



HINDUSTAN

COLLEGE OF ARTS & SCIENCE

Affiliated to University of Madras | NAAC 'A' Grade | 2(f) Status by UGC

A Unit of Hindustan Group of Institutions

CHENNAI



SCHOOL OF BUSINESS STUDIES

CITIZEN CONSUMER CLUB

**Organize an Outreach Programme on 21st August 2026 at
Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu (DT) on
the theme “Green Consumerism and Digital Literacy – Building Smart,
Safe, and Sustainable Consumers.”**

From:

17.08.2026

PANNEERSELVAM A
CCC – Co-coordinator
Hindustan College of Arts & Science
Chennai – 603103

To:

The Principal
Hindustan College of Arts & Science
Chennai

Respected Madam,

Subject: Permission to Conduct Outreach Programme on “Green Consumerism and Digital Literacy – Building Smart, Safe, and Sustainable Consumers” at Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu (DT) on 21st August 2026 – Reg.

I kindly request permission to organize an Outreach Programme on 21st August 2026 at Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu (DT) on the theme “Green Consumerism and Digital Literacy – Building Smart, Safe, and Sustainable Consumers.”

The programme aims to create awareness among the students and community members about responsible consumption, environmentally sustainable choices, digital safety, and informed consumer practices in the rapidly evolving digital marketplace.

As part of the programme, the Citizen Consumer Club has planned to conduct the following activities:

1. Green Consumer Awareness Session – Promotes sustainable consumption and eco-friendly purchasing choices.
2. Smart Consumer Activity – Helps participants identify eco-labels and make informed purchases.
3. Digital Literacy and Safety Awareness – Educates participants on safe online shopping, scams, and digital payments.
4. E-Waste and Sustainable Consumption Awareness – Encourages responsible use, reuse, recycling, and disposal of e-waste.
5. Digital Consumer Awareness – Builds awareness of consumer rights, digital safety, and sustainable practices.

These activities will provide participants with practical knowledge and awareness to become smart, safe, and sustainable consumers and encourage them to adopt responsible consumption and digital practices in their daily lives.

In this regard, I kindly request permission to conduct the Outreach Programme on 21st August 2026 at Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu (DT). I also request an amount of ₹3,000/- (Rupees Three Thousand only) to meet the expenses towards stationery, awareness materials, certificates, prizes, and other programme-related requirements for the participants and winners.

Further, I kindly request you to provide a college bus for the to-and-fro transportation of the faculty members and student participants from the college to Kunnavakkam Village and back to the college on the day of the programme.

I kindly request you to grant permission, provide the necessary financial support, and arrange the required bus facility to conduct this outreach programme successfully.

Thanking you,

Yours faithfully,

A/s Cash
18/08/2026



HINDUSTAN
COLLEGE OF ARTS & SCIENCE

CHENNAI - 603103



Citizen Consumer Club - Outreach Programme

GREEN CONSUMERISM & DIGITAL LITERACY

Building Smart, Safe & Sustainable Consumers

YOU ARE CORDIALLY INVITED

The Citizen Consumer Club (CCC) of
Hindustan College of Arts & Science, Chennai - 603103

cordially invites you to the
"Green Consumerism & Digital Literacy"
Outreach Programme

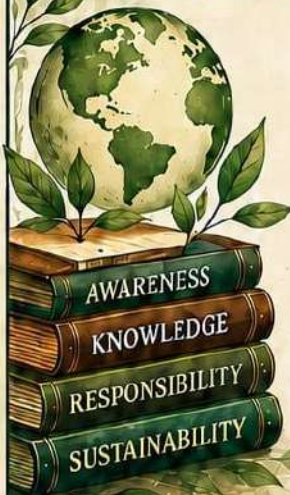
Join us in creating awareness and empowering communities
for a smarter, safer and sustainable tomorrow.



21ST AUGUST 2026
(FRIDAY)



KUNNAVAKKAM VILLAGE,
THIRUKAZHUKUNDRAM (TK),
CHENGALPATTU (DT)



*Informed
Consumers
Build a
Greener
Tomorrow*

— GRACIOUSLY FROM —

Dr. Susan Verghese
Director

Mr. David Ryan M
Deputy Director

Dr. V.J. Philip
Deputy Director
(Academics)

Dr. Uthira D

Principal

— CONVENER —
PANEERSELVAM . A
Department of Commerce
(Shift - I)

— CO - CONVENER —
SARVIZHI.L
Department of Commerce
(CA and A&F)



READ
TODAY



LEARN
MORE



GROW
TOGETHER



EMPOWER
COMMUNITIES



LEAD
TOMORROW

*Every Visit. Every Step. Every Child.
Together, we build a brighter tomorrow!*



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Citizen Consumer Club – Outreach Programme

GREEN CONSUMERISM & DIGITAL LITERACY

Building Smart, Safe & Sustainable Consumers



21st AUGUST 2026
(FRIDAY)



KUNNAVAKKAM VILLAGE,
THIRUKAZHUKUNDRAM (TK),
CHENGALPATTU (DT)

Creating Awareness. Empowering Communities. Building a Sustainable Tomorrow.

