				
14	R. Tanushree	AJU/251281	BBA (DM)	R. Tanushree
15	Srisika Kumari	AJU/251250	BBA (DM)	Srisika Kumari
16	Amya Kumar Jha	AJU/251990	BBA (DM)	Amya Kumar Jha
17	Ananya Das	AJU/251294	BBA (DM)	Ananya Das
18	Vicky Datta	AJU/251824	BBA (DM)	Vicky Datta
19	Vedant Sultania	AJU/252013	BBA (DM)	Vedant Sultania
20	Siddhant Chandra	AJU/252307	BBA (DM)	Siddhant Chandra
21	Swastika Samanta	AJU/	BBA (DM)	Swastika Samanta
22	Jyoti Singh	AJU/251175	BBA (DM)	Jyoti Singh
23	ANISHA PRATYAM	AJU/251276	BBA (DM)	ANISHA PRATYAM
24	SHARAD SINGH	AJU/251196	BBA (DM)	SHARAD SINGH
25	Jyotirmay Singh	AJU/251667	BBA (DM)	Jyotirmay Singh
26	Rishabh Mandal	AJU/252351	BBA (DM)	Rishabh Mandal
27	Anushka Kumari	AJU/252556	BBA (DM)	Anushka Kumari
28	Kamal Thakur	AJU/251691	BBA (DM)	Kamal Thakur
29	Anuska	AJU/251783	BBA (DM)	Anuska
30	Manisha	AJU/251912	BBA (DM)	Manisha
31	Anisha Kumari	AJU/251833	BBA (DM)	Anisha Kumari
32	Manisha Mandal	AJU/251882	BBA (DM)	Manisha Mandal
33	Yash Nathoo	AJU/251883	BBA (DM)	Yash Nathoo
34	Sudyan S.	AJU/251885	BBA (DM)	Sudyan S.

Dr. Ashish

Rishabh

Dr. Anurag

Assistant Director
 School of Commerce
 Arka Jais University, Jharkhand