

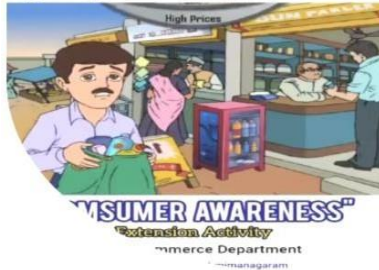
CONSUMER CLUB

Annual Report

2021 – 2022



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Consumer Club Annual Report for 2021-2022

Inauguration

The Consumer Club was inaugurated on 6th September 2021 at 10.30 am on the college campus. A ceremony for taking the college's oath was conducted by our college principal, Dr. Vasuki. M.A., M.Phil., Ph. D., DGT. The following members were elected to the club on that occasion: Dr. J. Sugantham Parimala, Assistant Professor, as Program Officer; S. Bhuvaneswari II BA Economics as Secretary; and B.M.S. Syed Ali Fathima, II B.Sc. Computer Science as assistant to the Secretary. The Consumer Club protects consumers' rights and interests. Its primary focus is to create awareness about consumer rights and help consumers make informed decisions. The club is also committed to working with consumer-oriented organizations and government agencies to ensure consumer safety.



Figure – 1 inauguration of the club

Seminar, lecture, and competition

In order to promote interest and welfare among students, the Consumer Club plans to organize several events this year. These include seminars, lectures, and competitions. The events are aimed at creating awareness among students about consumerism and digital marketing in today's world.

Meeting

The Consumer Cell meeting on "One Step Further" was held on 31st March 2022 at 2:00 p.m. in the ICT Hall. The meeting provided students with valuable insights into developing their skills. In addition, it was to raise awareness about communication skills. The chief guest at the event was Dr. Benson Christopher, a renowned faculty member from the Department of English at St. John's College, Palayamkottai.

Meeting Proceedings:

- **Opening and Welcome:** The meeting commenced with a warm welcome extended to all attendees. The Consumer Cell members introduced themselves and emphasized the significance of effective communication in today's competitive world.



Figure- 2 Felicitated Address by Dr.Aruna Jothi

- **Address by Chief Guest:** Dr. Benson Christopher, the chief guest, delivered an insightful address on the topic of "One Step Further." He emphasized the importance of skill development for students, highlighting the role of communication skills in

personal and professional success. Dr. Christopher shared practical tips and techniques for improving communication and encouraged students to embrace continuous learning and self-improvement.



Figure -3Addresses by Chief Guest

- **Interactive Session:** Following the address, an interactive session was conducted to facilitate student engagement. Participants were encouraged to ask questions and seek guidance from Dr. Christopher regarding their specific requirements and challenges. The session proved highly informative and provided students with valuable insights into effective communication strategies.
- **Guidance and Motivation:** The Consumer Cell members provided guidance and motivation to the students. They emphasized the importance of regular practice and self-assessment in enhancing communication skills. Students were encouraged to actively participate in various workshops, seminars, and training programs organized by the Consumer Cell and the Personality Development Cell. This was to further strengthen their abilities.
- **Conclusion and Next Steps:** The meeting concluded with a thank you to Dr. Benson Christopher for his valuable contribution. The students expressed their gratitude for the informative session and Consumer Cell's organizing efforts. Attendees were informed about upcoming workshops and training sessions focused on communication skills. They were encouraged to participate and make the most of

these opportunities actively.



Figure -4 Interactive Session

The Consumer Cell meeting "One Step Further" proved a resounding success. Dr. Benson Christopher's address provided valuable insights into skill development and communication skills.



Figure – 5 Vote of thanks delivered by Ms.Jai Nirmala

The event created awareness among students about the importance of effective communication and offered guidance and motivation to fulfill their requirements. The Consumer Cell remains committed to providing continuous support and organizing future events to empower students with the necessary skills for their personal and professional growth. Our sincere appreciation goes out to all participants, Dr. Benson Christopher, and the organizing team for their valuable contributions.

Green Consumer Day Celebration

On 18th March 2021, at 2:00 p.m., the Consumer Club of our college organized a remarkable event, Green Consumer Day. This was on our college premises. This event raised awareness about green consumerism and promoted sustainable practices among students and club members.

