

World Consumer Day 2025

Description of the Activity

Awareness campaign on the occasion of World Consumer Day 2025 to spread the word about the consumer rights to the public. Students rallied and shared pamphlets on Consumer Rights and explained the public about the importance of Consumer Rights.

Date, Time and Venue

The program was held on 15.03.2025 at 10.30 AM in the Padagaya surroundings, Pithapuram

Participants details and No. of attendees

This program is targeted to public of the town. 15 students had attended the program and shared Consumer Rights awareness to the public.

Objective

This program is aimed at creating awareness on Consumer Rights in the era of digital commerce and the need for empowered consumer. The public of the town were addressed with information on Consumer Rights and student participation in community engagement is also stressed in this program.

Details of Resource persons/ Presenters/ Guests

- Mr M Srinivasa Rao, Lecturer in Commerce led the rally and oversaw the activity

Details of collaborating agencies

Commerce Department

Brief summary of the proceedings

The program started with a rally of students in surrounding areas of Padagaya temple in Pithapuram where public gathering will be high and the students have shared information about Consumer Rights in Telugu language and explained the public of their rights in consumer space and educated the common public on the area of consumer protection and grievance mechanism.

Outcome

The program achieved positive results in terms of awareness among the public towards consumer rights and grievance mechanism as well as improved the students' understanding of the community needs and their role in engagement with community.

Summary of feedback

Feedback is taken from the public orally and the public opined that they got the necessary information from this activity and appreciated the efforts of the college and students towards consumer empowerment. Students also felt this activity is a source of experience for them to understand the community needs.

Pictures/ News clips

