

V.S.R. GOVERNMENT DEGREE & PG COLLEGE- MOVVA

DEPARTMENT OF COMMERCE

A REPORT ON CONSUMER CLUB

The National Consumer Rights Day is observed in India on December 24 each year. The day of March 15 is observed as "World Consumer Rights Day." In order to safeguard the interests of consumers, India observes National Consumer Day. The National Consumer Rights Day is observed every year with a separate team theme:

For the above reason, A consumer club has been established to educate students about consumer-related issues such as consumer rights, consumer protection, and consumer welfare programmes.

Objectives:-

The Consumer Club's goals include

- ❖ to raise awareness among the students of their consumer rights and obligations.
- ❖ to inform students of their legal rights as consumers under the Consumer Protection Act.
- ❖ to raise awareness of the consumer rights and obligations outlined in the Indian Constitution, the Consumer Protection Act, and other Indian laws.
- ❖ to cultivate in students the knowledge of consumer rights.

Vision:

To teach students the core duties of a good consumer and to make them aware of their fundamental rights as customers.

Mission:-

- to increase students' understanding of product standards including Quality, Quantity, Barcodes, ISO, etc.
- to help individuals make decisions regarding the importance and priorities of purchases.

Activities: The Consumer Club organises a variety of events and programmes to raise public awareness, including competitions, seminars on consumer awareness, and Consumer Rights Day. Field trips for the students' and the community's benefit.

To encourage students to learn about and raise awareness of consumer rights, the Department of Commerce formed a consumer club in the academic year 2020-21 in light of the significance of its establishment. A separate committee including faculty and students is formed by the department.

Activity in the Academic year 2020-21:

The Dept. of Commerce on behalf of the “Consumer Club” arranged an awareness programme to all streams (BA, b.Com, & B.Sc) of the students on “Awareness of Consumer Rights” by the Head of the institution and faculty of the Department.

In this programme, the college's principal, Dr. K. Bhagya Lakshmi, addressed the students and told them that in order to be successful educators, everyone needed to become conscious of consumerism and consumer rights. She also advises the students that their family members also need to be aware of this. Later the vice principal of the college Dr. S Jagan Mohan also addressed the students and he explained the present problems faced by the consumers.

Then Dr. C. Brahmaiah, another member of the Commerce Department faculty, engages the students in conversation about the 2020–21 National Consumers Day theme, " New Features of the Consumer Protection Act, 2019." Dr. Brahmaiah educates the students on consumer new features based on the theme and advises them to spread awareness throughout their communities as well.



Last but not least, Dr. D.Ch. Appa Rao, a lecturer in commerce, spoke with the students about how to file a complaint in consumer court if the consumer has suffered a loss. He also describes the various court levels and the appropriate level for our case.



Dr. K. Bhagya Lakshmi, the college's principal, addresses the crowd



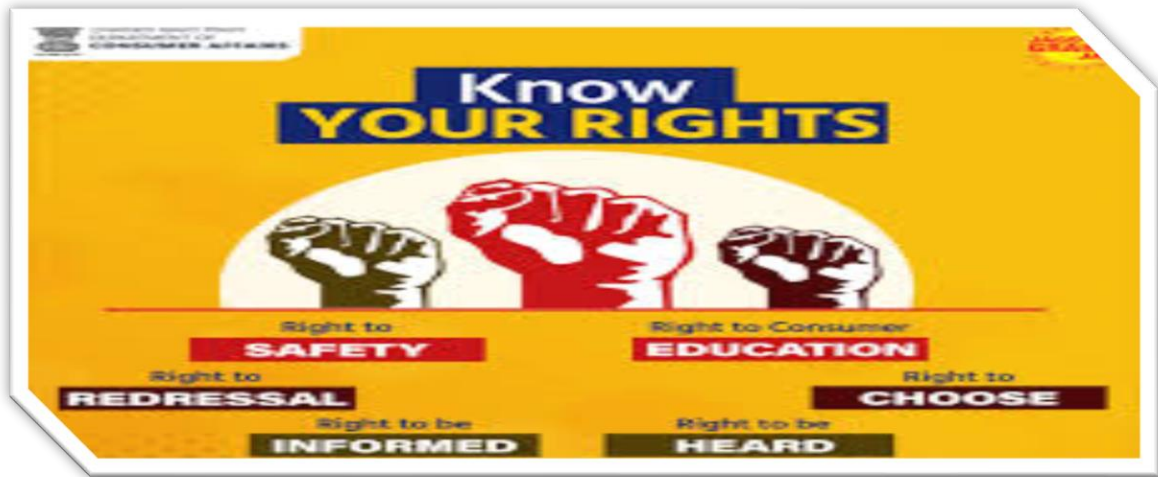
The college's vice principal engages with the Students.