The event comprised two engaging competitions: a drawing competition and a slogan writing competition. Both competitions were centered on the theme of "How to Turn Consumers Green." These activities aimed to encourage creative thinking and active participation from the students, inspiring them to become more responsible consumers.



Figure – 6 Drawing competition

The drawing competition witnessed an impressive turnout, with numerous students showcasing their artistic skills and innovative ideas. Participants created visually captivating artwork that highlighted the importance of sustainable consumption, conservation, and environmental consciousness. The judging panel had the challenging task of selecting the winners due to the high quality of the submissions.



Figure – 7 Slogan writing competition

In the slogan writing competition, students exhibited their literary prowess by crafting impactful and thought-provoking slogans. The slogans reflect the essence of green consumerism, emphasizing environmentally friendly choices and responsible purchasing habits. The competition witnessed enthusiastic participation from members of the Consumer Club, who demonstrated their commitment to promoting sustainable living.

After careful evaluation, the judging panel announced the winners of both competitions. The first-place winners received certificates of recognition and attractive prizes, acknowledging their remarkable contributions. Additionally, the runners-up and honorable mentions were also commended for their exceptional creativity and effort.

The event successfully achieved its objective of fostering awareness and understanding of green consumerism among the participants. The Consumer Club students and members enthusiastically embraced the concept, showcasing their dedication to sustainable practices and environmental responsibility. The event served as a catalyst for positive change, inspiring

individuals to adopt greener habits and contribute to our planet's preservation.

The Green Consumer Day celebration organized by the Consumer Club served as an excellent platform for students to express their creativity, knowledge, and commitment to environmental sustainability. By encouraging active participation and recognizing outstanding contributions, the event instilled a sense of pride and motivation within the participants. This reinforced the importance of green consumerism in their daily lives. The event was a huge success, with many students expressing their enthusiasm and dedication to protecting the environment. The event was a testament to the importance of making small changes in our everyday lives in order to protect the environment.

We extend our gratitude to all the participants, Consumer Club members, and the organizing committee for their diligent work and dedication. This has made this event a success. We also express our appreciation to the college administration for their support in organizing such impactful initiatives.

Moving forward, we hope to build upon the success of the Green Consumer Day celebration. We hope to continue organizing similar events that promote sustainable practices and create a green future.

Valedictory function

On March 4, 2021, the Valedictory function of the Consumer Club was organized, where the members who won prizes in the competition organized by the club were awarded by the Principal, Dr. Vasuki. The event was graced by the presence of the Principal, who also gave a valedictory speech for the students. The meeting was conducted in a formal manner, and the Secretary of the Consumer Club, S.Bhuvaneswari II BA Economics, proposed a vote of thanks to conclude the event. The occasion was a celebration of the hard work and dedication of the Consumer Club members who participated in the competition and showcased their knowledge and skills.

The Valedictory function was organized well, and the certificate distribution was done in a fair and transparent manner. The Principal's presence added a sense of importance to the event, and her valedictory speech motivated the students to continue working hard and participating in such competitions. Overall, the Validity function of the Consumer Club was a successful event, which not only recognized the achievements of the members but also.

Figure -8 Valedictory function



encouraged them to strive for further success in their endeavors.

Acknowledgments

Throughout the year, the Consumer Club organized a series of events aimed at fostering interest and promoting consumer welfare among students. These events encompassed seminars, lectures, and competitions, all designed to raise awareness about consumerism and digital marketing in today's world. By engaging students in these activities, the club sought to educate and empower them to make informed consumer choices. The Consumer Club expresses gratitude to the club members, Principal Dr. R.C.Vasuki, and the management authorities for their support and encouragement.

Future events

In the future, the Consumer Club aims to organize more informative and future-oriented events to promote awareness among students about consumerism and digital marketing.

Conclusion

The Consumer Club has successfully conducted various events to promote awareness among students about consumerism and digital marketing. They express their gratitude to the members, Principal, and management authorities and look forward to organizing more informative events in the future.