



Overview

World Consumer Club is conducting the National Digital Marketing Competition (NDMC) for Colleges & College Students. It's a national event where the social media and digital marketing skills of students are put to test. The winners get various rewards, both the Colleges and Students.

How does it work?

The Colleges sign up online to participate for the competition.
The students sign up under the college using a unique QR Code assigned to the college.
Once signed up, the students need to promote the club and gain memberships. Joining the club is free and every one can join. How they communicate to get new members sign up is the skill they need to develop and that is the competition.
Performance details of every student and college will be available online and it can motivate students to innovate new methods. The Season-1 is from 1st of Oct.2024 and ends by 31st March 2025.
The winner shall be known by the end of the season and they will be rewarded with Awards and cash.
All students who cross the threshold will be eligible to receive a Certificate of Excellence, useful for their job applications.

Benefits for the College:

The college gets the benefit of a wide exposure across the country among students and parents.
College also get a financial reward of Rs.200 each for the number of students. (If there are 3500 students in the college, then it has the potential to earn up to Rs.7 lakhs. This is expected during Jan 2025 by way of offers from various brands to consumers).
The college website shall be displayed in our Competition Information sections.

Enrollment process for the Colleges.

Sign up with details at <https://worldconsumerclub.com/register-college>
Make the necessary fee payment 10k/15k/25k+GST for 1000, 2-3000 and 3000+ students respectively.
GST is exempted for the first 80 colleges. So sign up and complete the registration as soon as possible.

What happens after College Registration?

Once the registration is completed, the next day, we shall activate the College Account and you will get a A3 size poster design for displaying in the college premises (a sample poster is attached). The poster has a QR code and the students need to sign up scanning it. The college needs to announce for all students to sign up, also assign a staff member to coordinate this competition.
We shall interact with the coordinator to get the best results for the college.
Performance information of your students will be available for you to see in the NDMC Dashboard.

Which Colleges can join?

All kinds of colleges can join the competition, as, many students have hidden talents, which will come out when they try new activities. Thus we have kept the option open for all colleges. However only students below the age of 25 as of March 31, 2025 can be a winner in this competition.

We welcome you to take part in the competition and enable your students to explore their potential in social and digital media skills.
Regards

Managing Team
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Register at <https://worldconsumerclub.com/register-college>

*World Consumer Club helps consumers in reaching their concerns to manufacturers and service providers.
Please visit <https://worldconsumerclub.com> to know more.*

Season-1 From 01 Oct.2024 - to 31 Mar 2025