



CITIZEN CONSUMER CLUB REPORT
(2019 - 2020 Activities)

CITIZEN CONSUMER CLUB – MCET

The Citizen Consumer Club of Dr. Mahalingam College of Engineering and Technology, Pollachi has taken an initiative to enhance awareness amongst the student community about the rights and responsibilities of a consumer. Citizen Consumer Club has been working with great enthusiasm and commitment. The CC Club has been collaborating with Civil Supplies and Consumer Protection Department (Govt. of Tamil Nadu), FEDCOT and other such private organizations to create awareness on consumer rights and adulteration issues. Students actively participate in competitions.

The objective of the club is to educate and motivate the Consumer Club Members about the rights and responsibilities of consumers and to make the members inculcate the valuable inputs which they gained among the general public; to join hands with other voluntary consumer organizations and with other consumer clubs to enhance consumer movement; and to collaborate, cooperate, actively participate and function in accordance with the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu.

VISION

- To protect, help and empower consumer

MISSION

- To make possible students to be aware of fundamental rights and duties of a consumer.
- To communicate information about product standards, quality and about markets.
- To extend a sense of methods of abuse and adulteration.
- To gain knowledge about laws enacted for protection, welfare of consumers and concerned enforcement authorities.

ACTIVITIES OF THE CLUB:

In order to achieve the above said objectives, Consumer Clubs have to be activated through some structured activities. Active Consumer Clubs may go beyond this and also take up innovative activities. Club office bearers meetings are happening twice in a month and the minutes are recorded. Minutes of each activity have to be recorded by the Student and Teacher Coordinator jointly to document. The club organizes programmes like orientation, workshops, field visits, awareness meeting, quizzes and fresher's meet for first year students.

CELEBRATIONS OF THE CLUB:

Every year in memory of certain important days, the club celebrates:

- World Consumer Rights Day
- National Consumer Day
- National Youth Day
- World Food day
- National Consumer Protection Day

World Consumer Rights Day is celebrated based on former American President John.F.Kennedy's announcement of March 15th as Consumer Rights Day on March 15th 1962.Subsequently in the year 1973, March 15th was proclaimed as world Consumer Rights Day. Students may be asked to explain what each right means to them. Voluntary Consumer Organizations representatives can highlight with examples.National Consumer day is celebrated on December 24th every year as the Consumer Protection Act 1986 came into force on 24.12.1986 across India.

Activities Conducted during July 2019 – November 2019:

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.

Following are common violations of consumer rights:

(1) Under weighing **(2)** Adulteration **(3)** Not providing proper bill **(4)** Poor quality goods/spoilt/damaged goods **(5)** Poor maintenance **(6)** Cheating on contract terms / hidden clauses in contract **(7)** Price higher than Maximum Retail Price on cover (MRP) **(8)** Forcing/misleading into buying unwanted goods **(9)** Misleading advertisements, especially aimed at children **(10)** Selling goods whose expiry date is over **(11)** Bogus companies, who cannot be contacted after sales **(12)** Overcharging of interest especially in credit purchase **(13)** Dangerous, hazardous or unsafe goods. **(14)** Deficient or discourteous service.

The list is endless. Now, how do we fight against these violations and get justice? We have to be vigilant, cautious and intelligent. The Citizen Consumer Club - MCET asks students to list violations that they or their parents have experienced or are still faced with.

In connection with the above the Citizen Consumer Club of MCET has conducted three activities in this third phase.

Fresher's meet for first year students 2019 -2020 batch.

The following main items were disseminated to the students during the induction programme.

- Created awareness and realization about duties and responsibilities as Citizens of India.
- Shared awareness about the rights and responsibilities of Citizens and Consumers as provided in the Constitution of India, Consumer Protection Act, 1986 and other Indian Laws.
- Conveyed how students and self-help groups to work together as a team with local communities and develop in to caring, responsible and honest citizens.
- Informed knowledge about real life situations and to enable to development of skills to handle citizen and consumer issues.
- Encouraged concern for environment around us as citizens and consumers and sustainable consumption habits.

Find and Connect:12.09.2019

To create a knowledge among our student community in Make in India and Made in India, the club has conducted an event titled 'Find and Connect' on 12.09.2019. The event was about three rounds. In round one the students were asked to identify the Indian products In round two slogans were given and asked the students to identify the products and finally in round three the students were asked to find and connect the word related with consumer rights, act ...

