A.V.PAREKH TECHNICAL INSTITUTE

ELECTRONICS & COMMUNICATION ENGINEERING DEPARTMENT

REPORT ON

“E-Campaign for Liquor Prohibition”

March 2022

'Azadi na Amrut Mahotsav'is a series of events organized by the government of India to commemorate the 75th anniversary of Independence. The mahotsav will be celebrated as peoples' movement across the country.

Gymkhana committee / N.S.S committee and Electronics & Communication engineering department had organized an e-campaign for Prohibition of liquor by students of the department to spread awareness on effects of alcohol on lives of people.

NAME OF EVENT: E-Campaign for Liquor Prohibition

EVENT DETAILS:

An E-campaign was organized by the department wherein e-material that highlights effects of liquor on body and life was circulated among students and by students through Wtsapp, Facebook and Instagram. Slogan of the campaign was **"Say No to Liquor, Yes to Life"**. Nearly 63 students had participated in the campaign and 369 people were approached through the social media.

DATE: March 2022

THEME: Public Awareness e-campaign

VENUE: - Social Media

EVENT CORDINATOR: - Ms. K.V.Shingala

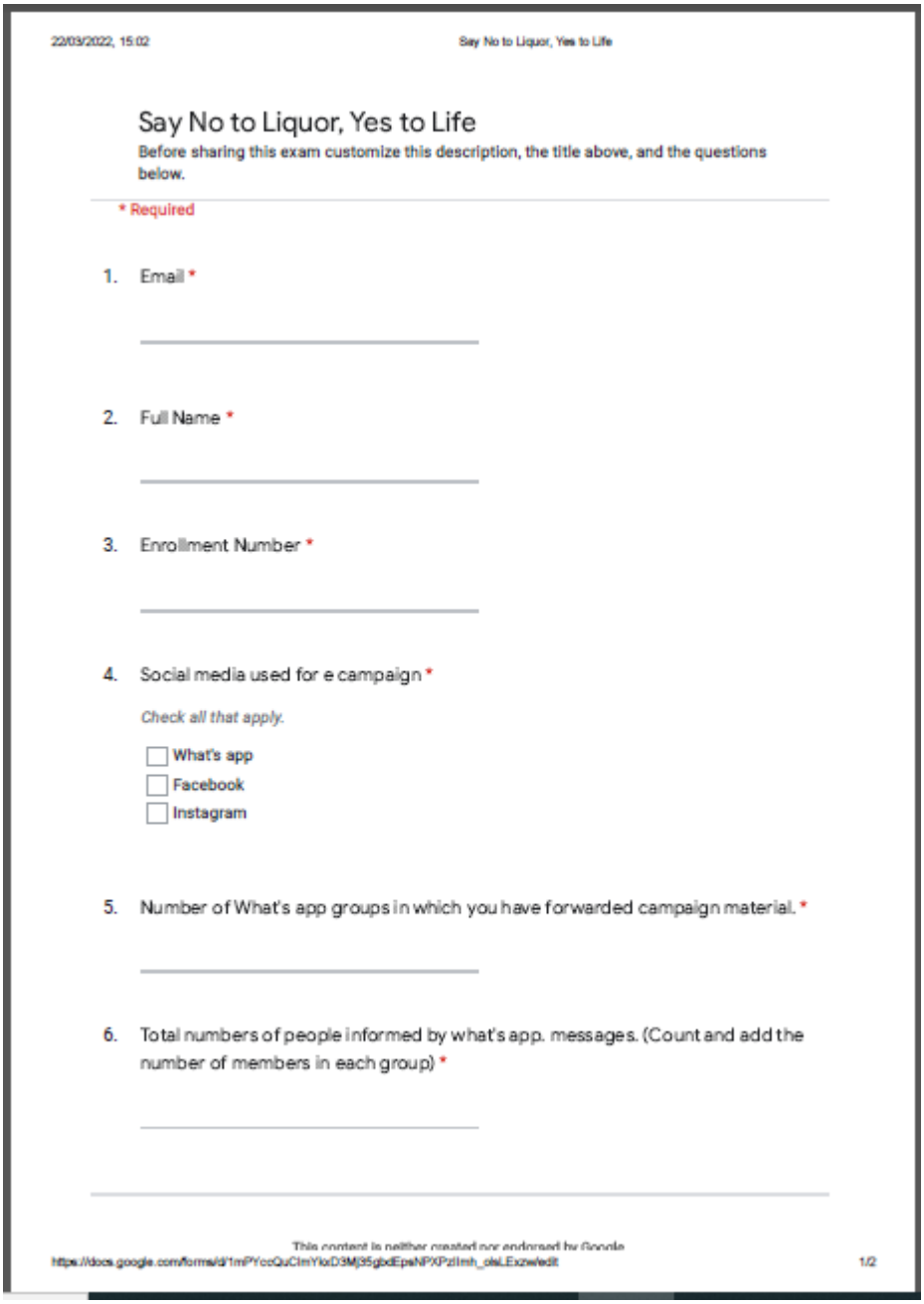
Brief description of event:

