



Co-funded by the  
Erasmus+ Programme  
of the European Union



## A REPORT

On

## Project RAINBOW

**Realizing Aspirations, Interests and Brilliance of young Women (RAINBOW)**

**By Prof. Himanshi Tiwari**

BIMTECH envisioned a multi country project involving three Institutes of high repute from EU ; **FH Joanneum Austria, University of Jyvaskyla Finland and INCOMA Spain along with two well established Indian Universities; NIRMA University Gujarat and SPSU Udaipur** with a focus to identify specific issues pertaining to educated women in the way of their career. Out of total 874 proposals submitted to European Union in the year 2018 within category Key Action Area 2: Capacity Building in the field of Higher Education, Project RAINBOW is one of the 147, selected projects, which makes it a success rate of 16.82%. This is an ambitious project of the Institute focused toward real-time stockholding and making an effort to contribute towards the cause of gender mainstreaming through action research approach.

The project started in November 2018 and two Indian Partners attended **Erasmus+ Capacity Building in Higher Education- (CBHE) Cluster and Bilateral Meeting at Manipal Academy of Higher Education, Manipal**, jointly organised by Audio-Visual, Culture Executive Agency (EACEA) EU and Department of European Studies, Advanced Research Centre, Manipal Academy of Higher Education Manipal from Dec 7 -8, 2018.

It was followed by **an onsite Kick off meeting hosted by F H Joanneum, at Graz Austria from Jan. 23-25 2019**. During the meeting team RAINBOW visited various Centres working in the area of gender mainstreaming in Graz. It included a visit to Equal Treatment Advocacy, Regional Office Styria, Graz University of Technology- Office of the Working Group for Equal Treatment Issues and ZAM (Centre for Educational Management) dedicated towards Adult Education with focus on Woman.

As part of Situation Analysis each RAINBOW partner organized a **Focus Group Discussion (FGD)** of experts who have a rich experience in the field of women careers and women entrepreneurship. **On April 12, 2019, BIMTECH's FGD** hosted 8 experts from diverse backgrounds and heterogeneous fields of experience. This enabled a multi-dimensional

opinions and experiences sharing on the issues and challenges that lead to lesser women participating in the workforce than men with similar educational qualifications. **With detailed Situation analysis involving more than 50 subject matter experts** and by involving survey method for data collection from female students enrolled in Universities/ HEIs and female alumni of Indian Partners, project is gradually moving towards the completion of its first work package (WP1) of situation analysis.

**II Project meeting** was held at University of Jyväskylä, School of Business and Economics JSBE , Finland from May 27 -29, 2019. Dean Hanna-Leena Pesonen welcomed all partners and conveyed her best wishes for the success and impactful presence of the project both in European countries and in India. It was followed by **a Roundtable Discussion on the topic, “Career counselling to tackle women’s challenges in Career”**. Suvi Heikkinen and Anna-Maija Lämsä highlighted some practical arrangements for the meeting. Dr. Johanna Rantanen, Senior Lecturer in Career Guidance and Counselling, University of Jyväskylä presented some tools of exploring career guidance needs of university students. Prof. Himanshi Tiwari presented summary of Focus Group results of all 6 partners and survey results of data collected through survey instrument in India. All partners shared some good practices and examples for preparing training material for further intervention. This initiated the discussion on content drafts of the trainings material and **Career Counselling and Guidance Handbook**.

Till now it has been a truly learning and engaging journey for the partners of this project. Together we see a brighter sunshine and a colourful rainbow shining in the skies of women career research and counselling interventions.