Essay Writing competition: 27.09.2019

Online shopping has become as natural as breathing for some people, and it's easy to see why. The convenience of staying at home while you shop, and having the ability to instantly cross-reference price points can't be overstated. Whether through ignorance or negligence, some online vendors don't have the right practices in place to protect your financial and personal information. They know that people will spend money on their products anyway, so why bother? In this essay competition, the participants can understand how secure the online shopping is? How secure the online payment is?

The event is about an hour. Participants have asked to write in the given topic for a minimum 4 pages and maximum of 6 pages.

Essay Competition Title : Securing consumer's trust in e-commerce
கட்டுரை போட்டி தலைப்பு:மின் வணிகம் மீதான நுகர்வோரின் நம்பிக்கையைப் பாதுகாத்தல்

Drawing competition: 27.09.2019

Indian consumers are over a billion in number and understanding them isn't easy. Understanding Indian consumers is a tricky business. Anybody who claims that they know them completely has probably stopped learning. Indian consumers are bafflingly diverse and constantly changing. To make Indian markets and behaviour even more complex, there is aggressive marketing by new competition including start-up companies, technology which dictates change, governmental legislation and nudging (e.g. digitization, adoption of solar power, movement to electric vehicles), and even judicial decisions (e.g. the ban on liquor shops along state and national highways). This churn in the market makes it impossible for marketing persons to take a breath, they have to be constantly watchful, agile and up skilling for success. This competition helps to understand the Consumers' mind set.

Drawing Competition Title : Indian Consumers' mindset
வரைதல் போட்டி தலைப்பு: இந்திய நுகர்வோரின் மனநிலை

World Consumer Rights Day 2019 & Food Day 2019 Celebrations: 27.09.2019

MCET has celebrated World Consumer Rights Day 2019 & Food Day 2019 on 27.09.2019. Mr. R. RaviKumarAvl.,RDO,Sub Collector Office, Pollachi.has given a special

address and created an awareness on 'Market Abuses and Social Injustices' among the students and also explained about the consumer act, roles and responsibilities of the consumers. The President of Pollachi Consumer Association **Selvi. S. IndiraniAvl.**, has briefed about the consumerization, the role of consumers and Created awareness and realization about duties and responsibilities as Citizens

Detect Adulteration with Rapid Test (DART): 27.02.2020

Citizen Consumer Club – MCET, Department of Food Safety and Drug Administration – Coimbatore, Pollachi Consumer Association jointly organize an awareness meeting on Detect Adulteration with Rapid Test (DART) on 27.02.2020 at CS hall, MCET. **Dr. K. Tamilselvan M.B.B.S.**, Designated officer, Food Safety Department, Coimbatore has given a special address and created an awareness among the participants on finding the adulteration in food products with rapid test. He has explained in both ppt presentation and by demonstration with his team members **Mr.Subburaj and Mr.Selvapandiyan (Food safety officers)**. Early **Dr. A. RathinaveluAvl**, Principal MCET has given inaugural address. The President of Pollachi Consumer Association **Selvi. S. IndiraniAvl.**, has briefed the consumer act, roles and responsibilities of the consumers.

IMPACT

The students were made aware of consumer rights and duties, the evidence was based on the feedback received from them. Many of them felt that the programs are highly effective and beneficial to them.

