Shri Shivaji Education Society Amravati's Science College, Congress Nagar, Nagpur

Department of Biotechnology

Session 2024-2025

Awareness Campaign On

"Buttermilk: An Immune Booster"

Date: 18/03/2025









Shri Shivaji Education Society Amravati's

Science College, Congress Nagar, Nagpur

Date: 13/03/2025

Notice

All the students, teaching & non-teaching staff are informed that Microbiology & Biotechnology Department in collaboration with MBSI organizing the Awareness Campaign "Drink Buttermilk, Be Healthy". All are appeal to visit the Buttermilk stalls of various flavors prepared by our students to motivate them for the awareness campaign.

Date

:18/03/2025

Time

: 01:00 PM

Venue

: Microbiology Department

SEAL

Principal
Science College
Congress Nagar, Nagpur

On March 18, 2025, the Department of Microbiology and Biotechnology hosted an impactful awareness campaign to highlight the immune-boosting properties of buttermilk. Aimed at educating students, faculty, and the local community, the campaign emphasized buttermilk's nutritional benefits, particularly its role in strengthening the immune system. In a time when natural immunity is critical, buttermilk was presented as an accessible, affordable, and effective solution for enhancing health.

With the increasing global focus on immune health, this campaign sought to empower individuals to incorporate buttermilk into their daily diets as a simple, natural, and potent tool for boosting immunity. By showcasing its scientifically-backed benefits, the event underscored that strengthening the immune system doesn't have to be complicated—sometimes the answer lies in traditional, everyday foods like buttermilk.

This awareness campaign was conducted under the chairmanship of Hon'ble Prof. Omraj Deshmukh sir, principal, science college, Nagpur, Coordinator-Respected Prof. Atul Bobdey and Convener- Dr. Pranita Gulhane. A total of 8 students comprising of 2 groups arranged stalls of buttermilk from UG Microbiology & Biotechnology.

Action Taken: A total of 123 students and staff members participated in the campaign, which aimed to promote buttermilk as a healthy and refreshing beverage while raising awareness about its immune-boosting properties and nutritional benefits. Through interactive sessions, taste tests, and informative presentations, the initiative successfully engaged the community and encouraged the consumption of buttermilk as part of a healthy lifestyle. The Buttermilk Promotion Campaign generated significant interest and sparked conversations about incorporating more natural, wholesome foods into daily diets. With continued efforts in marketing, consumer education, and product innovation, the campaign has set the stage for further growth and expansion of buttermilk's market presence, positioning it as a go-to choice for health-conscious individuals.













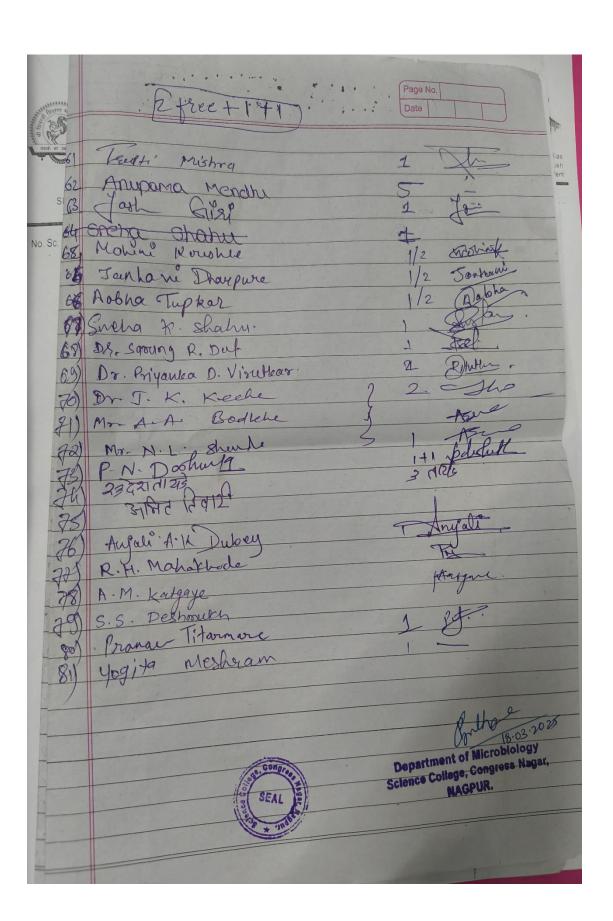


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FEEDBACK FORM

- Q.1) Rate the program
- a) Excellent
- b) Good
- c) Satisfactory
- Q.2) Overall effectiveness of the lecture
- a) Excellent
- b) Good
- c) Satisfactory
- Q.3) What is your opinion about the speaker?
- a) Excellent
- b) Good
- c) Satisfactory
- Q.4) Did the campaign cover what you were expecting?
- a) Yes
- b) No
- Q.5) Would you like to participate in such upcoming activities?
- a) Yes
- b) No

