



Competition: Poster-Making Contest

At the end of the session, participants will be divided into teams to create posters showcasing their ideas. The best posters will be recognized and awarded.

Theme: "From Campus to Community: How Students Can Support Elder Care"

Prizes:

- 1 First Prize – ₹2,000
- 2 Second Prize – ₹1,500
- 3 Third Prize – ₹1,000

- All winners will receive cash prizes and certificates.
- Certificates of participation will be given to all teams.
- Poster-making materials will be provided by the organisers.

Chief Patrons

Dr. R. Nandini, Chairperson

Patrons

Dr. N. Yesodha Devi, Secretary

Dr. P.B. Harathi, Principal

Convenors

Dr. G. Kavitha - HoD, Department of Commerce

Dr. B. Thulasi Priya - Assistant Professor, Department of Commerce

Dr. M. Raja Rajeswari - Assistant Professor, Department of Commerce

DEPARTMENT OF COMMERCE

in collaboration with

NATIONAL INSTITUTE OF SOCIAL DEFENSE (NISD)

Ministry of Social Justice and Empowerment

Government of India

Organises

**Five - One-Day Awareness / Sensitization Programme
on
Intergenerational Bonding in Colleges**

**Bridging Generations:
Student Engagement for Elderly Care & Inclusion**



Date

1-5 December, 2025

Venue

Conference Hall





ABOUT THE COLLEGE

PSGR Krishnammal College for Women (KCW) was established in 1963 under the auspices of the GRG Trust. With the motto "Empowering Women through Education", KCW has established itself as a leader in women's education over the past six decades. The college is an autonomous institution affiliated to Bharathiar University, Coimbatore.

It is ranked #9 among colleges in India (NIRF 2025) by the Ministry of Education, Government of India, and accredited by the National Assessment and Accreditation Council (NAAC) with an A++ grade (score of 3.71 out of 4). KCW is also recognized as a 'College of Excellence' by the University Grants Commission (UGC).

With a vibrant community of 8,500+ students and 450+ faculty members, KCW offers 39 Undergraduate, 19 Postgraduate, and 15 Doctoral programmes across disciplines in arts, humanities, sciences, commerce, business, management, and vocational studies.

ABOUT THE DEPARTMENT

KCW was the first college in Tamil Nadu to offer the B.Com. Degree exclusively for women in 1970. The Department of Commerce has consistently evolved in its academic standards to meet the dynamic needs of industry and to encourage entrepreneurship as a viable career option.

In addition to its strong academic focus, the department emphasizes holistic learning through experiential activities, research, and community engagement. Recognizing the need to bridge the intergenerational gap in today's rapidly changing social landscape, the Department of Commerce has collaborated with the National Institute of Social Defense (NISD), Ministry of Social Justice and Empowerment, Government of India, to organize this one-day sensitization programme on Intergenerational Bonding in Colleges.

ABOUT THE PROGRAMME

India aspires to become a trillion-dollar economy by 2030, powered by its demographic dividend, with nearly 60% of its population between 15–35 years of age and over 80% of those aged 18–25 entering the workforce. However, sustainable economic growth cannot be achieved without recognizing the contributions, knowledge, and wisdom of senior citizens who possess invaluable expertise, traditions, and cultural insight.

This programme seeks to bridge the gap between youth and elders, fostering mutual understanding and respect. It aims to prepare students to become ambassadors of empathy, inclusion, and social responsibility, capable of valuing and learning from the experiences of the older generation.

Through interactive sessions, storytelling, discussions, and creative competitions, students will gain a deeper understanding of ageing and the significance of intergenerational relationships. The initiative balances objective learning with experiential engagement, enabling students to apply their knowledge and skills in meaningful, real-world contexts.

AIMS & OBJECTIVES

- Introduce students to the concept and value of intergenerational relationships
- Encourage active student involvement in senior welfare initiatives
- Challenge stereotypes and reshape perceptions about ageing
- Promote shared learning through interactions with older generation
- Develop sensitivity toward the emotional, psychological, and social needs of the elderly



Programme Schedule

Session No.	Time	Topic	Resource Person
	10:00 am – 10:15 am	Inaugural Session & Orientation	Dr. P.B. Harathi Principal, PSGRKCW
1	10:15 am – 11:15 am	Understanding Ageing: Physical, Emotional & Social Perspectives	Dr. V. Suresh Former Professor and Head Department of Psychology Former Director Centre for Yoga Studies Annamalai University
2	11:30 am – 12:30 pm	Elderly Rights, Needs & Care Systems in India	Mr. G. Senthamil Arasu Advocate Co-Founder S&S Law Associates Coimbatore
3	01:30 pm – 02:30 pm	Digital Buddy: Students Empowering Seniors Go Digital	Mr. Dinesh Paranthagan Founder and CEO Hackup Technology Pvt. Ltd. Coimbatore
4	02:45 pm – 04:00 pm	Poster Making Competition: From Campus to Community: How Students Can Support Elder Care	Moderated by: Department of Social Work & Psychology, PSGRKCW
	04:00 pm – 04:30 pm	Feedback, Pledges & Certificate Distribution	Coordinators, PSGRKCW

11:15 am – 11:30 am



02:30 pm – 02:45 pm



12:30 pm – 01:30 pm