

# **National Consumer Rights Day 2023**

## **Description of the Activity**

Awareness programs on Consumer Rights and legal process was conducted on the occasion of National Consumer Rights Day 2023 which is celebrated on 24<sup>th</sup> December every year to mark the passage of Consumer Protection Act 1986 on 24<sup>th</sup> December 1986

## **Date, Time and Venue**

The program was held on 23.12.2023 at 3.30 PM in the college campus

## **Participants details and No. of attendees**

This program is targeted to all the students of the college. More than 50 students had attended the program

## **Objective**

This program is aimed at creating awareness on consumer rights in the changing landscape of buying patterns especially ecommerce, online purchases and digital marketing practices. Most of the people are unaware of the protections envisaged in the legislations and often prone to restrictive and unfair trade practices. In addition to that students to be aware of the legal systems and the process as well as ways to get legal assistance, this program covers the same also for the students' benefit.

## **Details of Resource persons/ Presenters/ Guests**

The following dignitaries from the Bar Association, Pithapuram had addressed the meeting as guests.

- Sri M Raja Rao, President
- Sri SM Ali, Vice President
- Sri KSR Bhaskar Rao, General Secretary
- Mandal Legal Services Committee officials
- Faculty members of Commerce department

## **Details of collaborating agencies**

Commerce Department with the participation of other faculty

## **Brief summary of the proceedings**

The program was inaugurated by Dr P Subhashini, Principal of the college and she addressed the students to be aware of the protection measures envisaged in the legislation for the consumer and to make their parents also aware of such mechanisms. Later Sri M Raja Rao, President, Bar Association in his speech advised the students to observe the contemporary

issues and know the rights as well as duties since every person to aide by the law. Sri SM Ali, Vice President had given recent examples of consumer issues and delivered and informative speech on various legal issues and instances of exploitation especially against the women. Sri KSR Bhaskara Rao, General Secretary told the students to focus on being responsible citizens and to spread the awareness on legal issues in their surroundings. In the end Sri M Srinivasa Rao, Lecturer in Commerce made a summary of the addresses and students asked questions on consumer issues and the guests answered them with practical use cases.

### **Outcome**

The program resulted in increased awareness among the students about the consumerism and consumer rights especially in the changing landscape of buying patterns and marketing practices. Students are in better position to understand the importance of legal systems and able to spread the words of rights among their circles. Feed back in terms of oral response is quite impressive and the program is successful in achieving the objectives.

### **Summary of feedback**

Feedback is taken from the students after the end of the program and nearly 90% of the participants found it most useful and relevant to their lives. Students are encouraged to present more such activities in light of the growing complexities in the lives and mechanisms to cope with them.

### **Pictures/ News clips**