CONDUCTED EVENTS CONSOLIDATED REPORT

Academic year 2019 - 2020

Sl. No.	Name of the Event	Guest/Resource Person Detail	No of internal/external participants benefited	Conducted date	Venue, Period	Event Description
1	Fresher's Meet	Nil	All First Year Students (Internal) - 10 Groups	08.08.2019 to 17.08.2019	A315, A415, Mech SH, B307, B308	Created awareness and realization about duties and responsibilities as Citizens
2	Find & Connect	Nil	66 (Girls → 23; Boys → 43)	12.09.2019	A315 4:30 - 5:30 pm	Identifying the Indian product and encouraged the Make in India
3	Essay Writing	Ms. S. Indirani , President, Pollachi Consumer Association	30 (Girls → 7; Boys → 23)	27.09.2019	A315 5.00 - 6:00 pm	To know about the Securing consumer's trust in e-commerce
4	Drawing Competition	Ms. S. Indirani , President, Pollachi Consumer Association	20 (Girls → 13; Boys → 07)	27.09.2019	A315 5.00 - 6:00 pm	To know about the Indian Consumers' mindset
5	World Consumer Rights Day 2019 & World Food Day Celebrations	Mr. R. RaviKumar , Revenue Divisional Officer (RDO), Sub Collector Office, Pollachi, Ms. S. Indirani , President, Pollachi Consumer Association	232 (Girls → 65; Boys → 167)	16.10.2019	Mechanical Seminar hall 2.30 - 4:30 pm	General activities of Food safety department, given awareness to the consumers. Discussed about the plastic ban.
6	Detect Adulteration with Rapid Test (DART)	Dr. K. Tamilselvan M.B.B.S. , Designated officer, Food Safety Department, Coimbatore Ms. S. Indirani , President, Pollachi Consumer Association	350 / 13 (13 female participants from self-service group)	27.02.2020	CS Hall 2.30 - 4:30 pm	Demonstrated the adulteration with rapid test and explained the general activities of Food safety department, given awareness to the consumers.



Citizen Consumer Club Office Bearers for the academic year 2019 - 2020



Fresher's meet for first year students 2019 - 2020 batch



Citizen Consumer Club Office Bearers meeting



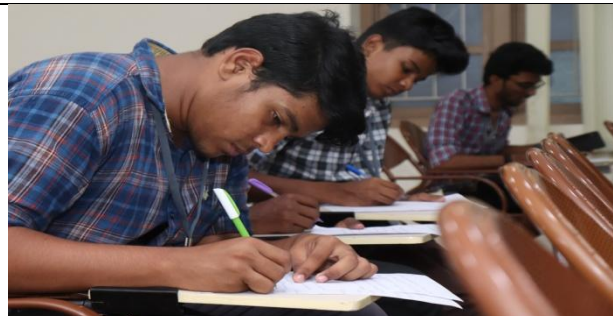
Find and Connect event:12.09.2019 (Round 1)



Find and Connect event:12.09.2019 (Round 3)



Essay Writing & Drawing competitions: 27.09.2019



Essay Writing competition: 27.09.2019



Drawing competitions: 27.09.2019



Drawing competitions: 27.09.2019



Students are explaining their drawings



World Consumer Rights Day 2019 & Food Day 2019 Celebrations: 27.09.2019 Students' Participation - Mechanical Seminar hall



Welcome Address - Thiru S. Nagarajan Avl, Project Officer, Extension Services Department, Sakthi PURA, NPT - MCET Campus, Pollachi.



Felicitations Address - Dr. A. Sakthivel, Head - FYP, MCET



Felicitations Address - Selvi. S. Indirani Avl, President, Pollachi Consumer Association



Special Address - Mr. R. RaviKumar Avl, RDO, Sub Collector Office, Pollachi



Mr. R. RaviKumar Avl, RDO, Sub Collector Office, Pollachi, Answering to students ' questions



Prize Distribution - Drawing Competition Winners



Prize Distribution - Essay Competition Winners



Vote of Thanks - Dr. Devi Prasadh, Faculty In charge, Citizen Consumer Club - MCET, Pollachi



Group Photo - Dignitaries and Office bearers, Food Day event 2019

Detect Adulteration with Rapid Test (DART) on 27.02.2020 at CS Hall, MCET



Inaugural address by Dr. A. Rathinavelu, Principal, MCET.



Special address by Dr. K. Tamilselvan M.B.B.S., Designated officer, Food Safety Department, Coimbatore.



The chief guest is explaining to find the adulteration with rapit test in food products by power point presentation.



The chief guest and the food safty officers (Mr. Subburaj & Selvapandiyam) are explaining to find the adulteration with rapid test in food products by demonstration.



**Students and self-help group's Participation -
BharathRathnaC. Subramaniam Hall - View 1**



**Students and self-help group's Participation -
BharathRathna C. Subramaniam Hall - View 2**

Dr. Devi Prasad PS,
Faculty Coordinator,
Citizen Consumer Club.

Dr. A. Sakthivel,
HoD,
First Year Programme.