



SACRED HEART COLLEGE (AUTONOMOUS)

Tirupattur – 635 601, Tamil Nadu, S.India

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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 (4th Cycle – under RAF) with CGPA of 3.31 / 4 at 'A+' Grade

MEDIA AND CONSUMER FORUM (Shift - I) 2022 -23

Vision : Rebuilding Trust with Truth

Mission : Shaping the Future Now

Objective: Media and Consumer Forum is an interactive, interdisciplinary future lab exploring innovative solutions for media professionals. It aims to foster resilient journalism and civil societies for the future – and thus to support democracy.

Media and Consumer Forum offers a unique interdisciplinary platform for students who are interested in media forum as well as decision-makers from their areas of interest like politics, civil society, culture, education, business and science from all the departments to get together and to learn from each other as part of an intercultural exchange.

Sl. No.	Date	Name of the Programme(s)
1.	03.08.2022	Introduction about “Media and Consumer Forum”

Venue: In front of Golden Jubilee Block

Time : 2. pm

Media and Consumer Forum, activities for the year 2022 -23 began on 03.08.2022, we had the first meeting with the media and consumer forum students which began at 10.00 a.m. The Program *Introduction about Media and Consumer Forum* began with a prayer invoking God's presence. All the forum students were present. This program was conducted to give a clear description about the role of media and consumer to the students. Dr. A. Royal Edward Williams the President gave a detailed explanation on the topic. A brief note about the importance of media and lucid highlight on vision and mission of the forum was shared by Dr. D. Joy Christina.

Discussion Session:

The students interacted and clarified their doubts. The students enthusiastically took part in the discussion.

Selection of Office Bearers:

One Student Secretary and two Joint Secretaries were elected by hand raise voting system.

Secretary: Mrs. Jenifer

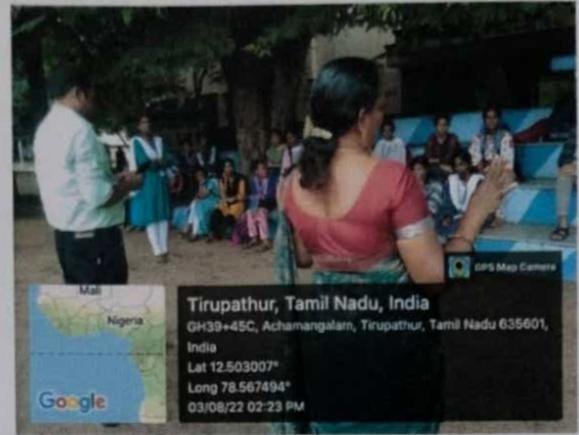
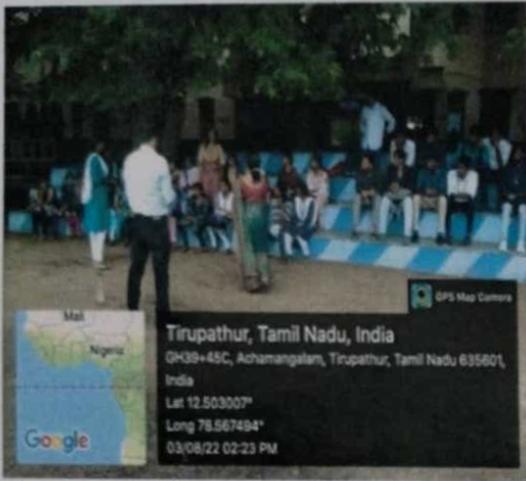
Joint Secretaries: 1. Thahrani 2. A. Arasan

Conclusion: The program ended with words of gratitude and appreciation to one another.



Dr. A. ROYAL EDWARD WILLIAMS, Ph.D.
Asst. Professor & Research Supervisor
P.O. & Research Dept. of Economics

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Sl.No.	Date	Name of the Programme(s)
2.	01.09.2022	<i>Duties & Responsibilities of the Media & Consumer Forum</i>

Venue: Infront of Golden Jubilee Block

Time : 11.30 am to 12.30 pm

The Program *Duties & Responsibilities of the Consumers* began with a prayer invoking God's presence. All the group students were present. This program was conducted to give a clear idea about the duties and the responsibilities shouldered by media and consumer forum. Dr. A. Royal Edward Williams the President gave a detailed explanation on the topic. A brief note about the importance of duties and responsibilities was shared by Dr. D. Joy Christina.

Discussion Session:

The students interacted and clarified their doubts. The students enthusiastically took part in the discussion.

Photo Shoot

There was a photo shoot session. During the photo session the students interacted among them and clarified their doubts.

