

Awaken, Consumer Club Activity Report 2020-21

CONSUMIDOR 2020:

Awaken- The Consumer Club of Kamala Nehru College conducted its flagship event for the year 2020-in the month of February. It is a fun opportunity to bring out the vigilant consumer in participants, and to participate in exciting events like never before such as –

Iktihaar-

Iktihaar was a cross- college Nukkad Natak competition that was conducted during the annual cultural fest. More than 30 teams had registered for the same out of which 10 teams were chosen. The teams had prepared a play on various topics such as Inflation, Corruption, women empowerment and so on.

Colour Espresso-

Colour Espresso was paper graffiti competition of CONSUMIDOR 2020. Students were given topics on the spot and the aim of the competition was for participants to express their views on various consumer issues through innovative and creative ways.

Coaz Quiz-

COAZ Quiz was a quiz event aimed to test vigilant consumers. The quiz was related to popular brands, ad jingles and brand logos. It consisted of 4 rounds. Round 1 and Round 2 saw the shortlisting of teams, round 3 was about guessing popular brands icons and Round 4 was an on-the-spot quiz.

Sell it Out-

It was an event for marketing enthusiasts consisting of 4 rounds. Round 1 was an AD MAD preliminary round. In the second round, a product was assigned to the shortlisted teams and they had to create a business plan and marketing strategies of the same. The competition saw a participation of more than 8 teams.

Pirates of Consumidor-

It was an exciting treasure hunt event that took place during CONSUMIDOR 2020. One team consisted of 2 members. The event included three rounds that were revealed on the spot.

Activities from September-December 2020:

1. Creative Writing Competition:

Last semester, Awaken- The Consumer Club of Kamala Nehru College started extraordinarily, hosting an Intra-college Creative Writing Competition, hosted by that witnessed impressive participation with several interesting pieces. The topic of the competition revolved around the theme- "The Life Jacket in a Drowning Boat" that centred the view on the analysing the paradigm shift in consumer behaviour amid COVID-19. The theme, as twisted as it sounded, was based on metaphorically assuming COVID-19 to be a drowning boat, whilst the consumer rights act as the only life jacket. The openness of the competition, such as the reasonable word limit of 500, both Hindi and English mode of expression and a handful number of days, invited a good number of participations from several colleges. The theme was in adherence to the society's central point as well as the current scenario of the world under the clutches of a pandemic, being hit by COVID-19. The judgement criteria was very fair and based on the creativity of the writer, originality of the content, the concept as projected by the writer and grammatical strength of the article. In the end, three ingenious yet compelling articles were chosen as the best and the writers were lauded with their positions along with a social media feature on the official Instagram page of Awaken.

2. Introduction of our very first blog:

Awaken, the Consumer Club of Kamala Nehru College, launched its first ever blog site- CC KNC

Speaks, in October 2020, available on WordPress. The blog, managed by the Editorial team of the Club, focusses on providing content that helps increase consumer awareness amongst its readers through articles, case studies and other short write-ups.

3. Social Media marketing

Awaken, the consumer club of Kamala Nehru college, in all terms, proves the accuracy of its name “Awaken”. It awakes the people regarding their “rights to be heard by speaking up”. The social media pages of the Awaken have always aimed at people’s awareness. We have done our bit to make the consumers, more responsible ones. By engaging into extravagant campaigns and posting in a great deal about the rights that one should comply with, Awaken has been carrying forward a really informative campaign. We here also try to give in our best support information to make a string of post placards wherein we try to give a heads up to the consumers regarding all that they need to know regarding the manipulative practices. Awaken makes sure that it tries to bring it’s consumers to speak up against what should be done and what shouldn’t be!

4. Regular social media marketing through Instagram Reels:

The Instagram account of Consumer Club aims at educating people more and more about consumer rights. With 845 followers our Instagram page is running at a good pace. We try to educate people with fun. Through Instagram reels we try to convey our teachings with a blend of fun and entertainment in it. All our Instagram reels have more than one thousand views which shows the hard work and the creative minds of the social media team.

