



Department of Electrical and Electronics Engineering
Green Energy Club

Green Campus Initiative

Green Action Reel Challenge

EVENTS



 23th April 2026

 11:00 AM onwards

 Schneider Electric Skill Lab (Room No: B-001)

For more Information:

Deepti: 6360599930

Meghana: 8618852202

Coordinator

Mr. Vinod Kumar S
Sr. Assistant Professor
Green Energy club

Mr. Rakesh C
Associate Head – Student Welfare
Co-curricular Clubs Incharge

Convenor

Dr. S. Sujitha
HoD-EEE

Venue: Schneider Lab

Date: 22-24 of April 2026

Organised by: Green Energy Club – New Horizon College of Engineering

Faculty Coordinators: Mr. Vinod Kumar S

Total Number of Internal Participants:120

Green Action Reel Challenge

Targeted Audience: Students from New Horizon College of Engineering

Description:

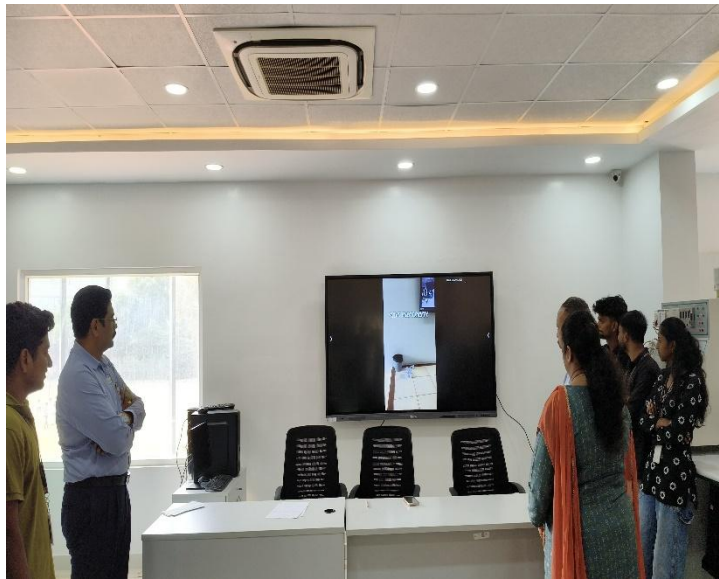
In today's digital era, social media platforms have become powerful tools for spreading awareness and influencing society. This event effectively utilised that influence by encouraging participants to create meaningful content capable of inspiring people to adopt sustainable habits in their daily lives. The Reel Making Challenge was designed as a modern and creative event aimed at leveraging social media for environmental awareness. Participants were assigned the task of creating short video reels that conveyed impactful messages related to sustainability and eco-friendly practices.

Students employed storytelling techniques, creative visuals, and digital editing skills to produce engaging content that could educate, and influence viewers. The reels addressed important themes such as waste management, energy conservation, and climate action. The event encouraged digital creativity and innovation while highlighting the power of social media as an effective tool for spreading environmental awareness. It also helped students enhance their technical and communication skills related to content creation and digital storytelling.

Through this initiative, students promoted environmental awareness using digital media and creative expression. The event encouraged participants to develop short reels and videos that showcased eco-friendly practices, sustainability ideas, and environmental messages in a visually engaging format. Participants created reels based on themes such as energy conservation, waste management, cleanliness awareness, reduction of plastic usage, water conservation, green transportation, renewable energy, and environmental protection.

The videos included practical demonstrations, awareness messages, creative storytelling elements, and innovative sustainability ideas. The event focused not only on promoting environmental awareness but also on strengthening students' digital communication, editing, presentation, and storytelling skills. Participants gained hands-on experience in responsible content creation while understanding the importance of using technology for social impact.

Photos



The Green Action Reel Challenge encouraged students to transform awareness into action by demonstrating how small individual efforts could contribute toward a greener and healthier environment. The event also fostered teamwork, creativity, and effective communication while promoting a strong culture of environmental responsibility among students.

Objectives:

- To promote environmental awareness through digital media
- To encourage sustainable practices among students
- To enhance creativity and storytelling skills
- To develop video editing and content creation abilities
- To inspire students to take practical and eco-friendly actions

Outcomes:

- Improved digital content creation and editing skills
- Increased awareness regarding sustainability practices
- Better understanding of environmental responsibilities
- Enhanced confidence in communication and presentation
- Creation of impactful reels capable of reaching wider audiences

