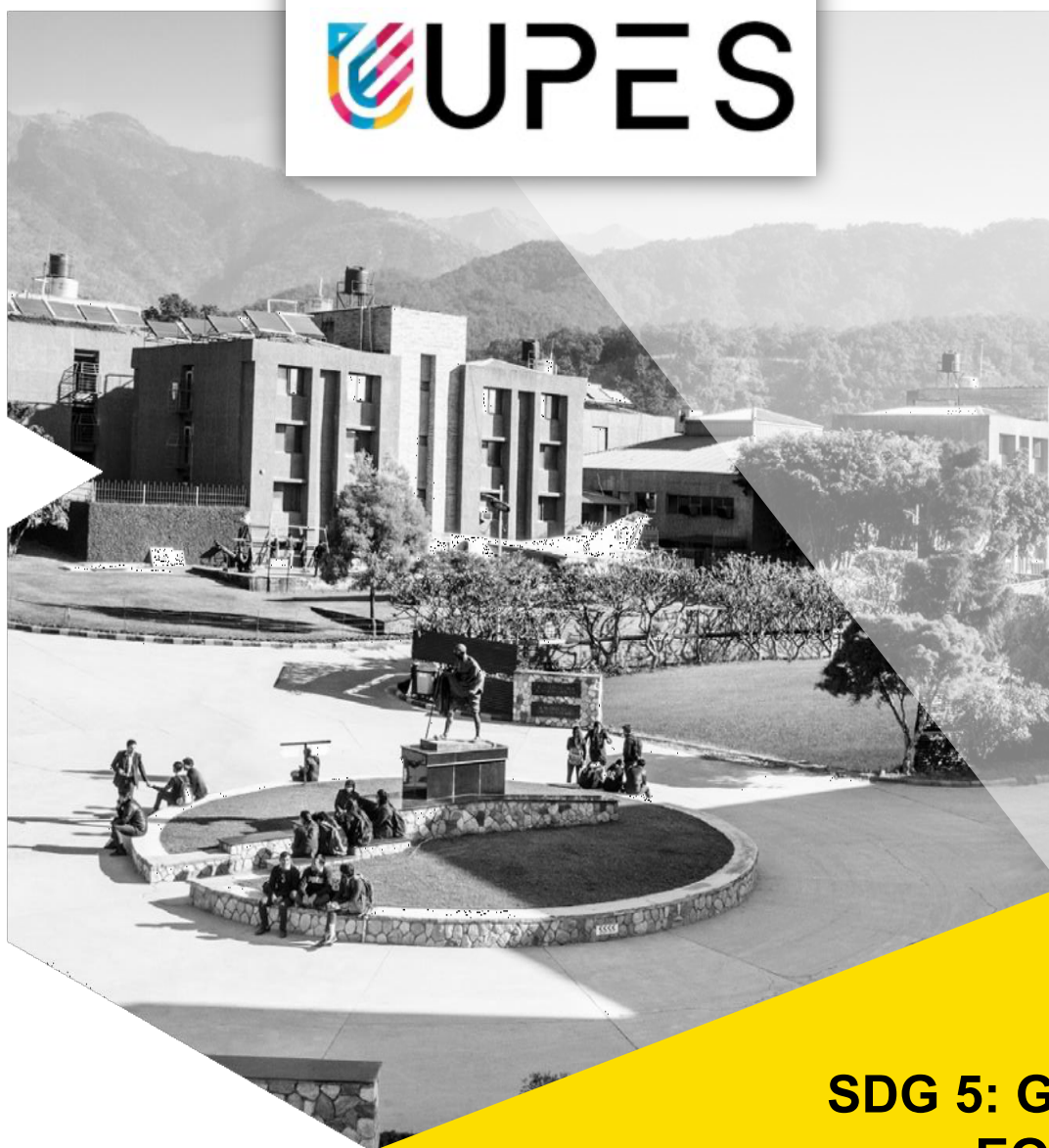




# SUSTAINABLE DEVELOPMENT GOALS



**SDG 5: GENDER  
EQUALITY**

**2025**

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### 5.3.4 Does your university as a body encourage applications by women in subjects where they are underrepresented?

#### “Does the university encourage applications by women in subjects where they are under-represented?”

In the last 3–4 years UPES has (a) run **direct university outreach** that targets girls for **STEM/engineering/computing** pathways, and (b) **collaborated with government bodies, universities and NGOs** in regional/national campaigns that explicitly encourage women to pursue these under-represented disciplines. The actions below are all visible on official UPES web properties and/or official social channels, as requested.

