

Dr. MAHALINGAM

COLLEGE OF ENGINEERING AND TECHNOLOGY

Affiliated to Anna University, Chennai; Approved by AICTE; Accredited by NAAC with Grade 'A++' Accredited by NBA - Tier1 (Mech, Auto, Civil, EEE, ECE, E&I and CSE)
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CITIZEN CONSUMER CLUB REPORT (2020 - 2021 Activities - July 2020 - December 2020)

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 2020 - December 2020:

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 the following activities during the period July 2020 & December 2020.

Fresher's meet for first year students 2020 -2021 batch.

The following main items were disseminated to the students during the induction programme in MS Teams (Online Mode).

- 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.

Overview of Consumer Rights: 05.12.2020

Consumer Rights As Per Consumer Protection Act 1986. Consumer Protection Act provides Consumer Rights to prevent consumers from fraud or specified unfair practices. These rights ensure that consumers can make better choices in the marketplace and get help with complaints. Consumers are allowed to protect products and services that are hazardous to their lives and property from marketing cost fixes. The right to obtain information on the quantity, consistency, purity, strength, and quality of products and services is the rights of the customer. The following 7 items were disseminated to the students on 05.12.2020:

Consumer Rights and Responsibilities

Right to safety.
Right to be informed.
Right to choose.
Right to be heard.
Right to seek redressal.
Right to consumer education.
Consumer Protection Act.

Consumer Quiz: 12.12.2020

Educating Consumers regarding their rights and responsibilities is one of the best ways of empowering consumers. In a globalised market enabled with information technology, a range of products and services are available. E-commerce has changed the way consumers do shopping sitting at home. A variety of new services have added to a host of new problems. In a situation like this, consumer particularly young consumers need to be educated about various problems that they face in the market. Awareness about various consumer problems and issues needs to be enhanced so that they are safe in the market. The quiz competition helped students to understand various consumer issues and also test their understanding by attempting to answer a number of Quiz questions. It was useful and interesting for the students.

Quiz round 1: Quick fire Consumer Rights Quiz round 2: Being a responsible consumer

Identify Indian Products: 19.12.2020

To create a knowledge among our student community in Make in India and Made in India, the club has conducted an event titled 'Identify Indian Products' on 19.12.2020. The event was about two rounds. In round one the students were asked to identify the Indian products and in round two slogans were given and asked the students to identify the products.

Traffic JAM: 26.12.2020

This quiz is an ingenious initiative by the club office bearers developed for the purpose of creating awareness regarding Road accidents, Traffic laws, emergency services, new reforms and safety all across the country. 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.

Through this interactive quiz, students could test the opportunity to assess their knowledge about Roads and safety.

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 online events were highly effective and beneficial to them.

CONDUCTED EVENTS CONSOLIDATED REPORT

Academic year 2020 - 2021 (July 2020 - February 2021)

Sl. No.	Name of the Event	Guest/Resource Person Detail	No. of internal/external participants benefited	Conducted date	Platform	Event Description
1	Fresher's Meet	Nil	All First Year Students (Internal)	19.11.2020 to 28.11.2020	MS Teams	Created awareness and realization about duties and responsibilities as Citizens. General activities of Consumer club MCET, Pollachi consumer association, Food safety department.
2	Overview of consumer rights		60 (Internal) (Girls → 17; Boys → 43)	05.12.2020		
3	Consumer quiz		32 (Internal) (Girls → 09; Boys → 23)	12.12.2020		To know about the knowledge on consumer rights and act
4	Identify Indian products		44 (Internal) (Girls → 12; Boys → 32)	19.12.2020		Identifying the Indian product and encouraged the Make in India.
5	Traffic JAM		36 (Internal) (Girls → 11; Boys → 25)	26.12.2020		To know the traffic rule and regulations

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

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

Some Screen Shots:

