



Report Submission: 02/03/2026

Semester:	EVEN	Academic Year:	2025 – 26	Venue:	Acharya Campus
Event Date:	24/02/2026	Time:	10:30 am to 01:30 pm	Duration:	3 hrs

TYPE OF EVENT: Awareness Program

EVENT NAME: Disconnect to Reconnect: An Awareness Campaign against Excessive Usage of Social Media

Target Audience: BBA Aviation VI Semester Students	Number of Participants:	75
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Program Objectives:

- To create awareness about the negative effects of excessive social media usage
- To encourage face-to-face communication and real-world social interaction
- To promote responsible and mindful use of digital platforms
- To develop teamwork, creativity, and communication skills among students regarding the impact of high usage of social media

Program Introduction: In the contemporary digital era, excessive use of social media has emerged as a major concern affecting students' mental health, academic performance, and interpersonal relationships. To address this issue and to promote mindful and balanced use of digital platforms, the students of BBA Aviation 6th semester organized an awareness campaign titled "*Disconnect to Reconnect: An Awareness Campaign Against Excessive Usage of Social Media.*" The programme aimed to sensitize students about digital well-being through creative and participative activities.

Theme of the Event: The event took place at a time when the people around us are hyperconnected with social media. While it has now become unavoidable to completely stay away from social media platforms, excessive usage often leads to detrimental effects on mental health, personal relationships, and overall well-being, particularly for young individuals. The "Disconnect to Reconnect" event aims to raise awareness about these issues and encourage youngsters to take a step back from their screens to reconnect with themselves and the world around them. Throughout the campaign, participants have promoted mindfulness and talks among acharya college students that addresses the



negative impacts of social media, such as anxiety, depression, and diminished self-esteem, while also highlighting the importance of digital detoxes.

Detailed Report:

BBA aviation 6th semester students took an opportunity to spread awareness among their fellow college mates in their creative manner. The event was conducted on **24 February 2026** at the **Acharya College Campus** between **10:30 AM and 1:30 PM**. The students expressed their thoughts in various modes like posters, slogans, skits, tableau and mimes.

The event formally started at 10.30am near Snack Lab where students occupied the edges of the road with displaying of their posters and slogans. Students displayed informative and visually appealing posters highlighting the harmful effects of social media addiction, such as reduced concentration, mental stress, sleep disorders, and social isolation. Catchy slogans were used to convey strong messages encouraging students to disconnect from screens and reconnect with real life. In this manner, the students communicated their core message among the passerby students. Some of the students, on short break, also took a chance to come and talk to our students about the posters and the asserted that excessive indulgence with social media is harmful. At 11.00 am the campaigning students did a march holding their posters till central library of the campus where the following performances attracted everyone's attention. Students further took a march till AIGS entrance and displayed their posters, slogans, tableau, skit and mimes amongst everyone. The key attraction of the event were:

Tableau Performance:

A thought-provoking tableau was presented by Ganga and team, portraying the contrast between virtual life and real-world relationships. The performance effectively depicted how excessive screen time impacts human emotions, family bonds, and social values.

Skit Performance:

This was followed by a skit performed by Ajmal's team, which showcased real-life scenarios of a young boy who happens to experience hardship in life due to social media addiction. The boy experiences lack of focus, backlog work, poor academic performance and broken relationships due to social media addiction. It comes to a point where this boy finally bursts out and blames the social media application, creatively personified there for the roleplay, while at the last the apps deny telling it was not the mistake of social media apps, the person using them should be aware of the right usage. In this way, the skit delivered a strong message in an engaging and relatable manner.



Mime Performance:

The programme concluded with a powerful mime performance by Amar and team. There were five difference scenarios displayed in here related to the theme of the event. In scenario one, most figures are indulged in outdoor activities while one is indulged using social media and despite all others encouraging this one figure to participate, he shows clear reluctance. The scenario two, there are homes where children are showing tantrums for mobile phones and parents are compelled to provide them one. In scenario three, children are shown making friendships over social media apps and staying busy with the same ignoring their family and other aspects of life. In scenario four, the harmful aspect of social media friendship surfaces out and in scenario five, a life-threatening accident is shown under bad mental state of people involved with social media. The mime vividly illustrated the emotional isolation caused by digital addiction without the use of words while emphasizing the importance of human connection, self-control, and digital discipline.

