



**STELLA MARIS COLLEGE (AUTONOMOUS)
CHENNAI-600 086**

For Immediate Release

Stella Maris College launches ‘UNAVE AATRAL’ Campaign

- **An initiative of the Department of Public Relations to spread awareness about Eating Disorders and following a Healthy Diet**

Chennai, 8 March 2021: The Department of Public Relations of Stella Maris College inaugurated ‘Unave Aatral’, a campaign on eating disorders and healthy eating on campus today.

The campaign aims at educating and shedding light on eating disorders, which are classified as severe mental illnesses. The campaign is an attempt at spreading awareness by educating people about the intensity of these conditions, especially from the age groups of 18-24 since they are highly susceptible towards the same while highlighting the benefits of healthy eating.

The campaign was inaugurated by **Ms. Sruti Nakul**, a renowned pastry chef and a social media influencer. She was joined by **Ms. Mina Dilip**, a psychologist based in Chennai and **Ms. Ranchana Ilangumaran**, a practicing nutritionist and dietitian also based in Chennai.

Dr. S. Shrinidhi, Head of the Department of Public Relations, Stella Maris College, stated that, “Our students have been conducting PR campaigns annually. This year, it was a struggle to organise the campaign amidst an ongoing pandemic, but our students managed to succeed despite the odds. The lockdown had brought in so many changes to everyone’s lifestyle and eating habits and hence this campaign is the need of the hour.” She also thanked Dr. Sr. Rosy Joseph, Principal, Stella Maris College, Sr. Susan Matheikal, Secretary, Stella Maris College and the Vice Principals of the college for encouraging and supporting this campaign.

Ms. Deepa Shelton, Assistant Professor, Department of Public Relations and the Campaign Head, said that, “This campaign aims to throw light on a sensitive topic, sensible eating and healthy living. It highlights the eating disorders and its effects on teenagers and young adults. The students of the Department have planned a city wide campaign targeting the students of various city colleges to brief about the ill effects of eating disorders.”

The campaign runs for four weeks starting from 8 March 2021 and includes an in-house walkathon and multiple sessions on eating disorders and healthy diets across various colleges

in Chennai with activities including a virtual marathon, creative writing, online digital art competitions and online discussions with chefs and nutrition experts towards the conclusion of the campaign.

Standard operating procedures will be adhered at all times and at all events conducted on campus. The monitoring of the campaign will be measured through online questionnaires post events.

About Stella Maris College:

Stella Maris College (Autonomous), Chennai is a Catholic Minority College run and governed by the society of the Franciscan Missionaries of Mary. The College is affiliated to the University of Madras, Chennai and was founded in 1947. The College aims at empowering young women from all backgrounds through holistic education thereby promoting social change and responsible citizenship. The institution also aims at fostering an inclusive community by bringing together different cultures and making the learning vibrant and nourishing.

Website: <http://stellamariscollege.edu.in/>

Social Media:

YouTube: <https://www.youtube.com/channel/UC19QwhKgd695LjiriGvnRfw/about>

Facebook: <https://www.facebook.com/Stella-Maris-College-335535367637180>

Instagram: <https://www.instagram.com/stellamariscollegeofficial/>

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