



WAVOO WAJEEHA WOMEN'S COLLEGE

OF ARTS AND SCIENCE, KAYALPATNAM

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Run by Wavoo SAR Educational Trust

(Minority Institution)



Consumer Club Annual Report

2022 – 2023

ETPrime INDICATORS

Indian economy set to grow at 6.5-6.7% FY24: CII President

Commerce Club
EXCELLENCE AT ITS BEST

Consumer Milestones
Consumer Awareness & Empowerment

Wipro Consumer Care & Lighting
CELEBRATION AT WIPRO CONSUMER CARE & LIGHTING

Asian Retailer Bureau
like Sub Editor

Apr 05, 2023 / 4 MIN READ

sector

- Sun protection is the top facial care purchase among Asian consumers (62% purchase). **Thirty-one percent** of Asian consumers say they try to avoid the sun whenever possible.

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Consumer Club Annual Report **2022– 2023**

Inauguration

The Consumer Club of Wavoo Wajeeha College was inaugurated on 6th September 2022 at 10:00 a.m. in the ICT Hall. The function was inaugurated by Dr. Vasuki, our college principal. During the function, Dr. J Sugantham Parimala, Assistant Professor of Economics was selected as the club convenor. The club's primary objective is to promote the interest and welfare of students through various activities such as seminars, guest lectures, and competitions.



Figure -1 Union Inauguration

The following students were elected as Consumer Club office bearers:

Convenor: Dr. J Sugantham Parimala (Assistant Professor of Economics) **Cell Secretary:**

K.M.S. Syed Ali Fatima (II B.Sc Computer Science)

Assistant Secretary: Miss Tharika (I BA Economics)

Meeting

The Consumer Club and Economics Department organized a meeting on consumerism and digital marketing to promote students' interests and welfare. The event took place on 29th October 2022 at 2:00 pm in the ICT Hall. The meeting aimed to provide valuable insights into consumerism and its impact on digital marketing.



was honored by our principal Dr.

Approximately 170 students attended the meeting, including Consumer Club members, economics students, and other interested individuals. The meeting was open to all students and faculty members. The meeting was well-attended and the discussion that followed the presentation was lively and engaging. Student participation was high and the event was deemed a success by all involved.

Chief Guest: Dr. Kathiraven, Associate Professor of Economics, St. John's College, Palayamkottai, graciously accepted the invitation and served as the chief guest at the meeting. His expertise and experience in economics make him an ideal speaker for consumerism and digital marketing. Digital marketing refers to the practice of promoting products, services, or brands using digital technologies and online channels. It encompasses various strategies and tactics that leverage digital platforms such as websites, search engines, social media, email, mobile apps, and more to reach a target audience and achieve marketing objectives.

Welcome Address: Dr. J. Sugantham Parimala, Assistant Professor of Economics, welcomed Dr. Kathiraven on behalf of the Consumer Club and Economics Department. Her introductory speech set the tone for the informative session and expressed gratitude for Dr. Kathiraven's presence.

Felicitated Address: Dr. Noor Asma, Head and Assistant Professor of Economics, delivered a felicitated address to appreciate the Consumer Club and Economics Department's efforts in organizing the meeting. She emphasized the importance of understanding consumer behavior in the digital era and its implications for marketing strategies.



3 Dr. on consumerism and

Guest Lecture: Dr. Kathiraven stepped onto the stage and delivered an enlightening lecture on consumerism and digital marketing. He discussed consumer behavior's influence on the digital marketing landscape. He also discussed the role of social media in shaping consumer preferences, and the challenges faced by marketers in this evolving environment. Dr. Kathiraven's expertise and engaging style captivated the audience, providing valuable insights into the topic

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Interactive Session: Following the guest lecture, an interactive session was conducted where students could ask questions and engage in discussions with Dr. Kathiraven. The session encouraged active participation and allowed students to clarify their doubts and seek further information on the subject.

The Consumer Club and Economics Department meeting on consumerism and digital marketing proved to be informative and beneficial for the attendees. Dr. Kathiraven's insights provided students with a deeper understanding of consumer behavior and its impact on digital marketing strategies. The event fostered intellectual growth, promoting students' interests and welfare.