PROGRAMME ACTIVITIES

1

GREEN CONSUMER AWARENESS SESSION



Interactive session on sustainable consumption, eco-friendly products, responsible purchasing, waste reduction and making environmentally conscious choices.

2

SMART CONSUMER ACTIVITY



Practical activity to identify eco-friendly products, understand eco-labels, compare product information and make informed & sustainable purchasing decisions.

3

DIGITAL LITERACY & SAFETY AWARENESS



Awareness on safe online shopping, identifying frauds & digital scams, protecting personal information, secure digital payments and responsible use of digital platforms.

4

E-WASTE & SUSTAINABLE CONSUMPTION AWARENESS



Activity on responsible use, reuse, recycling and disposal of electronic products and the environmental impact of excessive consumption.

5

DIGITAL CONSUMER AWARENESS



Awareness on consumer rights, green consumerism, digital safety, online transactions and sustainable practices to become smart, safe and responsible consumers.

BENEFITS FOR THE COMMUNITY

- ✓ Build awareness on sustainable living
- ✓ Develop digital safety skills
- ✓ Make informed & responsible consumer choices
- ✓ Know consumer rights & protection
- ✓ Become smart, safe & sustainable consumers



WHO IT IS FOR



Village Residents



Women & Self Help Groups



Youth & Students



Senior Citizens



Small Traders & Shopkeepers



Farmers & Workers



Everyone in the Community

THIS AWARENESS PROGRAMME IS FOR ALL COMMUNITY MEMBERS.

ENGAGEMENT & OUTCOMES



Active participation of community members through discussions and Q&A.



Practical demonstrations and hands-on learning for everyday use.
Building a responsible, informed and sustainable community.



OTHER KEY FEATURES

- ✓ Awareness materials & educational resources
- ✓ Group discussions & knowledge sharing
- ✓ Pledge for responsible consumption & digital safety

- ✓ Feedback & reflection session
- ✓ Recognition for active participation

CONVENER
PANEERSELVAM

Department of Commerce (Shift- I)

CO-CONVENER
SARVIZHI.L

Department of Commerce (CA and A&F)

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LEARN MORE



GROW TOGETHER



EMPOWER COMMUNITIES



LEAD TOMORROW



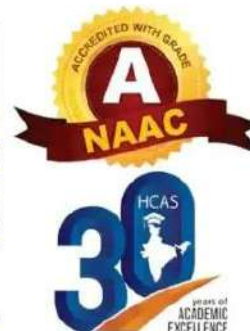
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OBJECTIVES AND OUTCOMES

Objectives

- 1. To promote awareness of green consumerism and sustainable consumption.**
- 2. To encourage eco-friendly purchasing and reduce plastic and household waste.**
- 3. To improve digital literacy and awareness of safe online transactions.**
- 4. To educate villagers about online consumer fraud and cyber safety.**
- 5. To empower villagers to become smart, safe, and responsible consumers.**

Outcomes

- 1. Villagers gained awareness of sustainable and eco-friendly consumption practices.**
- 2. Participants developed better understanding of waste reduction and plastic avoidance.**
- 3. Participants improved their knowledge and confidence in using digital services.**
- 4. Villagers became more aware of online fraud, scams, and digital safety measures.**
- 5. Participants became more informed and responsible consumers capable of making safe and sustainable choices.**

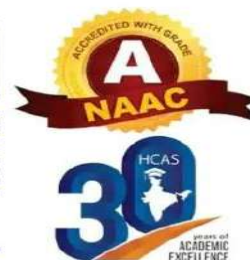


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REPORT

REPORT ON GREEN CONSUMERISM & DIGITAL LITERACY

Organized by: Citizen Consumer Club

Topic: *Green Consumerism and Digital Literacy – Building Smart, Safe, and Sustainable Consumers*

Date: 21.08.2026

Venue: Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu District

An outreach programme on **Green Consumerism and Digital Literacy** titled “**Green Consumerism and Digital Literacy – Building Smart, Safe, and Sustainable Consumers**” was organized by the **Citizen Consumer Club** and the **Department of Commerce** on **21st August 2026 at Kunnavakkam Village, Thirukazhukundram (TK), Chengalpattu District**. The programme aimed to create awareness among rural consumers about sustainable consumption, environmental responsibility, digital literacy, and safe online consumer practices.

The programme covered key aspects such as **green consumerism, eco-friendly products, reduction of plastic usage, waste management, responsible consumption, digital payments, online shopping, cyber safety, online consumer fraud, and consumer rights**. The sessions focused on encouraging villagers to adopt environmentally sustainable practices and use digital services safely and responsibly.

