

# **Awareness program on Green Consumerism among Degree college students in Devarakonda 20/12/2022**

## **I. DETAILS OF THE EVENT**

- A. Name of the Event: Awareness Program on Green Consumerism in  
Degree Colleges of Devarakonda**
- B. Date of the Event: 20 December 2021**
- C. Department/Cell/Committee: Commerce & Consumer Club**
- D. Resource Person: Ms. S. Sarada Devi, Assistant Professor of Commerce**
- E. Attendance:**
  - 1. Staff: 1**
  - 2. Students: 15 (From the college)**  
**500 (Different Degree Colleges)**

## **II. A BRIEF REPORT**

An Awareness Program on Green Consumerism in Degree Colleges of Devarakonda was conducted by the Department of Commerce in association with Consumer Club of the college on 20 December 2021. The resource person, Ms. S. Sarada Devi, Assistant Professor of Commerce, along with the students of the commerce department participated in the event.

The resource person educated the audience about the protection of nature as it is extremely significant keeping in mind the tremendous effects it has on our health. She said that nature thwarts the outbreak and proliferation of many diseases. Environmental protection helps conserve the varied ecosystems around us and indeed saves the whole of humanity. Therefore, we have to give utmost importance to the conservation of nature. In our country, various factors such as industrialization, population explosion, poverty and rapid depletion of forest cover are mainly responsible for the elevated pollution levels as well as the degradation of our environment.

In the current circumstances, Ms. S. Sarada Devi added, 'Green Consumerism' is an extremely important concept that helps in protecting our 'Bhoodevi' (Mother Earth). Consumers have recognized the bad consequences of consumerism and the harmful impact that their actions have on the environment, and are moving towards 'green buying' although it entails paying more money for purchasing green products.

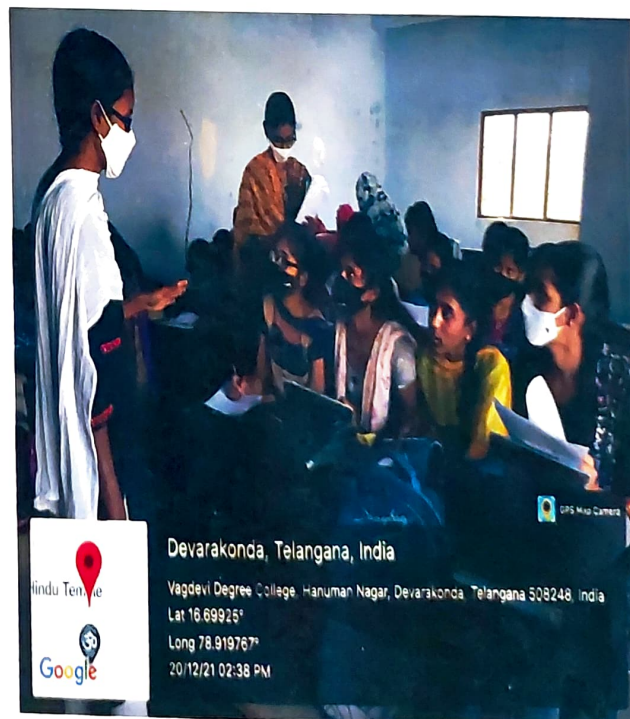
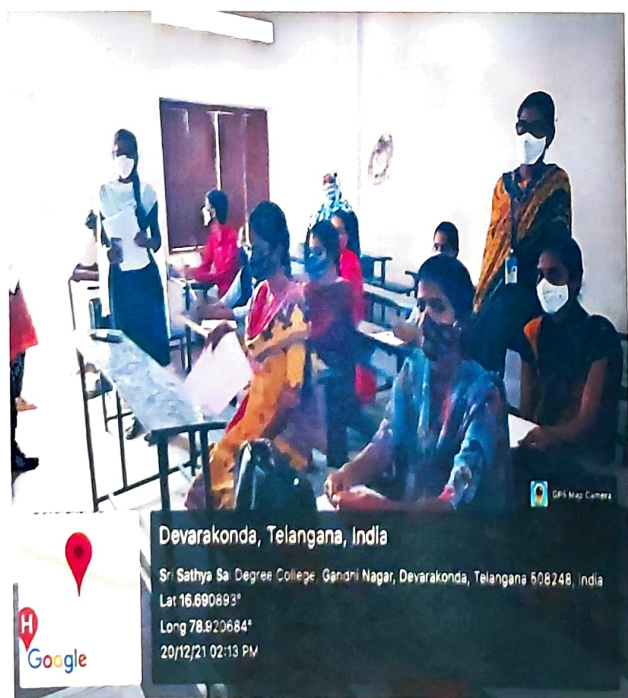
The resource person explained in detail the meaning of the term, 'Green Consumerism', which refers to the process of consumption, being fully aware of the environmental consequences. Green consumerism motivates people to protect the environment by keeping away from those goods and services which harm the environment. Keeping the present scenario in view, it is important that we comprehend the idea of 'green products' and create awareness in the public and motivate them to purchase green products and thus contribute to environmental protection, thereby helping our next generations.

Ms. S. Sarada Devi ended the event with a call to join the movement called 'green living' which motivates people to adopt an environmentally friendly way of living.

The Q & A event was dominated by questions from the students about the practicality of adopting 'green consumerism' and 'green living' for which the resource person gave suitable replies. The principal, staff and students participated in the event, making it a memorable one.



**Students from BCOM visited various colleges in Devarakonda and created awareness about Green Products.**







*Chandrabay*  
**PRINCIPAL**  
**MKR Govt Degree College**  
**DEVAKOTA**  
**DEVARAKONDA DIST**