



CITIZEN CONSUMER CLUB REPORT
(2021 - 2022 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 November 2021 – February 2022:

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 till date.

Fresher's meet for First Year Students 2021 -2022 batch. 12.11.2021 (Venue: CC Hall, MCET)

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.

Essay writing competition: 22.12.2021 (Venue: Mechanical Seminar Hall, MCET)

Essay writing competition to showcase various developmental ideas considering technology towards the consumers. The competition was written type where the students showed up their knowledge in the way they see this enthusiastic world and how engineers can contribute it enormously comprising the topics. In this essay competition, the participants can understand how secure the online shopping is? How secure the online payment is? In addition to this we have taken the environment related topic. 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 : 1. Tackle Plastic Pollution
2. Misleading Advertisements
3. Building a Better Digital Market for Consumers

கட்டுரை போட்டி தலைப்பு : 1. பிளாஸ்டிக் மாசுபாட்டைச் சமாளித்தல்
2. தவறாக வழிநடத்தும் விளம்பரங்கள்
3. டிஜிட்டல் சந்தைகளை சிறந்ததாக மாற்றுதல்

Drawing competition: 23.02.2022 (Venue: A428 Drawing Hall, MCET)

“I don't say everything, but I paint everything.” **Pablo Picasso**

‘Art connects what words cannot’, keeping the same ideal at the forefront, a wonderful drawing competition was organized by Citizen Consumer Club MCET. The themes for the said drawing competition are

Titles for the competitions	போட்டிகளுக்கான தலைப்புகள்
1. Violations of the Packing and Labelling Act	1. சிப்பமிடுதல் மற்றும் முத்திரையிடுதல் சட்டத்தின் விதி மீறல்கள்
2. Avoid wasting food items	2. உணவுப் பொருட்கள் வீணாவதைத் தவிர்த்தல்
3. Misleading advertisements	3. தவறாக வழிநடத்தும் விளம்பரங்கள்
4. Making digital markets better	4. இணைய வழிச் சந்தைகளை மேம்படுத்தல்
5. Dealing with plastic pollution	5. நெகிழி மாசுபாட்டைச் சமாளித்தல்
6. Improving the structure of the retail sector	6. சிறு வணிகக் கட்டமைப்பை மேம்படுத்தல்
7. Globalization and liberalization	7. உலகமயமாதல் மற்றும் தாராளமயமாதல்
8. New products and services	8. புதிய பொருட்கள் மற்றும் சேவைகள்
9. Development of service sector	9. சேவை துரையின் வளர்ச்சி

Participants in the competition enthusiastically depicted the social responsibility through their colourful paintings. It was a day where we saw creativity exploding in every piece of art. It was a wonderful opportunity to think out of the box. The competition not only serves its sole purpose but also gives us a platform to display our vivid ideas and learned more by interacting with others. It also enhances awareness amongst students so that the compatibility with nature becomes their motto in life. The winners would be given prizes during the closing ceremony.

Elocution Competition: 23.02.2022 (Venue: A315 Seminar Hall, MCET)

In order to instil confidence in the students and encourage them to learn the art of public speaking, we have organized an elocution competition. It was indeed astounding to see how beautifully students had put their thoughts, insights, humour and delivered the speech of consciousness which was fluent , erudite and articulate while being unscripted. The parameter for the judgement was content, fluency, confidence and presentation. The finalists' displayed oratory skill with zeal and enthusiasm. The competition was culminated with a few words of encouragement by judges (3 juries) and guests (3 guests).

Find and Connect: 10.03.2022 (Venue: A315 Seminar Hall, MCET)

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 ...

Traffic JAM: 24.03.2022 (Venue: A315 Seminar Hall, MCET)

Through this interactive quiz, participants would have the opportunity to assess their knowledge about Roads and safety and at the same time, win rewards. The quiz is aimed at making the roads and streets in India safer by raising awareness about how to avoid accidents and injuries while on the road.

World Food Safety Day 2022 Celebrations: 08.06.2022 (Venue: Electrical Seminar Hall, MCET)

Department of Food Safety and Drug Administration – Coimbatore, Citizen Consumer Club – MCET, Extension Services Department – Sakthi PURA, and Pollachi Consumer Association Jointly celebrated the World Food Safety Day 2022 (Theme: Safer Food, Better Health) on 06.06.2022 at Electrical Seminar Hall. **Dr. K. TamilSelvan M.B.B.S.**, Designated Officer, Food Safety Department, Coimbatore demonstrated and explained that how to find the adulterated products by simple testing methods with his team (**Food safety officers: Mr. Subburaj, VelRaj and Kalimuthu**) . He also explained the consumer rights and the laws of the RTI Act, the authorities contamination in relation to reporting and items to choose how to make informed and intended buying aware of the way that the participants. **Selvi. S. Indirani Avl.**, created aware of consumer rights, duties, consumer protection laws and food contamination.

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.