Vote of Thanks: S. Bhuvaneswari, a third-year student of B.A. Economics and the Consumer Club Secretary expressed gratitude to Dr. Kathiraven, Dr. J. Sugantham Parimala, Dr. Noor Asma, and all the attendees for their active participation and contribution to the success of the meeting.

The Consumer Club and Economics Department thank everyone who supported and attended the meeting. The event's success was a testament to the club's dedication to promoting academic growth and fostering interest in economics.

Competition & Rally

On 17th October 2022, the Consumer Club, in collaboration with the Economics Department, organized a rally to promote environmental protection. The event aimed to raise awareness about global warming and encourage students to take proactive measures to safeguard the environment.

Alongside the rally, a drawing competition was held to provide a platform for students to express their creativity and knowledge of protecting the earth.



Figure – 5 A rally to promote environmental protection

Event Details:

1. **Rally:** The rally commences at 10. 30 am from the Kayalptnam bus stand to our college campus. Students from various clubs and departments participated enthusiastically, displaying their commitment to environmental conservation. The participants carried placards, banners, and posters with powerful messages and slogans advocating for a greener and more sustainable future.



Figure – 6 The participants carried placards and banners

The rally route covered significant areas of Kayalpatnam. This allowed participants to engage with fellow students, faculty, and staff, spreading awareness about environmental protection. The energetic atmosphere and passionate participation reflected the collective determination to make a positive impact on the planet.

2. **Drawing Competition**: Simultaneously with the rally, a drawing competition took place at ICT Hall. Students from all departments were invited to showcase their artistic skills and express their ideas on how to protect the Earth from global warming. The competition provided a creative platform for participants to depict their environmental concerns and propose innovative solutions.

The students' artwork highlighted various themes, such as renewable energy, conservation of natural resources, reduction of carbon emissions, and sustainable lifestyle choices. The drawings were evaluated based on creativity, relevance to the theme, and clarity of the message conveyed.

Prize Distribution: The winners of the drawing competition were announced and awarded certificates and prizes during the valedictory day, held on 21st October 2022. The event was graced by the presence of Mrs. Christy Mercy., Assistant Professor of the Tamil Department, who presented the prizes to the deserving winners.

The winners of the Consumer Club Competition were called up on stage to receive their well-deserved prizes from Dr. Mrs. Christy Mercy., Assistant Professor of Tamil. The prizes were thoughtfully chosen, reflecting the efforts and accomplishments of the competitors. As each winner was announced, there was a palpable sense of excitement and pride in the room.

Following the prize distribution, Mrs. Christy Mercy addressed the audience with an inspirational speech. She commended the winners on their achievements and stressed the significance of consumer awareness in today's society. Her words resonated with the attendees, further motivating them to actively participate in such initiatives.

Their exemplary work and efforts were recognized by the principal, Dr. Vasuki, who appreciated their dedication to environmental preservation. The recognition not only motivated the winners but also encouraged other participants to continue their commitment to protecting the environment.



of certificates

The Consumer Club and Economics Department rally for environmental protection was a success. The event showcased students' enthusiasm and commitment to safeguarding the environment. The rally route, along with the participants' placards and banners, effectively spread awareness about environmental conservation.

The drawing competition provided an artistic platform for students to express their creativity and knowledge of global warming and environmental protection. The thought-provoking artwork reflected the student's understanding of the planet's challenges and their determination to find solutions.

The event served as a reminder of our collective responsibility to protect and preserve the environment. It not only empowered the students with knowledge but also inspired them to take concrete actions toward sustainability in their everyday lives.

The success of the rally and drawing competition would not have been possible without the efforts of the Consumer Club, the Economics Department, and the enthusiastic participation of students. Their dedication to organizing and participating in such events highlights their commitment to making a positive impact on the environment.

Future plan

In the coming academic year, the consumer club plans to engage in the following activities. These activities include organizing a series of lectures on consumer rights, sponsoring a consumer awareness campaign, and hosting a consumer forum.

