



**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-600044

ACADEMIC YEAR 2024-2025 CONSUMER CLUB

Event Title	"THE GREAT TALENT HUNT 2025"
Category(GL/Workshop/Conference/Invited talk/Seminar/FDP/Orientation)	Competition
Club Name	Consumer Club
Date	27/02/2025
No. of judges	2
No. of Beneficiaries	190
Type of Beneficiaries	Students

JUDGES PROFILE:

Dr. Lalitha D, has a vast experience and expertise in commerce education, she is an iconic inspiration who will surely motivate us all. Her remarkable journey as a faculty member in our college is a testament to her dedication and passion.

Dr.K. Shyamala is a renowned academician, researcher, and mentor, She has inspired countless students and professionals. With a stellar academic background, including M.Phil, MBA, MSC in Yoga, and Ph.D., she has established herself as a leading expert in her field. Her impressive career spans over 15 years, with numerous publications, presentations, and awards to her credit. Her passion for teaching, research, and mentoring has made a lasting impact on her students and peers.

REPORT:

Students showcased their artistic and innovative skills by creating posters that depicted the significance of green marketing, including eco-friendly products, sustainable business practices, and the importance of reducing environmental impact and by transforming waste materials into useful and decorative items. The posters reflected various themes such as renewable energy, biodegradable packaging, and corporate social responsibility. Items such as newspaper baskets, plastic bottle planters, decorative flowers out of old cloth bags, and cardboard wall hangers were crafted, emphasizing the importance of reduce, reuse, and recycle. The competition was judged based on

creativity, relevance to the theme, clarity of message, and presentation. The winning posters stood out for their originality and effectiveness in conveying the concept of green marketing and Students used discarded items creatively to send a strong message about waste management and environmental conservation.

STRENGTH OF THE PROGRAM:

The main strengths of the competition were, it encourages creativity and innovation among the students, promotes environmental awareness to the beneficiaries, enhances consumer awareness, develops problem solving and critical thinking skills, instills a sense of responsibility, boosts confidence and presentation skills, provides hands-on learning experience, improves the communication skills of the students, encourages resourcefulness, develops aesthetic sense, supports and educates students on waste management practices, develops responsible consumer behavior, builds time management skills, enhances research skills, encourages healthy competition and creates a long term impact about green marketing and eco friendly products in the minds of the students.

CHALLENGES:

Organizing Poster Making and Best Out of Waste competitions in the Consumer Club can be a highly rewarding experience, but it also comes with several challenges that require careful planning and execution. Best out of Waste competitions encourage the use of discarded materials, students may struggle to find suitable recyclable items. Some may end up using non-eco-friendly materials, which goes against the competition's objective. Similarly, poster-making competitions require art supplies, and not all students have equal access to these resources. Managing and storing collected waste before and after the competition can also be an issue, especially if space is limited. Logistical and organizational challenges can also arise during the planning and execution of the event. Securing a suitable venue, managing time effectively, and ensuring smooth coordination among participants are all critical aspects that need to be addressed. Reviewing a large number of entries can also be time-consuming.

PROGRAM OUTCOME:

Organizing Poster Making and Best out of Waste competitions in the Consumer Club leads to several positive outcomes that contribute to students' learning, awareness, and creativity. These competitions help instill values of sustainability, responsible consumerism, and environmental consciousness while also developing essential skills. Through these activities, students gain a deeper understanding of green marketing, eco-friendly practices, waste management, and the importance of reducing, reusing, and recycling materials. They become more conscious of their consumer choices and learn how businesses can adopt sustainable practices. The Poster Making competition encourages artistic expression and allows students to present complex ideas in visually appealing ways. The Best Out of Waste competition promotes problem-solving skills by challenging students to think innovatively and transform waste materials into useful or decorative items. These activities enhance their ability to create something meaningful from limited resources. Students improve their communication and presentation skills by explaining their work and ideas. Time management, decision-making, and critical thinking abilities are also strengthened as participants plan and execute their creative projects within given constraints. By engaging in these activities, students are more likely to adopt eco-friendly behaviors in their daily lives, such as reducing waste, using sustainable products, and supporting green businesses. The competitions also encourage a ripple effect, where students influence their peers, families, and communities to be more environmentally responsible. Lastly, the program fosters a sense of achievement and motivation. Recognition and appreciation for their efforts boost students' confidence and encourage them to participate in more such initiatives.



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

Mrs. G. Kavithalakshmi – Vice President
Dr. P. Aruna Devi – Staff Co.ordinator