



# SACRED HEART COLLEGE (AUTONOMOUS)

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Ready for  
Every Good Work

A Don Bosco Institution of Higher Education, Founded in 1951 \* Affiliated to Thiruvalluvar University, Vellore \* Autonomous since 1987  
Accredited by NAAC (4<sup>th</sup> Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

## **MEDIA & CONSUMER FORUM SHELTER (Shift – I)**

### **Programs conducted in the year 2020 – 2021**

Sl. No.	Date	Name of the Programme(s)
1.	15-08.2020	Seeding of Palmyra tree on the bank of Tirupattur lake,
2.	30/01/2021	Importance of Geographical Indications
3.	02/01/2021	GI under and other services
4.	06.02.2021	Short Film
5.	25.02.2021	Motor Bike Awareness Rally on Road Safety

**Ms. Alpha Hasseliin MA** was elected as Secretary and other office bearers were selected for the Media and Consumer Forum for the academic year 2020-21. The Media and Consumer forum students were welcomed and animated in September 2020.

In the month **August 15<sup>th</sup> 2020**, all the groups and moments of the college went for seeding of Palmyra tree on the bank of Tirupattur Lake, our media and consumer students seeded 250 seeds on the lake shore


On **30<sup>th</sup> January, 2021** **Dr. A. Prabu**, faculty of Tamil discipline emphasised the importance of Geographical Indications in IPR.

**Dr. S A Martin Britto Dhas** Nodal Officer, IPR Cell of SHC unit, highlighted on how to file the GI and other service under IPR Cell in SHC.

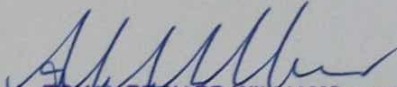
The students played active role in recording the short films on social issues and it was presented in the first week of **February 2020**.

Dr. A. ROYAL EDWARD WILLIAMS, Ph.D.  
Asst. Professor & Research Supervisor  
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Principal  
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NAAC 5<sup>th</sup> CYCLE

On 13<sup>th</sup> February 2021 we conducted “Motor Bike Awareness Rally on Road Safety” in collaboration with DSP, Tirupattur, NSS, SHC and Lions Club. Students took an active participation in both virtual platforms as well as in the **Motor Bike Awareness Rally on Road Safety**. The volunteers were taking part in events and exhibiting their skills and talents.

  
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