- Consumption of Alcohol has harmful effects on physical and mental lives of people. It has short term effects such as impulsive behavior, nausea and vomiting, diarrhea, head pain and Long term effects such as permanent damage of brain, liver, lungs, heart, kidneys by inculcating incurable diseases.
- Electronics & Communication department along with Gymkhana/NSS had organized an e-campaign with a slogan **"Say No to Liquor, Yes to Life"** as well by circulating the e-material mentioning the harmful effects of alcohol on lives of people through wtsapp, facebook and instagram.
- A Google form was prepared for students to participate in a campaign wherein a student has to fill their profile details, name of social media used and number of people approached through messages for creating awareness. Generated Excel sheet was used to analyze the data and calculate number of people approached.
- Students that had participated were given e-certificates.

Outcome of Event:

- In this era, social media is the most powerful tool to spread the information and reach at every person. Through this e-campaign, youth of India who is highly vulnerable to this worst habit of alcohol consumption got aware of the harmful effects and deadliness of its use.
- Also, as student's had participated, family members of the students were also made aware through maximum circulation of messages.

Google Form



22/03/2022, 15:02 Say No to Liquor, Yes to Life

Say No to Liquor, Yes to Life

Before sharing this exam customize this description, the title above, and the questions below.

* Required

1. Email *

2. Full Name *

3. Enrollment Number *

4. Social media used for e campaign *

Check all that apply.