#### 1. University-led outreach that encourages women into under-represented fields

##### A. “NextGen Women in STEM – Inspiring the Future” (high-school outreach on campus).

UPES hosted a large, school-facing **Women in STEM** workshop aimed at **getting schoolgirls to explore AI, computing, and broader STEM careers**. The university’s official Instagram announced the event (“Women in Next-Gen STEM: Inspiring the Future”), framed around women’s contributions to AI and STEM and the opportunities ahead. This is a direct pipeline outreach to female applicants for **STEM and computing**, areas with persistent gender gaps [1].

##### B. Women-focused computing communities visible to applicants.

UPES publicly lists **ACM-W (Association for Computing Machinery – Women)** as an official student chapter. ACM-W runs women-centric technical events and role-modeling that are showcased to prospective students during admissions seasons and Open Days; this normalizes women’s presence in **computer science** and helps convert interest to applications [2].

##### C. Shakti initiative (always-on, university-branded encouragement to apply)

UPES operates **Shakti**, the university’s flagship women-empowerment initiative, which is explicitly positioned to **facilitate higher education for women** (UG & PG) across programs—including engineering, computer science, and energy—via university messaging and dedicated microsite. The microsite is promoted from official handles and admissions pages, so prospective women applicants encounter it throughout the decision journey [3].

## 2. Collaboration with other universities / community groups / government / NGOs

### A. British High Commission, University of Oxford & Chevening alumni – joint STEM campaign at UPES (2025).

UPES co-hosted “NextGen Women in STEM – Building Tomorrow’s Leaders” in collaboration with the British High Commission (Govt. of UK), the University of Oxford and Chevening alumni, specifically to inspire female high-school students to choose STEM. This is a multi-stakeholder campaign with clear regional reach and a stated objective of building a more inclusive STEM pipeline [4].

### B. NGO collaboration that converts girls to higher-education entrants

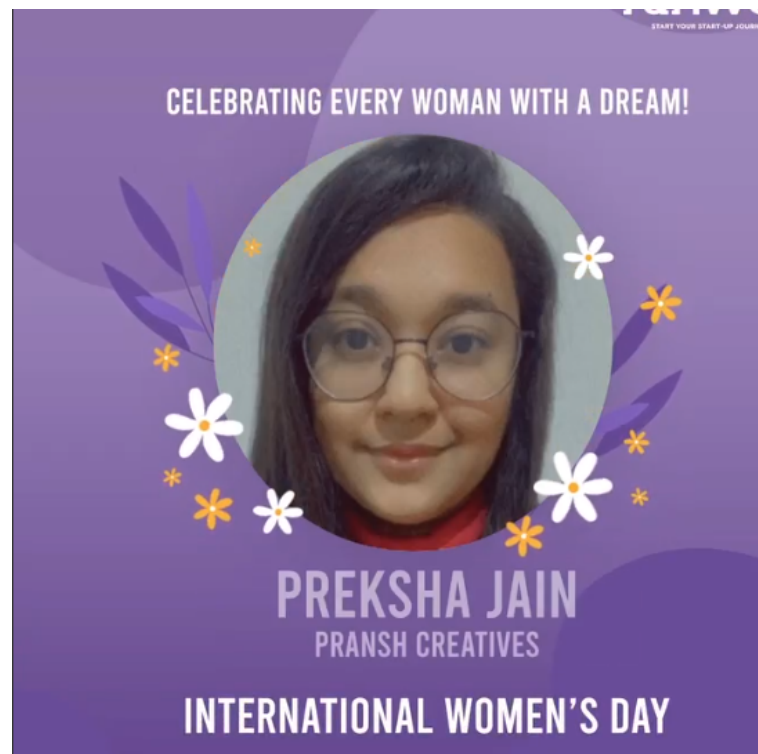
UPES’ Equality, Diversity & Inclusion (EDI) Policy documents formal work with Purkal Youth Development Society (PYDS), including 100% scholarships for female PYDS students entering UPES. This is a direct NGO-to-university application-to-entry pathway for girls into degree programs, including STEM [5].

### C. Women-in-leadership campaigns with sector partners



UPES has co-hosted women-focused leadership events such as “**Shakti: Be the Champion for Accelerating Action**” with **WILL Education**—content that publicly signals institutional commitment to women’s progression into professional and technical leadership tracks [6].