Event Name: Identify Indian Products - 19.12.2020

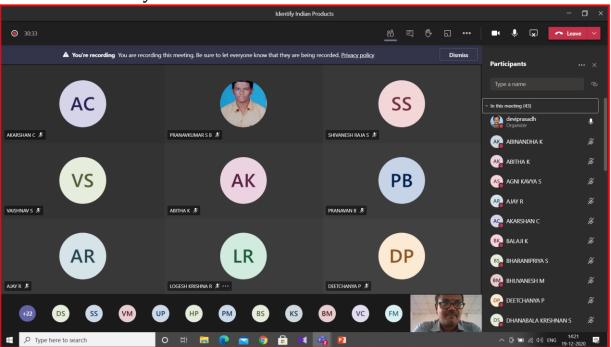


Image 1: MS Teams Platform



Image 2: Identifying Indian products



Image 3: Slogan contest

Event name: Traffic JAM - 26.12.2020

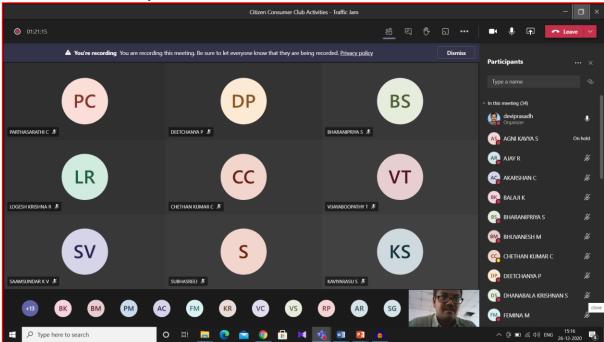


Image 4: Meeting Attendance

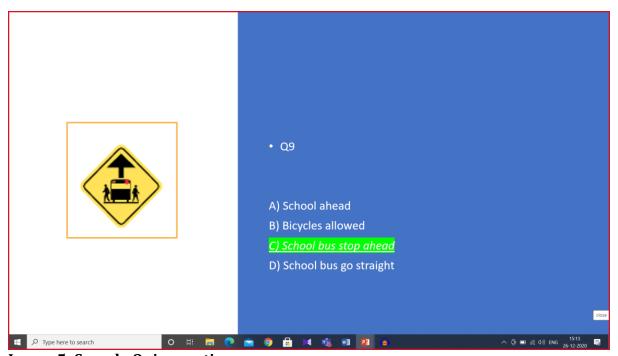


Image 5: Sample Quiz question

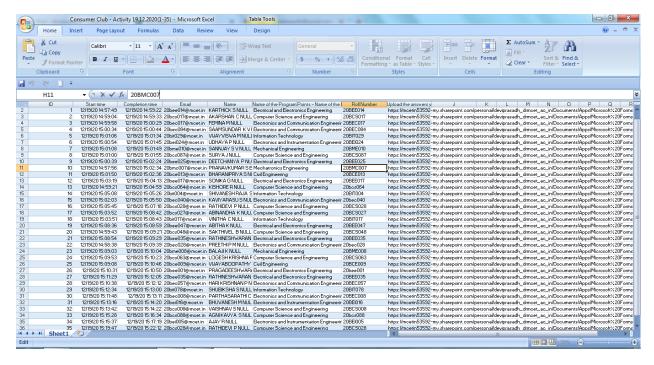


Image 6: Sample responses collected from the participants

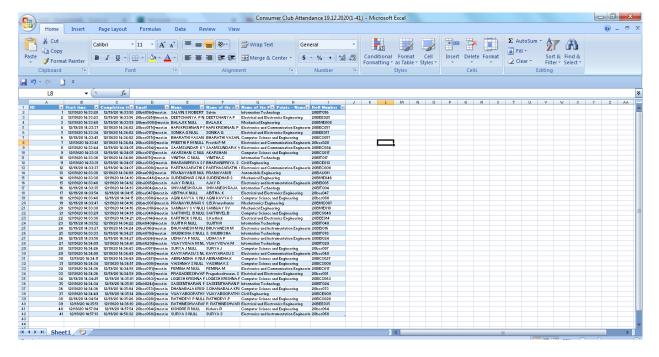


Image 7: Sample Attendance