

Event Report

#feelBEAUTIFUL Week

NSS Unit

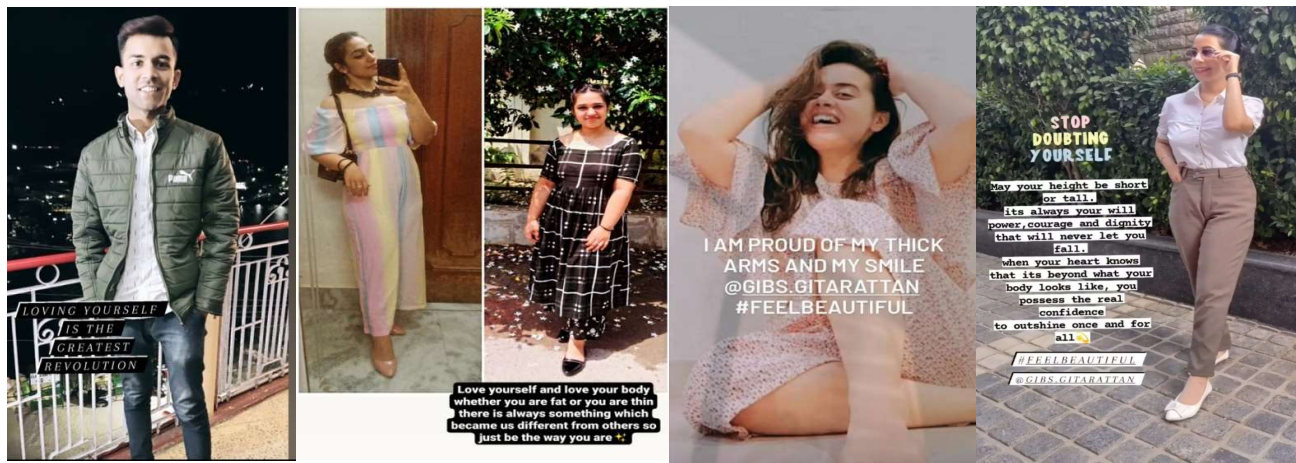
Date: 16th July-23rd July 2021

Gitarattan International Business School organized " #feelBEAUTIFUL" Week, an 8 Day Online Body Positivity Campaign under the NSS Unit from 16th July-23rd July 2021.

For many decades, certain body types and sizes have been considered most acceptable by society. Traditionally, Western countries have given recognition, appreciation and privilege to those whose appearance fits within a certain ideal. Most often, this ideal involves thinness, muscularity, skin colour or body shape. The messages of what is considered an attractive or appropriate body type and size can be damaging for many people who do not fit into these specific criteria. These expectations can lead to poor mental health, body dissatisfaction and unhealthy behaviours around food and exercise.

The body positivity movement was born out of the need to widen the range of bodies considered acceptable by society. Body positivity is a movement that represents appreciation, respect and acceptance for bodies as they are, and for the functions and activities they do. More specifically, body positivity includes appreciating unique aspects of one's body, gratitude for the functions a body can perform, admiration for parts and features of the body even if they differ from societal ideals, comfort and confidence within one's body, focus on the positives rather than perceived imperfections or flaws and rejection of negative images or information about bodies.

The aim of "#feelBEAUTIFULWeek" was to help people understand how popular media messages contribute to the relationship that people have with their bodies. By better understanding the effect that such influences have, the hope is that people can develop a healthier and more realistic relationship with their bodies. In this week-long event students participated enthusiastically by sharing their pictures with quotes related to love for their body.



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