Monthly Programme Report

St. Teresa's College (Autonomous), Ernakulam BMC

Institution Name: **St. Teresa's College (Autonomous), Ernakulam**

BMC Code: **ERM/2010/04**

ProgrameTitle: **BMC'S STRATEGY ON PROVIDING NUDGES**

Program Category: **Others (Nudges and Sensitization Initiatives)**	Activity Type: **Awarness Program**	No.of participants: **2000**
Planned Date: **04-06-2024**	Renewed date: **-**	Program Date: **31-03-2025**
Budgeted Amount: **Rs 0/-**	Total expenditure: **Rs 0/-**	Balance: **Rs 0/-**

Brief Report

The Bhoomitrasena Club of the college carries out its initiatives in a strategic way, and nudges are a crucial part of this strategy. The club informs and directs the college community, including the staff and students, with the help of nudges. Nudges are the small, thoughtful messages sent to different college official groups through WhatsApp, either as brochures or as simple text messages.

This procedure is used by the club to deliver its messages to the college community instantly and efficiently. Before the start of every programme organised in the college, BMC sent such nudges so that the organisers know how to go about in an eco-friendly way throughout the conduct of each programme. The BMC team sent prompt nudges for following the Green Protocol before various departments started throwing their Fresher's Day, Association Day, and Farewell parties, Christmas and Onam Celebrations, all other programmes of the centenary year of the college, and Retirement functions.

Photographs