5. Diwali Rangoli making competition.

“Think. Visualise. Create- Creativity is seeing what everyone else has seen, and thinking what no one else has thought”, to keep up with this, Awaken- The Consumer Club of Kamala Nehru College organised an online Rangoli making competition on November 15th, 2020. The competition was aimed to challenge the situation with creativity as students were required to make the rangoli from their respective places and send a time lapse video to the organisers. Many students actively participated and made the competition successful. The pandemic restricted both the organisers and the participants physically but everyone knocked their creative side with equal enthusiasm to make the best use of their time and talent. The efforts of the organisers met with an overwhelming response by the participants who even stated that they look forward to more such competitions in the near future.

6. Orientation 2020

Awaken, the Consumer Club of Kamala Nehru College held an Orientation Program on 21 November, 2020 to enlighten the freshers about the activities it undertakes to achieve its objective of educating the students to act as healthy consumers by making them aware about their rights. The beginning of the program was marked by the introduction of the faculty and council. This was followed by an informative presentation which spoke about the working of the club and the events that it indulges in over the year. The presentation also gave a description of the various teams within the club and specified the tasks each team performs. After this, a question answer round took place in which the faculty and the

National Webinar

1) The webinar was aimed at awakening the students regarding the on going trends in E-commerce. The main focus was at creating awareness about the tricks and tactics used by companies and brands to manipulate the customer into bluffing etc. Prof Sriram Khanna spoke on how the consumers can protect themselves while shopping online, transacting online and so on. He gave various case studies and redress mechanisms as well.

Magazine Cover design Competition

Awaken organized an Intra College Magazine Cover Making Competition to let the students flow and

reflect their creativity in their very own students' magazine, Awaken. The topic for the same was "Rise of Digitalisation- Global Niche With A Click"

Consumidor 2021-

The Consumer Club organized it's most awaited event of the year- Consumidor'21, The Annual Fest, on the 13th and 14th of March. Despite being organized online, the two day fest saw amazing footfall of students from different colleges and universities across India. The event was led by an inaugural lecture on Rise of Digitalisation by Professor Varsha Jain.

Meme O Mania, The Meme Making Competition, judged by Dr Neelam Jhavar and Ms. Shweta Jain and won by Khilansha Mukhija (1st prize, Nirma University), Suraj Kunjwal (2nd, Galgotias University) and the 3rd prize was won by Sukriti Chaturvedi of Kamala Nehru College.

Aavishkar, The Product Rebranding Competition, judged by Mr Ashish and Dr Sheetal Kapoor. The 1st prize was won by team Mavericks, Mayank and Devta from PGDAV College, 2nd prize went to Ishika Sharma from Kamala Nehru College and the 3rd prize went to Prakash Kumar from College of Vocational Studies.

The third event of Consumidor was Quizitt, the fun filled Quiz Competition, judged by Advocate Tejaswi Goel and Dr Mamta Bhushan and the 1st, 2nd and 3rd prizes were won by Milan Madaan from Keshav Mahavidyalaya, Abhay Aggarwal from DDUC and Arya Sawdia from Miranda House, respectively.

The last event for the session was CC-Ciao, Farewell to The Batch of 2020-2021, yet another fun filled and a nostalgia triggering event organized by the 1st and 2nd years on the 15th of May, 2021.

AWAKEN
The Consumer Club
KAMALA NEHRU COLLEGE
University of Delhi
Accredited 'A' grade by NAAC

Webinar

E-COMMERCE AND CONSUMER PROTECTION



Professor Sriram Khanna
(Managing Editor, Consumer Voice Magazine, Voice Society
Former Head of the Department of Commerce, Delhi School of Economics)

Date: 13 January, 2021 (Wednesday)
Time: 1 PM- 2:30 PM
Platform: Google Meet

Student Coordinators: Praveen Dutt (9899 87235), Mahima (91354 04770)
Principal: Dr. Kalpana Bhukhari
Faculty Coordinator: Dr. Arshana Prasad

AWAKEN - THE CONSUMER CLUB
KAMALA NEHRU COLLEGE
UNIVERSITY OF DELHI

INVITES YOU TO

ORIENTATION 2020



WELCOME FRESHERS!
ATTEND OUR ORIENTATION TO KNOW MORE ABOUT US!

