

## **BEST PRACTICE CONSUMER CLUB**



### **Title: Consumer Club**

#### **Objectives:**

The Consumer Club facilitates the consumer awareness among students.

The Student Consumer Club:

- Empowers students with knowledge and awareness in consumer rights, responsibilities and other related issues.
- To impart knowledge on product standards, product quality and about markets.
- To make the students and citizens aware of laws enacted for protection/welfare of consumers and enforcement authorities concerned.

- Prepares the student to face the world with confidence backed by knowledge.
- Enables the students to become aware of their duties as a consumer making them better citizens.
- Aims at educating and informing the consumers of the future.

## **Context:**

Consumers in India are largely ignorant of rules, laws and codes. They are also unaware of their rights. A vast majority are also illiterates in many backward districts and states. Hence, dishonest producers and retailers cheat such unsuspecting and ignorant people without difficulty. Hence, consumer welfare is in a state far from desirable. As most of the students are from rural background, they did not have any idea about consumer rights and protection and it is the responsibility of the institution to educate and make them aware of their rights and responsible citizens.

## **Practice:**

Consumer club was formed under the aegis of the Department of Commerce with the HOD as convener. All the students of the college are the primary members of the club. A dedicated organizing committee was formed consisting of faculty members and student representatives. The committee organizes meetings, plan events, define objectives, and allocate responsibilities. National Consumer Day and Consumer

Awareness Week are the important events celebrated annually by the club to promote awareness about consumer rights and protection and aims to educate and empower students and citizens to become informed consumers in their personal and professional lives.

A comprehensive awareness campaign will be launched before the event to inform students and public about the importance of Consumer's Day. Posters, banners, and digital media were used to create buzz and generate interest among the student community. Social media platforms, college website, and newsletters were utilized to share updates, event details, and consumer-related information. Eminent guest speakers, including consumer rights activists, lawyers, and representatives from consumer protection organizations, were invited to address the audience.

Various interactive sessions, workshops, and panel discussions were organized to engage students and enhance their understanding of consumer rights and responsibilities. Real-life case studies were presented to illustrate the importance of consumer protection and legal remedies available. Student participation was encouraged through quizzes, debates, and group activities related to consumer awareness. Local non-governmental organizations (NGOs) working in the field of consumer protection were invited to set up information booths and interact with students. Local businesses and industries were involved in the event to provide practical insights into consumer-related challenges and solutions.

### **Evidences of Success:**

The impact of the Consumer's Day, Consumer Awareness Week celebrations and other related events are evaluated by tracking changes

in students' knowledge, attitudes, and behavior regarding consumer rights and responsibilities. Regular follow-up sessions and workshops are conducted throughout the year to reinforce the learnings from the events.

### **Problems encountered and resources required:**

As the College is located in rural area it is difficult to collaborate with government agencies such as the Consumer Affairs Department to provide expert guidance and support for the events. Due to financial constraints of the college it is very challenging to procure the required funds. Non-availability of experts in the field locally is also another major problem for the successful execution of the events.

### **Conclusion:**

The Consumer's Day celebration at Subharam Government Degree College serves as a best practice for promoting consumer awareness and education among students. Through meticulous planning, collaboration with key stakeholders, and interactive sessions, the event effectively empowers students to become informed and responsible consumers. The college's commitment to hosting such events demonstrates its dedication to holistic education and equipping students with essential life skills beyond the curriculum

PHOTOS  
24-12-2018



## CONCUMER CLUB --24-12-2021



**NATIONAL CONSUMERS DAY-----24/12/2022**