#### D. University × University collaboration spotlighting women innovators



The **UPES × Pearl Academy “Runway” incubator** has run editions explicitly celebrating women’s ideas and founders, strengthening the **design/tech-entrepreneurship** pipeline for women and giving visible role models to applicants [7].

### 3. Financial-aid mechanics that lower the barrier to entry for women (and are advertised where applicants look)

#### A. Scholarships page (Admissions)

UPES publishes **girls’ merit scholarships** with clear slabs (e.g., **30% for ≥95%**, **25% for 90.01–94.99%**, etc., for UG), giving high-achieving female candidates tangible entry incentives into programs where women are under-represented (engineering, computing, energy, etc.). The table is live on the **Admissions** section and is repeatedly linked in recruitment collateral [8].

#### *Purpose / Social-impact page*

UPES highlights **Project Shakti** as an institutional route to support **meritorious girl students**, reinforcing the university’s standing offer to female aspirants across disciplines [9].

## Shakti microsite



A dedicated **UPES Shakti** presence communicates the scholarship and empowerment narrative in one place—important for conversion from interest to application [3].

### 4. What changed in the last 3–4 years (2022–2025)

- **2025:** UPES hosted the **NextGen Women in STEM** collaboration with **British High Commission, University of Oxford, and Chevening alumni**, explicitly designed to **inspire female school students** to choose STEM—showing a step-up in scale and partner credibility [4].
- **2023–2025:** **Girls’ merit scholarship slabs** continue to be prominently listed on the **Admissions** website, sustaining a clear, visible incentive for women to **apply and enroll** in UPES programs, including highly male-skewed fields [8].
- **Ongoing:** The **ACM-W** chapter remains an official, public-facing community at UPES, signaling to prospects that **women belong in computing** at UPES [2].
- **Ongoing:** The **Shakti** brand (microsite + posts) keeps the encouragement evergreen and centralized for applicants and their families [3].

### 5. How this meets the THE Impact Ranking criterion

#### Through university outreach

- **UPES-run, women-targeted school outreach** (NextGen Women in STEM) **on campus** that showcases AI/tech/STEM pathways and role models to girls—directly encouraging applications into under-represented subjects [1].



Through collaborations in regional/national campaigns:

- **Government & university partners** (British High Commission, Oxford, Chevening alumni) co-delivering a **Women in STEM** campaign hosted by UPES that reaches **hundreds of schoolgirls** and spotlights pathways into engineering and computing degrees [4].
- **NGO pathway** (PYDS) with **100% scholarships** for female entrants—converting aspiration to admission [5].

## 6. Evidence matrix (quick reference)

Mechanism	What it does for under-represented subjects	Where it's evidenced
NextGen Women in STEM (2025)	On-campus schoolgirls' STEM inspiration & guidance (AI/CS/engineering)	UPES Instagram announcement; external coverage naming British High Commission, University of Oxford, Chevening alumni [1] [4].
ACM-W @ UPES	Women-focused computing community visible to prospects; events/mentoring that normalize women in CS	Official UPES Student Engagement page [2].
Shakti (UPES)	Always-on university messaging & scholarship vehicle encouraging girls' UG/PG applications across STEM/engineering	Shakti microsite; UPES Purpose page [3] [9].
Girls' merit scholarships (Admissions)	Clear fee-relief slabs prompting high-achieving girls to apply to competitive programs (engineering, CS, etc.)	Admissions → Scholarships (2025–26) [8].
PYDS x UPES	100% scholarship route for female NGO scholars into UPES—turns outreach into entries, incl. STEM	UPES EDI Policy (official) [5].
WILL Education x UPES – Shakti leadership drive	Women-in-leadership messaging and networks that support persistence in male-dominated sectors	Official UPES social post [7].
Runway incubator (UPES x Pearl Academy)	Visibility and platforms for women innovators, nudging women toward design/tech entrepreneurship	Official UPES social post [7].

Below are **verifiable events and lectures (2022–2025)** from UPES official web properties and official partner/social handles that you can **cite directly** to strengthen the report.