The Dr. D. Ch. Appa Rao Commerce Faculty educates students on consumer rights and lawsuit filing

Activity in the Academic year 2021-22:

India celebrates National Consumer Day on December 24 each year. The theme for National Consumer Day in 2021 is "Consumer- Know Your Rights." The Department of Commerce planned a pamphlet distribution campaign by the students with the goal of increasing public awareness of consumer rights and consumerism in the Mova area.





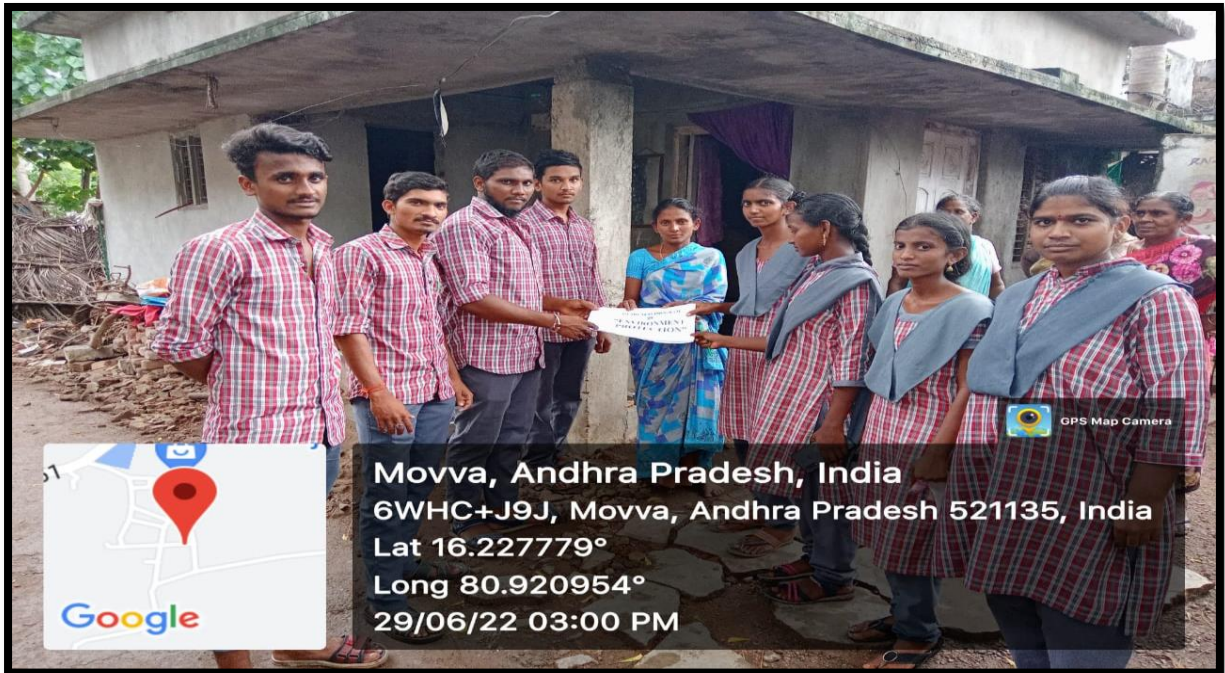
Pamphlet Distribution by the students

Activity in the Academic year 2022-23:

Activity – I

On June 29, 2022, the commerce students that make up the Consumer Club of the Department of commerce conducted an awareness programme. The students in this programme highlighted consumer rights, helped consumers understand how to protect themselves against faulty products, and instructed them on how to seek justification..





Students gave the public a list of their prepared consumer rights so they could more easily protect themselves.

Activity - II

As is well known, on December 24th, our government observes National Consumers Day. Moreover, a unique theme was created for each year. Due to this, the theme for this year's National Consumers Day is "Fair Digital Finance" for the Financial Year 2022–2023.

In this context, the consumer club of the Commerce Department is interested in learning how well-informed society is regarding digital financing. Therefore, the consumer club members decided to conduct a study on the public's knowledge of digital finance. They created a questionnaire for this purpose, trained students on how to obtain the information they needed, and then sent the students out into the field to gather the information.







Conclusion:

After gathering the data, the instructor mentors the students in data analysis and drawing conclusions. Based on the investigation, it was discovered that the majority of individuals are aware of digital finance. However, people in rural areas need to be educated on digital transactions and their ramifications.