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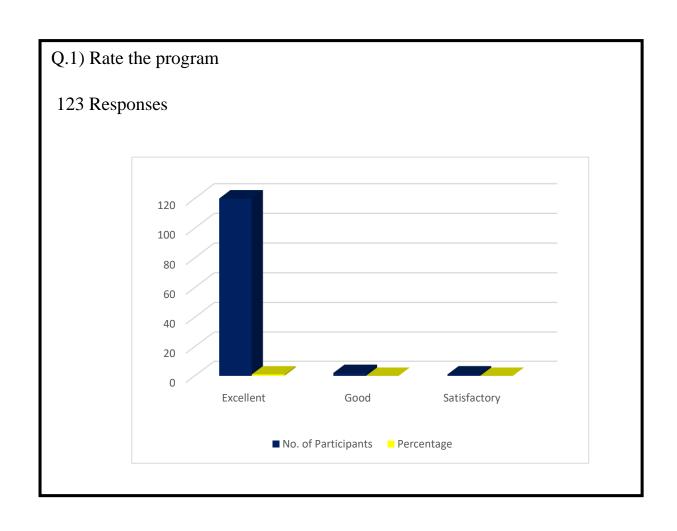
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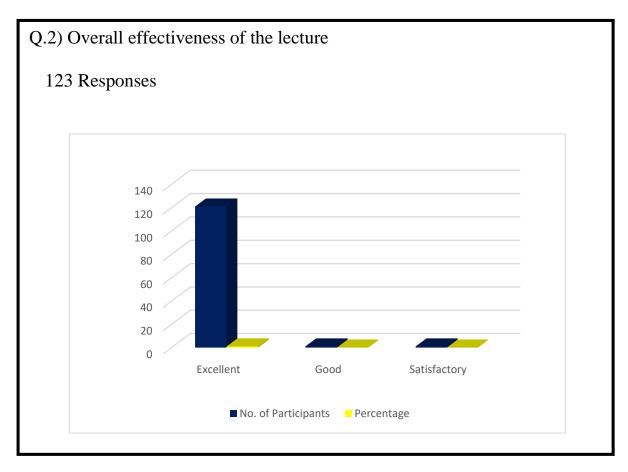
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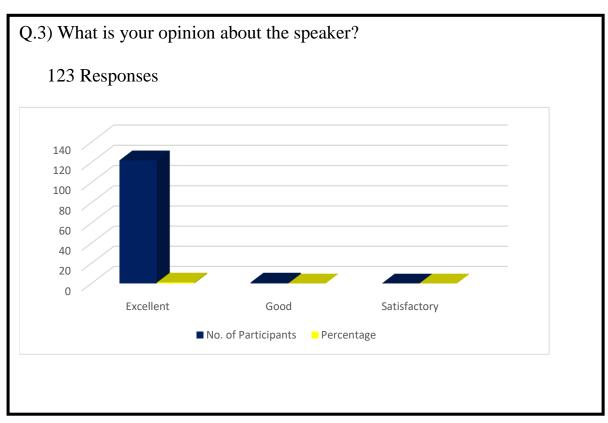
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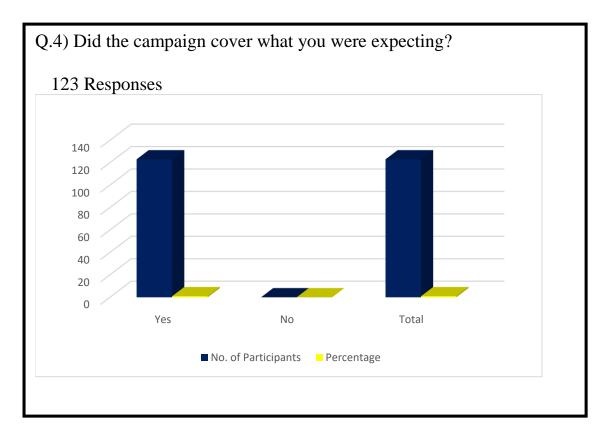
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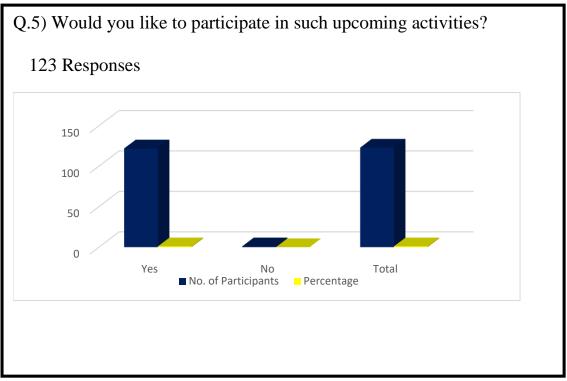
FEEDBACK RESPONSES













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