

## **Reel and Video Awareness Activity**

**Date:** 09-10-2025

**Organized by:** Department of BBA

**Academic Year:** 2025-2026

### **Report:**

The Department of BBA organized an Awareness Program on Crackers-Free Diwali through Reels and Videos on 9th October 2025 as part of the Campus-Wide Campaign to Celebrate a Crackers-Free Diwali. The initiative aimed to promote an eco-friendly Diwali celebration by encouraging students to create creative and impactful reels and videos highlighting the importance of avoiding crackers. The activity aligned with SDG 11, SDG 12, SDG 13, and SDG 15, focusing on sustainable cities, responsible consumption, climate action, and life on land. Students from the BBA Department actively participated and showcased their creativity and environmental awareness through engaging short videos. The program was organized under the guidance of Dr. Renuga Devi S, Head of the Department. Faculty coordinators ensured smooth execution and enthusiastic participation. The event concluded with a group photo session, capturing the unity and commitment of students towards a sustainable Diwali celebration.