



SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (Autonomous)
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai-600 044

ACADEMIC YEAR 2024-2025

Consumer club

Event Title	VIDEO AWARENESS PROGRAM
Category (GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	SEMINAR
Club Name	CONSUMER CLUB
Date	12/02/2025
No. of Beneficiaries	173
Type of Beneficiaries	STUDENTS

REPORT

The **Video Awareness Program of Consumer Club** was successfully conducted on 12.02.2025 at MINI AUDITORIUM . The program aimed to educate students about consumer rights, ethical consumption, and responsible purchasing decisions through engaging video content. A series of informative videos covering topics such as misleading advertisements, consumer protection laws, and sustainable consumption were screened. The initiative encouraged students to be more conscious consumers and equipped them with essential knowledge to make informed choices.

The event was attended by 173 students and faculty members from various academic disciplines. After the screenings, an interactive discussion session was held, allowing participants to share their insights and opinions. The program concluded with a summary of key takeaways and a pledge by students to promote consumer awareness in their daily lives.

STRENGTHS OF THE PROGRAM

The program effectively conveyed consumer awareness messages through visually engaging and easy-to-understand video content. The videos helped simplify complex consumer rights topics, making them more relatable to students. The interactive discussion session fostered active participation, encouraging students to critically analyze consumer issues. Overall, the event was well-organized, informative, and successful in achieving its objectives.

CHALLENGES

Some challenges faced during the program included minor technical issues such as audio-visual glitches, which temporarily disrupted the screening. Additionally, a few participants faced difficulty in fully understanding legal aspects covered in the videos, highlighting the need for more explanatory discussions. Ensuring active engagement from all attendees during the discussion segment was also a slight challenge, as some students were hesitant to share their views.

PROGRAM OUTCOME

The **Video Awareness Program of Consumer Club** successfully increased students' knowledge about consumer rights and responsibilities. The visual format made learning more accessible and engaging, allowing students to retain crucial information more effectively. Many participants expressed their commitment to applying the insights gained in their daily consumer choices.

Based on participant feedback, future sessions may include more interactive elements such as quizzes or case study discussions to enhance engagement. The program's success has reinforced the importance of using multimedia tools for consumer education, encouraging the Consumer Club to continue hosting similar initiatives.



SHRIMATHI DEVKUNVAR NANALAL BHATT
VAISHNAV COLLEGE FOR WOMEN (Autonomous)
OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST
(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)
Chromepet, Chennai-600 044

Please describe the type of event that falls under any of the following categories.

S.No.	Name of the Event	Yes/No
1.	Tech Fest	No
2.	Academic Fest	No
3.	Forum/Club Activities	No
4.	Language/Communication Skill	No
5.	Sports	No
6.	Sustainable Development Goals (SDG)	No
7.	IKS (Indian Knowledge System)	No
8.	NEP (National Education Policy)	No
9.	Life Skill	No
10.	Capacity Building	No
11.	Skill-Based	Yes
12.	Value Added	No
13.	Soft Skill	No
14.	Outreach	No
15.	Curriculum-Based	No
16.	Voluntary/Charity	No
17.	Awareness in Trends/Technology	No