- [ ] What's app
- [ ] Facebook
- [ ] Instagram

5. Number of What's app groups in which you have forwarded campaign material. *

6. Total numbers of people informed by what's app. messages. (Count and add the number of members in each group) *

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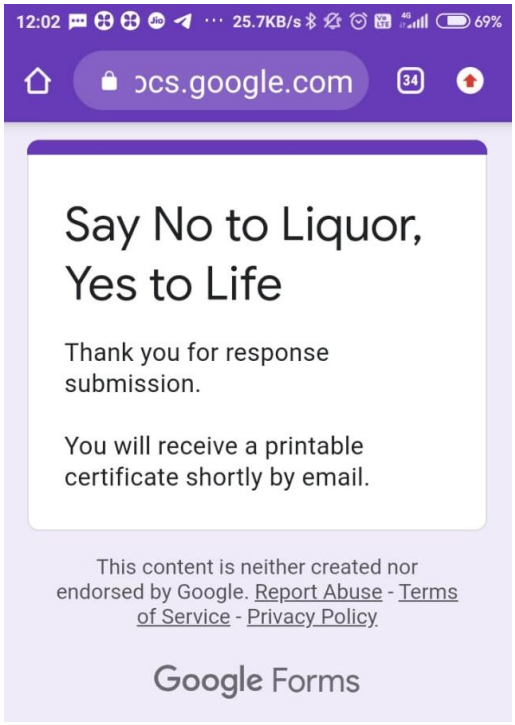
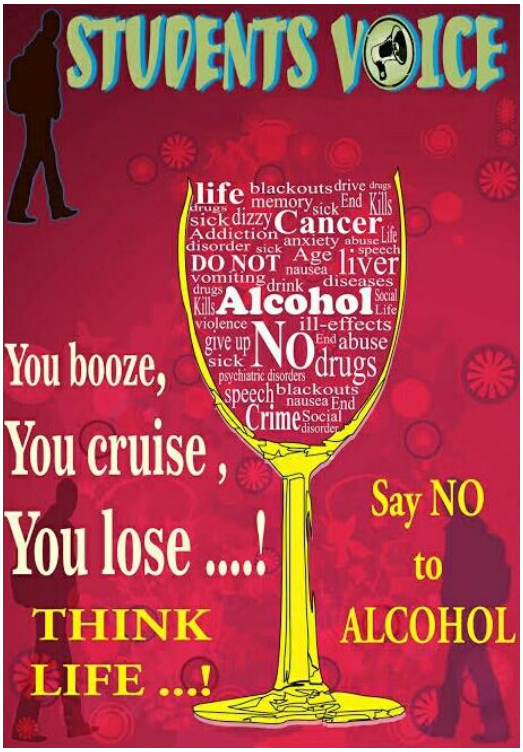
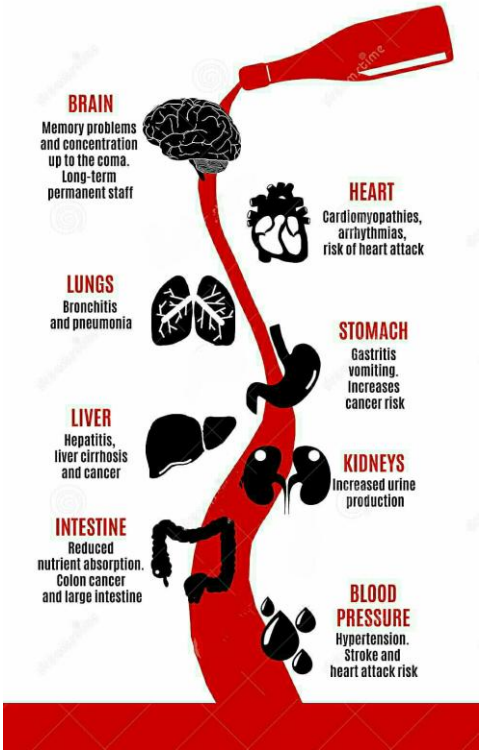
https://docs.google.com/forms/d/1mPYccQuCtmYkxD3Mj35gbdEpsNPXPzlImh_olsLExzw/edit 1/2