The campaign moved next to lane next to central library and closed with their final posing in front of "IloveAcharya" point. The event witnessed active participation and enthusiastic involvement from students.

Geo tag Photographs



Mime performance by students



Students campaigning with posters



Skit performance by Ajmal and team



Students gathered to see Tableau performance



Students Displaying posters and Slogans



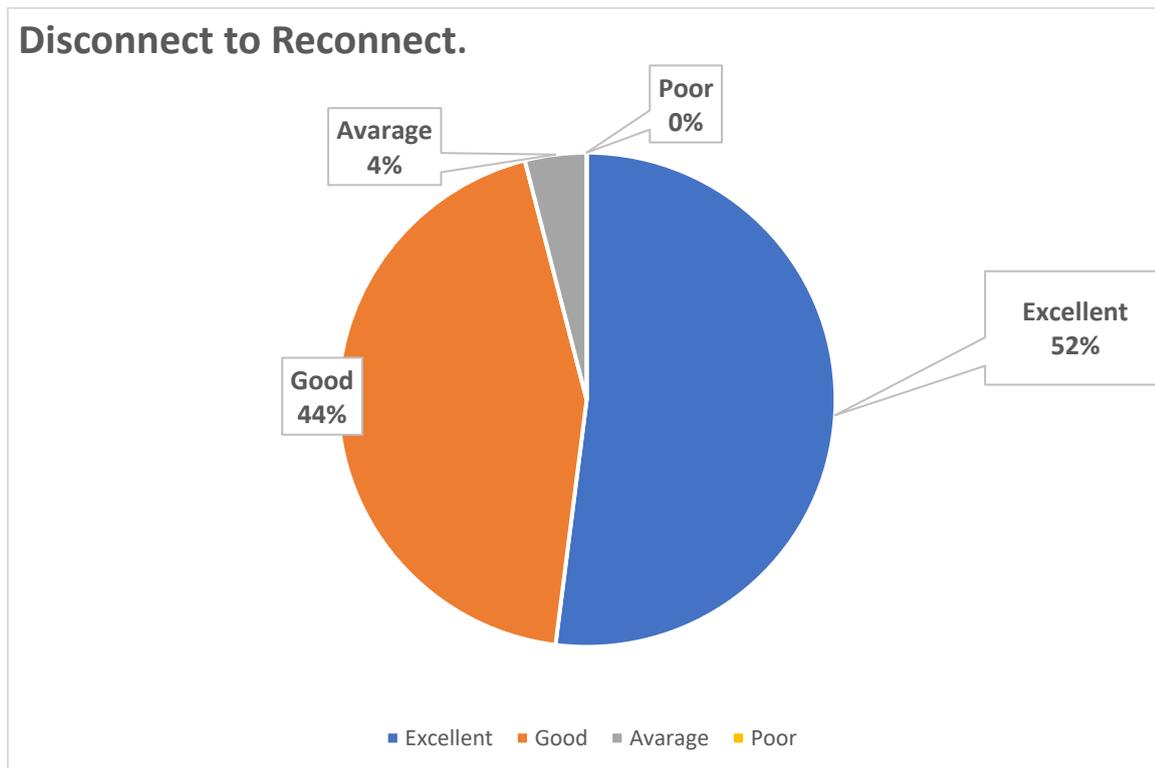
Program outcomes

- Enhanced awareness among students regarding responsible use of social media
- Strong student engagement through creative expressions such as posters, skits, and mime
- Improved understanding of digital well-being and mental health
- Development of leadership, teamwork, and presentation skills among BBA Aviation students

Conclusion

The awareness campaign “**Disconnect to Reconnect**” was successfully conducted and received positive feedback from students and faculty members. The programme effectively communicated the importance of balancing digital life with real-world interactions. Through creative performances and visual communication, the event reinforced the message that technology should be used as a tool and not allowed to dominate personal and academic life. The initiative proved to be a meaningful step towards promoting digital mindfulness among students.

Students' feedback Summary:



Result: In total 75 students attended the industrial visit to Channapatna toys. Out of which 39 students gave the feedback as Excellent while 33 students rated it as Good while 3 students rated the program as average. Hence it is said that the overall feedback is EXCELLENT.