

CAMPUS SOCIAL RESPONSIBILITY - – ILLUME (CSR)

CSR Campus Social Responsibility embarked as “ILLUME” is an initiative by the Department of Commerce to spur the much needed elements of Social responsibility and human spirits among the young minds..CSR was initiated in the year 2014-15.

The following were the activities undertaken by the students 2016-17:

The first effective step was taken on International Women’s Day being 8th march 2017. The students of Department of Commerce visited Aashraya home and greeted them with roses and distributed provisions and sanitary napkins to the inmates.

- The students visited The Mercy Home- an old age home where they distributed provisions and spent quality time with the senior citizens.
- They also visited The Lotus Blind Welfare Trust, where they distributed stationeries.
- The students spent time with acid attack victims and victims of domestic violence of Aashraya Home and applied Mehendi and gifted them with clothes.they also planted saplings and created a greener environment.

2017-18:

- The students undertook an initiative to teach Yoga to 50 students of LITTLE FLOWER CONVENT (school for the deaf and dumb) on INTERNATIONAL YOGA DAY. This activity was aimed at enabling the students to maintain their physical as well as emotional well being.
- The students conducted sports day in LITTLE FOWER CONVENT by teaching aerobics classes for about about 20 hours to 70 students. 15 students took the help of aerobics trainer to learn something new like aerobics.
- The students also executed a vocational trip to ISCKON temple in ECR with 35 physical and mentally challenged students of BAL VIHAR, refreshed after exploring the outside world.
- The students volunteered a vital role in setting up play areas for 70 children at SRS Sarvodaya and 70 children at THE CANDLES community centre at Padur, play items like chess, caromboard, shuttle, cricket bats, doll etc. were donated in each place.
- The students celebrated DIWALI at SRS SARVODHAYA and AASHRAYA . They distributed clothes like 70 salwars, 10 sarees, 15 kurtis and accessories along with sweets.
- The students also celebrated Christmas at STREE SEVA MANDIR at virugambakam.

2018-19:

- The students of the self supporting stream went to Academy for the Blind in Medavakkam on 1st September 2018 ,sponsored and served food for the visually challenged inmates as a part of the ‘dine with divine’ project. The students also entertained them by singing to them. It was a delightful experience for the students as well as to the people of the Academy.

- Students of the department went to various colleges like Queen Marys and Presidency to assist the blind students during their exams as scribes at different occasions.
- Cloth bags collected from the UG and PG students of the department, were distributed to primary school students to give them awareness about reducing the usage of plastic bags for the sustainable protection of the environment.
- The CSR wing associated with CAG care an NGO and conducted a seminar for the students on 'Road Safety'. Ms.Sumana Narayanan and Ms.Savitha Thirunavukkarasan of CAG Care enlightened the students about different facts and rules regarding driving and road safety .The session was very helpful for the students as majority of them use private vehicles for commuting.
- A poster making competition and oratorical competition was conducted on 6th February 2018 on the topic "Drunken Drive' and 'Pedestrian Safety' on account of road safety week. Active participation was received from the students. Cash prizes were awarded to the winners of the competition. There was also a mime performance by the Tamil theatre team of the college on 'Road safety'.
- To create responsive 'Good Samaritans', by ensuring the knowledge of first aid to the students, an interactive session with the students about road safety and first aid was conducted by 'Alert' an NGO that focuses on first aid. Mr.Neelakandan, an efficient speaker of the organisation enlightened the students on First Aid
- A consumer awareness drive was conducted to the students of the Commerce Department in order to make the students aware of their rights and responsibilities as consumers. A skit was performed by the students of the department bringing out the importance of a consumer. A debate and a skit on Digital Safety was organized by the students of the department. Ms.Savitha of CAG Care delivered a lecture on digital safety to the students.
- The students Self-Supporting streams served as volunteers for the Blood Donation Camp along with the National Service Scheme (NSS) club of our college who had organized a in collaboration with Blood Donors Club of Madras Medical College at our college premises on 12th September 2018 and collected units of blood from 155 students.

2019 - 20

Initiating an idea contest "DROP WISE" concerning the precious resource in the planet –water.

Students were asked to share innovative ideas to reduce and reuse water consumption in order to beat the water crisis in the city. The contest received active participation with great ideas to save water.

- With an intention to serve the community ,students reached out to an NGO "Street Vision" which houses 60 street children in the city.Students contributed immensely to Street vision by providing provisions ,stationery items and cash donations.
- 30 new textbooks for the B.Com course amounting to a total of Rs 8000 was distributed to the deserving students by raising grants from voluntary organisations.
- World Consumer Rights day was observed with emphasis on "Green Consumerism". students presented skits to create awareness about green consumerism , the event was celebrated in association with Citizen Consumer and Civic Action Group - an NGO

- With a motive to help visually impaired students, the students of the department volunteered as scribes and wrote exams in English and Tamil language for students in various city colleges like Queen Marys , Presidency College and Lady Willington College.
- A massive Campaign against Climate change was undertaken. February 2019 was observed as Climate Action Month, where students were asked to focus on taking steps to reduce carbon footprint to protect the environment.
- A kiosk was set up on campus to provide free consultation to students to self evaluate how much carbon footprint they generate every month and measures to reduce footprint was highlighted to students.
- An awareness talk on Trans fat was organised for the students to help live a healthy and balanced life
- a group of students took active interest in wall painting. They visited the pediatric ward in Stanley Hospital Chennai and did attractive paintings on the paediatric ward walls in the hospital to provide a conducive environment to the children who visit.

2020 - 21

- As July is considered as **Plastic-free July** globally, the CSR Club conducted a home audit on plastic usage activity for 3 weeks. This activity was aimed to create awareness on the most effective way to tackle plastic pollution
- The **ILLUME** team in association with PROJECT PUTHRI offered **virtual internship opportunities** to the students of the department of commerce in fields like outreach activities, content development and media. The internship program has been an intellectually stimulating and insightful experience.
- The CSR Club conducted an hour-long webinar on the topic of **Sustainable Lifestyle**. The students learnt Sustainable living ensures future generations a habitable world that they can enjoy.
- On account of the UN 75th anniversary, we conducted an hour-long webinar on the topic of **Sustainable Cities**. An insightful panel discussion took place and a few girls from the department shared their views on the topic.

In collaboration with the Hibiscus Foundation for Social Welfare, the CSR Club conducted a webinar on '**Tobacco-Free Environment**' intending to ensure the ill effects of Tobacco and the importance of mental health.