## A. Direct university outreach that encourages girls into STEM/engineering

### 1) *NextGen Women in STEM – Building Tomorrow’s Leaders (on-campus schools outreach) — 19 February 2025*

- **What:** UPES hosted a large schools-facing Women-in-STEM program highlighting pathways in **AI, computing, engineering**; delivered with high-credibility partners.
- **Who it reached:** High-school girls from multiple schools; partner accounts report **>750 students** engaged across this Chevening Women-in-STEM roadshow at UPES Dehradun and XLRI Jhajjar.
- **Links:**
  - UPES official post: “UPES recently hosted ‘NextGen Women in STEM – Building Tomorrow’s Leaders’...” (LinkedIn) [10].
  - British High Commission in India (X/Twitter) confirming the roadshow scale and UPES venue [11].
  - Local press coverage confirming the event partners and purpose (Pioneer Edge) [4].
  - Additional coverage (Early Times) [12].
  - School confirmations of attendance: Vantage Hall Girls’ School (IG) and GEIS (school news) [13] [14].

### 2) *Women in Next-Gen STEM: Inspiring the Future (campus talk series / workshop) — 2025*

- **What:** Inspiring talks by women in **STEM & AI** sharing journeys and practical guidance; positioned to motivate **prospective female applicants**.
- **Link:** UPES Instagram post announcing the session [1].

## B. Collaboration-led campaigns that build the pipeline

### 1) *Chevening × British High Commission × University of Oxford × UPES — Women-in-STEM roadshow (2025)*

- **What:** Multi-stakeholder campaign co-hosted at UPES to inspire girls toward STEM degrees; includes **talks, role-models and pathways**.
- **Links:** UK in India (X/Twitter) on audience scale; British High Commission (LinkedIn) post naming **UPES** as host; UPES LinkedIn post [11] [15].
- **Corroboration:** British High Commission/UK diplomat Emma Hennessey and a panelist’s posts from the UPES event day [16].

### 2) *UPES × WILL Education — “Shakti: Be the Champion for Accelerating Action” (Women-in-Leadership Conclave) — 5 March 2025*

- **What:** High-visibility conclave co-branded by **UPES** that advances women’s leadership pipelines (visibility and confidence matter for **entry/retention** in male-skewed fields).
- **Links:** UPES Instagram announcement (dated **5 Mar 2025**); WILL Education’s event page (*Shakti Conclave 2025*); UPES/WILL reels and updates [6] [17].
- **UPES faculty role-model clip:** Prof. **Neelu Jyothi Ahuja** featured by WILL Education as a Shakti leader—useful for **role-model visibility** to prospective applicants [18].



3) *UPES × Aavishkaar (NGO) — “Math Matters” (community program for women educators)*

- **What:** Program to **empower women** via stronger mathematics pedagogy and student-centric practices—helps shrink upstream barriers that limit girls’ progression into **STEM**.
- **Link:** UPES news post [19].

C. *Student-run, officially recognized outreach (visible to applicants via official channels)*

*Per THE guidance, student-run schemes promoted on official university channels count as university activity. The following are visible on UPES official or partner handles and support the “encouragement to apply” narrative in under-represented fields.*

1) *IEEE Women in Engineering (WIE) – UPES Student Branch (workshops and collaborations)*

- **What:** WIE-branded technical workshops and peer mentoring that normalize women’s presence in **engineering/computing** for prospects visiting UPES channels.
- **Links:**
  - IEEE WIE UPES official handle (membership & activity) [20].
  - Example workshop collaboration post referencing **IEEE WIE UPES** (“ROBO XPLORE” workshop) [21].

2) *International Women in Engineering Day (INWED) activations – UPES SPE Student Chapter*

- **What:** Annual INWED posts and activities that spotlight women engineers in **energy & petroleum** (traditionally male-skewed), visible to prospects and parents.
- **Link:** Sample 2024–2025 INWED posts from UPES SPE SC [22].

D. *Always-on university messaging that invites women to apply*

1) *UPES Shakti (scholarship + empowerment initiative; admissions-facing)*

- **What:** University-branded, **always-on** invitation and support for girl students (UG/PG) across programs, promoted from official pages—keeps the “women belong here” message front-and-center during application season.
- **Link:** Shakti microsite (official) [3].

2) *Women’s Day 2024 – Public rally & communications*

- **What:** University-led public event and social push around **Women’s Day**, reinforcing the institution-wide commitment seen by prospective applicants and families.
- **Link:** Official UPES “Purpose” page highlighting the Women’s Day bike rally [9].

## Conclusion

Across direct university outreach (e.g., NextGen Women in STEM on campus) and multi-partner campaigns (British High Commission, Oxford, Chevening; PYDS NGO pipeline), plus high-visibility girls' scholarships, UPES demonstrably encourages women to apply—specifically into STEM/computing/engineering tracks where women are under-represented.

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