

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



DEPARTMENT : BUSINESS ADMINISTRATION

ACTIVITY : EXTENSION PROGRAMME

YEAR : 2023-2024

DEPARTMENT OF BUSINESS ADMINISTRATION

DATE	TIME	VENUE	MODE
21.09.2023	11:00 a.m. to 12:00 noon	Government Arts and Science College for Women, Nilakottai	Offline
Theme	The Digital Revolution: Navigating Social Media's Influence on College Students		
Nature of the Activity	Extension Service		
Title	Impact of Social Media among College Students		
Recourse Person	Mrs. S.Divya Assistant Professor of BBA EMGYWC		
Participants	Government Arts and Science College for Women Students - 15		

EXTENSION SERVICE ON "IMPACT OF SOCIAL MEDIA AMONG COLLEGE STUDENTS"

Objective:

To help students identify both the advantages and disadvantages of social media and to discover and nurture their talents for future opportunities.

Program Outcomes:

The program effectually highlighted the dual impact of social media on mental health among young adults. Participants learned that while social media can provide positive benefits such as social support, emotional expression, and a sense of belonging, it also has potential negative effects, including anxiety, depression, loneliness, and low self-esteem.

Through interactive sessions and discussions, students gained insights into managing their social media use to maximize benefits and minimize adverse effects. The program also provided a platform for students to identify and showcase their talents, encouraging personal growth and future career opportunities. The Extension Service effectively addressed the impact of social media while providing practical strategies to improve student well-being.

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Photograph:




**Department of BBA provided outreach service at
Government Arts and Science College for Women on
"Influence of Social Media on College Students" - 21.09.2023**


E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE


Enclosure:

- a. Nominal Roll of Participants:
Student participants of EMGYWC:

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE			
 E.M.G. YADAVA WOMEN'S COLLEGE, MADURAI – 625 014. (An Autonomous Institution – Affiliated to Madurai Kamaraj University) Re-accredited (3 rd Cycle) with Grade A ⁺ and CGPA 3.51 by NAAC			
Extension Service on "Influence of Social Media on College Students" - 21.09.2023			
S.No.	NAME	DEPARTMENT	COLLEGE
1	Anantheeswari M	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
2	Backiyalakshmi S	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
3	Divya S	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
4	Harinisri M	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
5	Karthika S	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
6	Kavitha Bharathi B	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
7	Kirthiga Devi B	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
8	Mareesh M	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
9	Muthu Priya M	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
10	Ponmani P	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
11	Rangalakshmi S	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
12	Sankareswari B	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
13	Sivasanthiya M	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
14	Soundarya Devi P	B.A (Economics)	Government Arts and Science College for Women, Nilakottai
15	Tamilselvi G	B.A (Economics)	Government Arts and Science College for Women, Nilakottai

Coordinator: Mrs S. Divya


Head of the Department


Principal

PRINCIPAL I/C
E.M.G. YADAVA WOMEN'S COLLEGE
MADURAI-625 014