Citizen Consumer Club Conducted Events for the AY 2021 - 2022

Sl. No	Name of the Event	No. of participants	Venue	Date
01	Fresher's Meet	All First year Students	CC Hall	12.11.2021
02	Essay Writing Competition	20 (Girls 7; Boys 13)	Mechanical Seminar Hall	22.12.2021
03	Drawing Competition	16 (Girls 8; Boys 8)	A428 Drawing Hall	23.02.2022
04	Elocution Competition	11 (Girls 8; Boys 3)	A315 Seminar Hall	23.02.2022
05	Find and Connect	89 (Girls 20; Boys 69)	A315 Seminar Hall	10.03.2022
06	Traffic Jam	74 (Girls 7; Boys 67)	A315 Seminar Hall	24.03.2022
07	World Food Safety Day 2022 Celebrations	140 (Girls 70; Boys 70)	Electrical Seminar Hall	08.06.2022

Prize Winners List for the Events Conduced for the AY 2021 - 2022

Sl. No	Name of the Event	First Prize	Second Prize	Third Prize
01	Essay Writing Competition	S. Naresh, III - ME	M. U. Khiruthik, II - ME	G. K. Karunya, I - AD
02	Drawing Competition	A. Avanthika.I - CS	G. Kowshika. I - AD Sneha, M. I - EI	A. Aravind, I - CE
03	Elocution Competition	R. G. Dhivya, I - AD	T. Monika, I - EC	A. Sundareshwara, I - CE
04	Find and Connect	V. Veeraraghavan, & A. V. Ranjani III - CS	S. Naresh, & S. Vidhyadar, III - ME	K. Logesh, & M. Aribalan, III - IT
05	Traffic Jam	P. Ananthanarayanan & S. Jeyabalan S, III - CE	N. Naveen & Jagadheeswaran , III - ME	M. Muthu Vignesh & G. N. Kishor, III - IT

Dr. P.S. Devi Prasadh,
Faculty Coordinator,
Citizen Consumer Club.

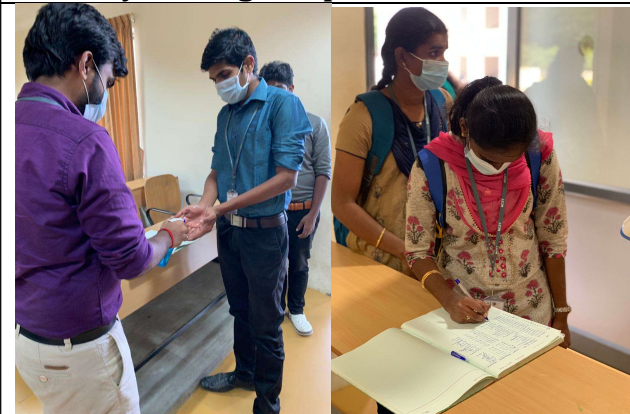
Dr. A. Sakthivel,
HoD,
First Year Programme.

Dr. M. Selvakumar
Clubs Coordinator

Dr. A. Rathinavelu,
Principal

Citizen Consumer Club - MCET Conducted Events for the AY 2021 - 2022

Essay writing competition: 22.12.2021 (Venue: Mechanical Seminar Hall, MCET)



SOP & Registration



Students' ideas considering technology towards the consumers



students showed up their knowledge in the way they see this enthusiastic world



Showing how engineers can contribute it enormously comprising the topics

Elocution Competition: 23.02.2022 (Venue: A315 Seminar Hall, MCET)



Students had put their thoughts, insights, humour and delivered the speech of consciousness which was fluent, erudite and articulate while being unscripted





To instil confidence in the students and encourage them to learn the art of public speaking,



Juries and guests providing feed back to the participants

Drawing competition: 23.02.2022 (Venue: A428 Drawing Hall, MCET)



SOP & Registration



Art connects what words cannot. Upcoming Picassos



Participants in the competition enthusiastically depicted the social responsibility through their colourful paintings. Participants explained about their presentations.

Find and Connect: 10.03.2022 (Venue: A315 Seminar Hall, MCET)



Round 1 & 2



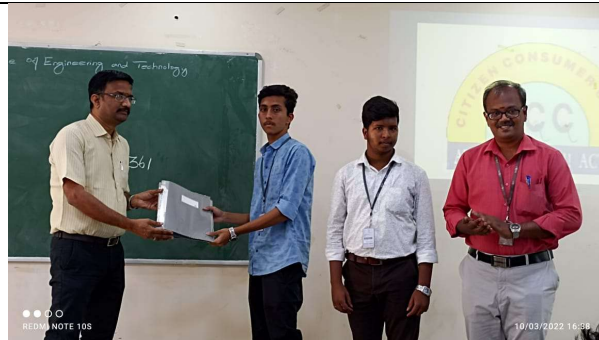
Round 3



Instructions



First Prize Winners



Second Prize Winners



Third Prize Winners

Traffic JAM: 24.03.2022 (Venue: A315 Seminar Hall, MCET)



The arrangements & Spreading groups, instructions (2 per team)



Round - 1



Round - 2



First Prize Winners



Second Prize Winners



Third Prize Winners

World Food Safety Day 2022 Celebrations: 08.06.2022 (Venue: Electrical Seminar Hall, MCET)



Dignitaries on the dais



Mr. S. Nagarajan, PRO – Sakthi PURA has delivered the welcome address



Participants



Dr. A. Sakthivel, HoD – FYP has delivered the felicitation address



Dr. K. Tamilselvan MBBS, Designated Officer, Food Safety Department, Coimbatore delivered the special address



Food Safety officeres have explained the how to detect the adulteration by rapid tests



Honouring the guests (Food Safety Officers and Selvi S. Indirani, President, Pollachi Consumer Association) by Dr. G.V. Sriramachandran, Asso. Prof of Maths & Assistant Warden – MCET & Dr. Devi Prasad P S, Faculty coordinator, Citizen Consumer Club – MCET



World Food Safety Day 2022 – Pledge & Vote of thanks by Dr. Devi Prasad P S, Faculty coordinator, Citizen Consumer Club – MCET