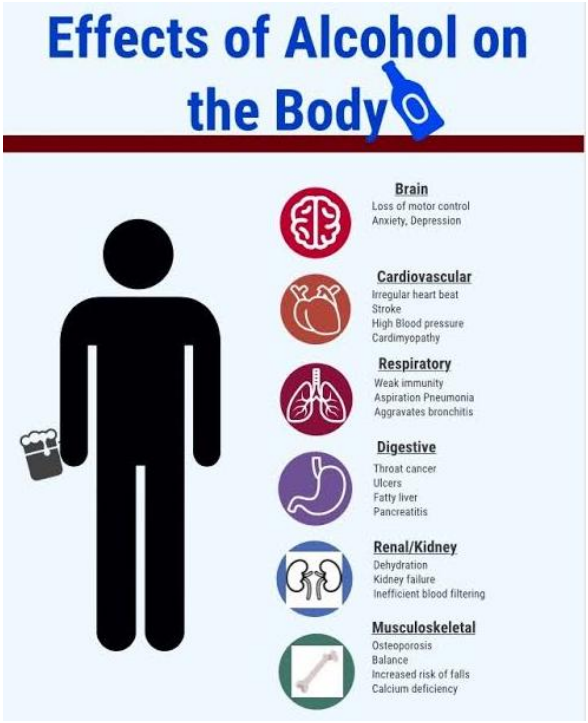
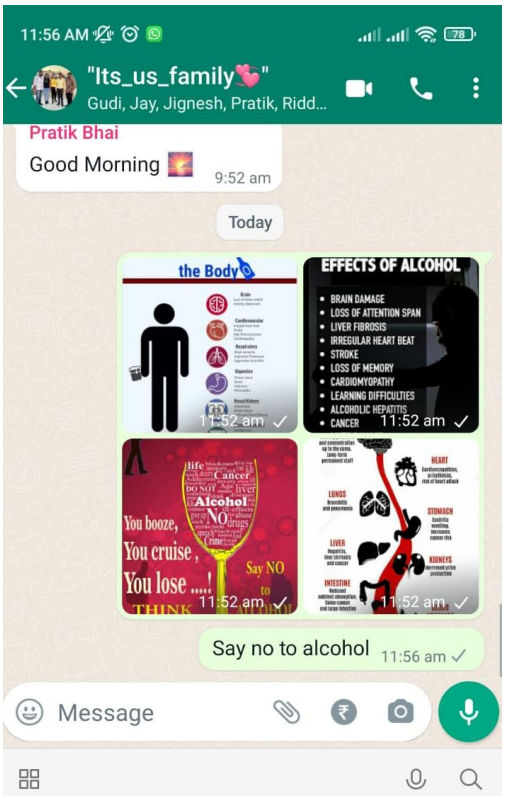
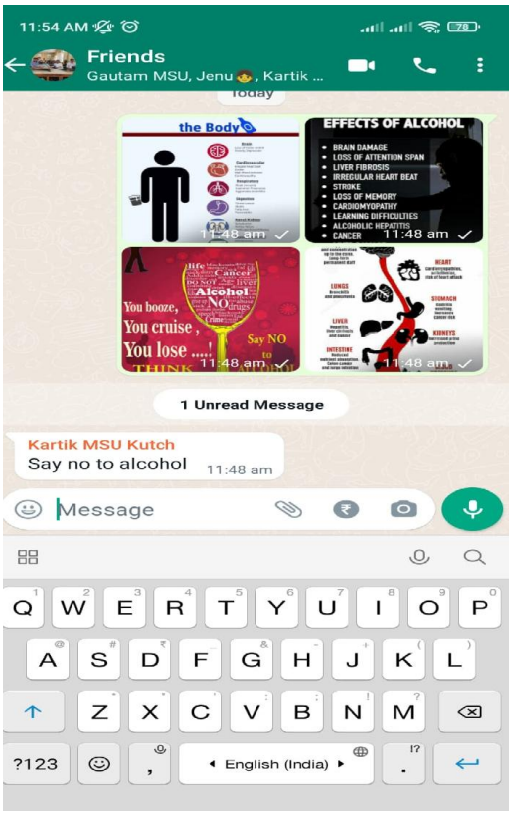
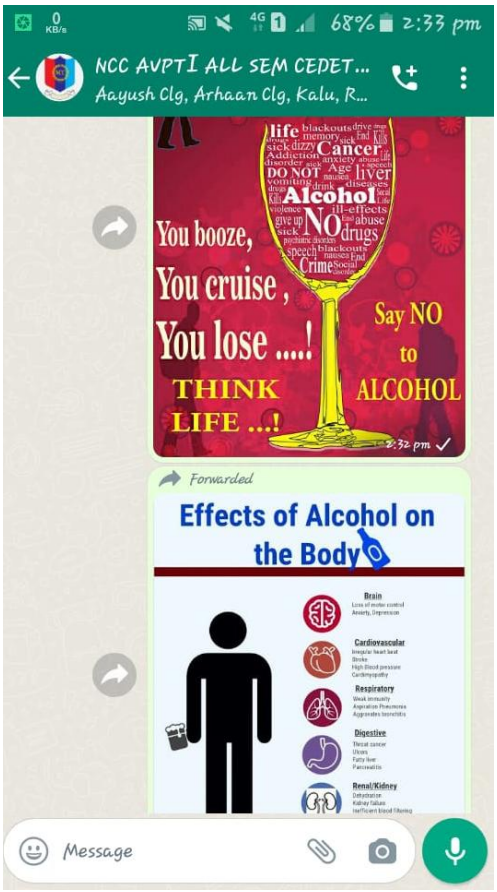


Sample Certificate

e-posters for Campaign







Screenshots of e-Campaign