DATE: 21-11-2020 (SATURDAY)
TIME: 4PM ONWARDS
PLATFORM: GOOGLE MEET (link in bio)

FOLLOW US ON [@AWAKENKNC](#) FOR MORE INFORMATION

AWAKEN-THE CONSUMER'S CLUB
KAMALA NEHRU COLLEGE

invites you to the

INAUGURAL CEREMONY

Topic : Rise of digitalisation

- Professor in Integrated Marketing Communications
- Co-Chairperson, FPM (Doctor Level Program) at MICA (India)
- 17+ years of experience in teaching and research



Speaker :
Prof. Varsha Jain

March 13, 2021 | 10 AM Onwards
Platform : Google Meet
Link : <https://meet.google.com/vkoe-yvrtj-jpx>

FOR FURTHER DETAILS, CONTACT
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AWAKEN - THE CONSUMER CLUB
KAMALA NEHRU COLLEGE

Consumer'21
Presents

AN ONLINE MEME MAKING COMPETITION

MEME- O - MANIA

Main event - 14th March 2021, 3 PM

Instructions to follow :

- 1) Preliminary submissions by 10th March 2021, 7pm.
- 2) Topic- "Consumers During Lockdown"
- 3) Judgement criteria - maximum likes on the submitted meme!



LET THE GIG MEME! BEGIN!

For Queries :
Ishika Gupta- 9899882028
Shivani- 9804990023


Awaken - The Consumer Club
Kamala Nehru College

CONSUMIDOR'21
Presents

A PRODUCT RE-BRANDING COMPETITION

AAVISHKAR

Date- 13th March 2021



Time- 13 PM
(Round 1- Jumble Solves)
3:30 PM
(Round 2- Product Rebranding)

Platform - Round-1
Round-2

Teams of two or individual allowed!

For queries -
Yamshi: 7882370228
Ishika: 7882362482
Nishu: 8360728548

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CONSUMIDOR'21
Presents

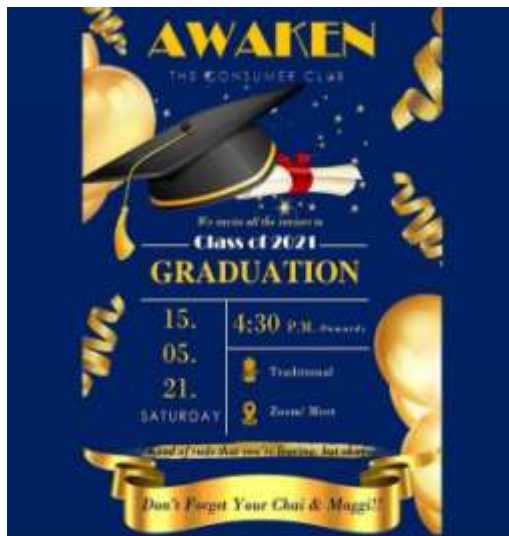
A Knowledge Test

QUIZITT

Main Event - 13th March 2021
Time- 1 PM onwards
Platform - Google forms

Further queries -
Devika: +91 9711390705
Navya: +91 8726069990

Prelims- 11th March 2021
Time- 3 PM
Platform - Google forms



Links of the Events

1. <https://drive.google.com/folderview?id=1--aralX02cyUICwWaTjYCHIYp4T50C7>
2. <https://drive.google.com/file/d/1Vq6GHKDcrJXKunNrc61a7A31Scz7PQBz/view?usp=drivesdk>
3. <https://drive.google.com/folderview?id=1--aralX02cyUICwWaTjrYCHIYp4T50C7>