Conclusion: The program ended with words of gratitude and appreciation to one another.

Sl.No.	Date	Name of the Programme(s)
3.	27.09.2022	Impact of Social Media on Youth

Venue: Mother Teresa Hall

Time : 2.30 pm to 4.30 pm

Resource Person : Dr. Balasubramanian

The Program *Impact of Social Media on Youth* began with a prayer song invoking God's presence amidst us. All the group students were present.



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Ms. Roshini of 2nd BA English welcomed the Resource person and the gathering with her warm words of welcome. Dr. Royal Edward Williams introduced the Resource person, Dr. Balasubramaniyan and as a token of love and gratitude Dr. D. Joy Christina presented a book on behalf of the media and consumer forum. The Resource person highlighted on the basic concept of media drawing multi various examples from the media world to emphasis the impact of social media. He stressed on the role of students and their perspective towards the media. He said that today's youth could handle media with honesty. He advised the students to run a hand written magazine with low budget, and to cultivate reading habit. There was question session, where number of doubts was clarified by the resource person. Ms. Kaviya of 2nd B.A. English proposed the vote of thanks.

The program ended with gathering wide knowledge on the Impact caused by media. The Master of ceremony was done by Ms. Pavithra 2nd BA English.



Sl.No.	Date	Name of the Programme(s)
4.	28.09.2022	Necessity of Intellectual property Rights

Venue: Audio Visual Room, Library

Time: 2.30 pm to 4.30 pm

Resource Person: Dr. S. A. Martin Britto Dhas

The Program *Necessity of Intellectual property Rights* began with a prayer song invoking God's presence amidst us. All the group students were present. Ms. Roshini of 2nd BA English welcomed the Resource person and the gathering with her warm words of welcome. Dr. Royal Edward Williams introduced the Resource person, Dr. S. A. Martin Britto Dhas Junior Scientist of our College, and as a token of love and gratitude Dr. D. Joy Christina presented a book on behalf of the media and consumer forum. The Resource person defined IPRs. A detailed description about IPRs with number of examples was shared. He highlighted on the importance of IPRs. The benefit of the IPRs was highlighted clearly to the students. The monetary benefit of the IPRs was explained clearly.



[Signature]
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The session was very interesting and it was a source of inspiration to the students. The program ended with gathering wide knowledge about the IPRs.

Ms. Tharani proposed the vote of thanks

The Master of ceremony was done by Master Aarasan of 2nd B.Sc., Chemistry.



Sl. No.	Date	Name of the Programme(s)
5.	11.01.2023	Psychological Approach of Consumer Awareness

Venue: Mother Teresa Hall

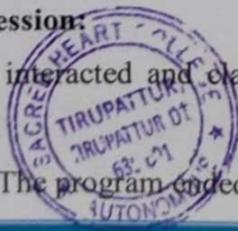
Time: 2. pm

The Program **Psychological Approach of Consumer Awareness** began with a prayer invoking God's presence. All the forum students were present. This program was conducted to give a clear description about the **Psychological Approach of Consumer Awareness** to the students. Dr. A. Royal Edward Williams the President gave a detailed explanation on the topic. A detailed description about the **Psychological Approach of Consumer Awareness** was elaborated by Dr. D. Joy Christina.

Discussion Session:

The students interacted and clarified their doubts. The students enthusiastically took part in the discussion.

Conclusion: The program ended with words of gratitude and appreciation to one another.



Dr. A. Royal Edward Williams, President
Dr. D. Joy Christina

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Sl.No.	Date	Name of the Programme(s)
6.	23.01.2023	Consumer Protection & Consumer Welfare

Venue: Mother Teresa Hall

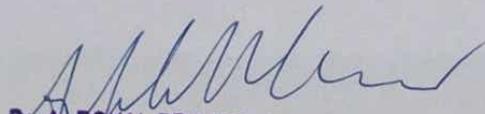
Time: 2. pm

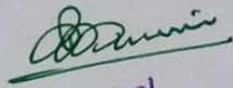
The Program **Consumer Protection & Consumer Welfare** began with a prayer invoking God's presence. All the forum students were present. This program was conducted to give a clear description about the Consumer Protection & Consumer Welfare to the students. Dr. A. Royal Edward Williams the President gave a detailed explanation on the topic. A detailed description about the Consumer Protection & Consumer Welfare was elaborated by Dr. D. Joy Christina.

Discussion Session:

The students interacted and clarified their doubts. The students enthusiastically took part in the discussion.

Conclusion: The program ended with words of gratitude and appreciation to one another.


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