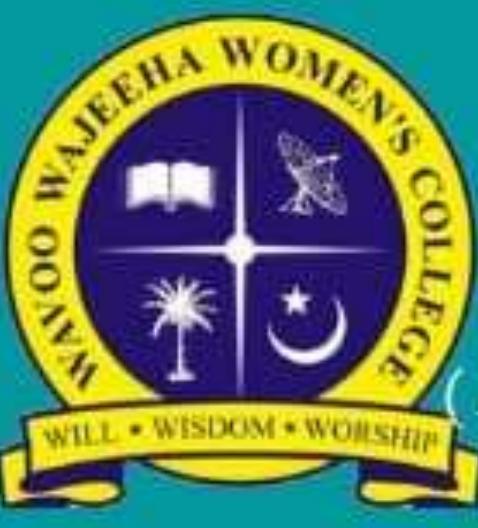
1. **Workshops and Guest Lectures:** Organize workshops and invite guest speakers from relevant fields to conduct sessions on topics such as sustainable consumption, responsible consumerism, and ethical business practices. These events will provide students with valuable insights and knowledge about making informed choices as consumers.
2. **Awareness Campaigns:** Launch awareness campaigns on various consumer-related issues, such as counterfeit products, deceptive advertising, and unfair business practices. Utilize social media platforms, posters, and interactive activities to engage the college community and raise awareness about their rights and responsibilities as consumers.
3. **Field Visits:** Organize field visits to local businesses, industries, or organizations that prioritize sustainable practices and social responsibility. This will allow students to witness firsthand how businesses can operate environmentally and socially conscious.

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- 4. **Collaboration with NGOs:** Establish collaborations with local non-governmental organizations (NGOs) working in consumer protection or environmental conservation. Collaborative initiatives can include joint awareness campaigns, volunteer opportunities, or organizing community events focused on sustainable consumption and environmental protection.
- 5. **Competitions and Exhibitions:** Conduct competitions, exhibitions, or fairs that promote eco-friendly products, upcycling, or innovative solutions to sustainable living. This will encourage students to think creatively and develop practical solutions to address environmental challenges.
- 6. **Research Projects:** Encourage students to undertake research projects related to consumer behavior, sustainable consumption patterns, or consumerism's impact on the environment. This will contribute to academic exploration and generate valuable insights to share within the college community and beyond.
- 7. **Collaborative Events with Other Departments:** Collaborate with other departments within the college to organize joint events, seminars, or competitions that combine different perspectives on consumerism, environmental issues, and social responsibility. This interdisciplinary approach will provide students with a holistic understanding of these topics.

On behalf of the entire Consumer Club, I extend my sincere gratitude to our principal and management for their consistent support, guidance, and encouragement. We are privileged to have your invaluable mentorship and look forward to continuing our efforts to promote consumer awareness and environmental consciousness. The Consumer Club thrives under your guidance and support. We are grateful for the opportunities provided to us to promote the students' interests and welfare. Your belief in our vision has fostered a nurturing environment for students to learn, engage, and contribute towards consumer awareness and environmental protection. Your dedication to making this club succeed is inspiring and motivating. We are thankful for your guidance and support and look forward to working with you to create a better future.

Appendix

In the name of allah the most beneficent the most merciful



WAVOO WAJEEHA WOMEN'S COLLEGE
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THE CONSUMER CLUB AND ECONOMICS DEPARTMENT HAVE ORGANIZED A MEETING



CHIEF GUEST

01:30 PM - 02:30 PM
29.10.2022
ICT HALL

In the presence of

Alhaj Wavoo S. Seyed Abdur Rahman
Founder - President

Haji Wavoo M. M. Mohuthazeem B. A (C. S),
Secretary

Haji Wavoo S. A. R. Ahamed Ishaque M. A. Aalim Azhari (Egypt)
Assistant Secretary

Dr. Mercy Henry M.A.,Ph.D.,
Director

Dr.R.C.Vasuki MA.,PhD.,DGT
Director

Dr.V.Rama,M.Sc.,M.Phil.,Ph.D.,
Principal

TOPIC
Consumerism and Digital Marketing

Dr. Kathiravan, M. A, M. Phil, PhD
Head and Associate Professor in Economics
St. Johns College
Palayamkottai
Tirunelveli