The interaction with villagers included practical examples of **eco-friendly purchasing, waste reduction, safe digital transactions, online fraud, and misleading online offers** commonly encountered in daily life. Simple explanations and practical awareness activities helped the participants understand the importance of making smart, safe, and sustainable consumer choices.

The outreach programme witnessed **active participation from the villagers** and successfully achieved its objective of promoting awareness about green consumerism and digital literacy. The joint initiative of the **Citizen Consumer Club** played a vital role in empowering rural consumers with knowledge about environmental responsibility, digital safety, and consumer protection, reinforcing the message of building **smart, safe, and sustainable consumers**.















HINDUSTAN COLLEGE OF ARTS & SCIENCE, PADUR			
SCHOOL OF BUSINESS STUDIES			
Citizen Consumer Club – Outreach Programme			
Theme: "Green Consumerism and Digital Literacy – Building Smart, Safe, and Sustainable Consumers"			
STAFF INCHARGE : MR. A. PANNEERSELVAM , MS. SARVIZHI L			
VENUE : Kunnavakkam Village		TIME : FULL DAY	DATE : 21.08.2026
LIST OF STUDETNS ATTENDEES			
S. NO.	ROLL. NO.	NAME OF THE STUDENTS	SIGNATURE
1	U25AF102	BHAVANI .K	K Bhavani.
2	U24BM102	KRISHINAMOORTHY	Krishnathi.
3	U24BM106	HEMAVATHI	Hema
4	U24BM107	ROSHINI JANASRI	Roshini Janasri
5	U24BM108	MADHU SRI .M	Madhu.
6	U24BM110	SUTHASHAN	Suthasan
7	U24BM128	ARUNTHATHI	Arunthathi
8	U24CN102	MADHAN KUMAR	Madhan Kumar
9	U24CN149	KISHORE	Kishore
10	U24CN161	VISHNU	Vishnu
11	U24CR103	MEIARASI	S. Meenakshi
12	U24CR104	AKASHYA	S. Akashya
13	U24CR109	EZHULARASI	Ezhularasi
14	U24CR111	POOJA MALAR	Pooja Malakar
15	U24CR125	ABINAYA	A. Abinaya
16	U24CR137	AMISHA BEGAM	Amisha Begam
17	U25AF101	SEZHYAN .S	Sezhyan
18	U25AF110	MURUGAN . B	Murugan
19	U25AF111	SETHURAMAN . V	Sethuraman
20	U25AF112	BHUVANESWARI . V	Bhuvaneshwari
21	U25AF115	KALAISELAVN	Kalai Selavan
22	U25AF116	SRIMOINTH . E	Srimoonth
23	U25AF117	SUDHAKAR . V	Sudhakar
24	U25AF119	YAMINI .V	Yamini
25	U25AF121	ASHWIN RAM . VP	Ashwin Ram
26	U25AF124	HASHINI . D	Hashini
27	U25AF126	SHALINI . K	Shalini
28	U25AF128	MAHA VISHNU . N	Maha Vishnu
29	U25AF129	HARSHA . A	Harsha
30	U25AF133	BLESSY . S	Blessy

31	U25AF145	SUJITHA . P	P. Sujitha
32	U25AF146	LIYANA . M	Liyana M
33	U25BCG304	DIYALAKSHMI . C	Divya Lakshmi C
34	U25BCG310	LAKSHMI PRIYA . V	V. Lakshmi Priya
35	U25BCG316	SWATHI . R	R. Swathi
36	U25BCG329	SHALINI . G	G. Shalini
37	U25BCG332	DIVYA BHARATHI . M	M. Divya Bharathi
38	U25BCG340	JAYAMITHARA . R	R. Jayamithara
39	U25BCG342	LOKESH . M	M. Lokesh
40	U25BCG347	DILLI BABU . M	M. Dilli Babu
41	U25BCG352	TAMIL SELVI . S	S. Tamil Selvi
42	U25BCG361	JENIFER . Y	Y. Jenifer
43	U25BG226	TAMILSELVI . V	V. Tamil
44	U25BG227	NETHRA . P	P. Nethra
45	U25BG244	JANANI . A	A. Janani
46	U25CN118	VINISH KUMAR . V	V. Vinish Kumar
47	U25CN153	ARUN PRASAD . S	S. Arun Prasad
48	U26AF103	SUNDARAPANDIYAN	Sundarapandyan
49	U26AF107	NANDHAKUMAR . M	M. Nandhakumar
50	U26AF110	GOKUL . V	V. Gokul
51	U26AF112	GOWTHAM . K	K. Gowtham
52	U26AF128	VISHAL . K	K. Vishal
53	U26AF138	JAYASHREE . J	J. Jayashree

