



LOYOLA COLLEGE [AUTONOMOUS]

College of Excellence

CHENNAI-600034

Department of B.Com.[Honours]

Celebrating

Green CONSUMER DAY

**28 SEPT
2024**

Reduce • Reuse • Recycle



**GO
GREEN**

**Save
the
EARTH**

LOYOLA COLLEGE(AUTONOMOUS), CHENNAI-34
DEPARTMENT OF B.COM (HONOURS)
GREEN CONSUMER DAY AWARENESS PROGRAM

Organized by: Department of B. Com (Honors) Forum

Date: 26th September 2024

Occasion: Green Consumer Day

The Department of B.Com (Honors) actively participated in Green Consumer Day by conducting a significant awareness program on the 26th of September 2024. The focus of the initiative was to educate and raise awareness among students about the importance of sustainable consumer habits.

Activities Conducted:

The students organized a survey to gauge the general awareness and attitudes of individuals towards Green Consumer Day and its environmental implications. During the survey, they engaged with a diverse group of students from various departments across the college. The primary objective was to explore people's understanding of eco-friendly consumer practices and their willingness to adopt green initiatives in daily life.

As part of the awareness drive, the students also took the opportunity to enlighten their peers about the relevance and importance of Green Consumer Day. Key topics discussed included sustainable consumption, reducing the environmental footprint, and the need to support eco-friendly products and businesses.

Memorable Participation:

Each participant who contributed to the survey was presented with a memento — a thoughtfully chosen jute bag. The jute bag symbolized the promotion of eco-conscious consumer behavior and served as a reminder of the core principles of Green Consumer Day. By giving a practical, reusable item, the department encouraged the recipients to adopt green habits, such as reducing plastic use, in their everyday lives.

Program Impact:

The initiative successfully fostered a dialogue on environmental responsibility among the college community. The distribution of eco-friendly mementos not only promoted practical action but also reinforced the significance of Green Consumer Day. Participants were inspired to reflect on their consumption choices and embrace sustainability, making the program an effective educational and awareness tool.

In conclusion, the awareness program by the Department of B.Com (Honors) effectively contributed to raising consciousness about green consumerism, urging the college community to consider sustainable practices in both their personal and professional lives.

