



**CITIZEN CONSUMER CLUB REPORT
(2022 - 2023 Activities)**

1.0 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.

1.1 VISION

- To protect, help and empower consumer

1.2 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.

2.0 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.

2.1 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.

3.0 Activities Conducted:

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 seven activities till date.

3.1 Consumer Awareness on Food Safety. 23.09.2022 11.30 am (Venue: Electrical seminar Hall, MCET) Theme: Awareness & Ethics

Guests: 1. Mr. Sunil Subash, No Food Waste (community Service), Coimbatore
2. Ms. S. Indirani, President, Pollachi Consumer Association

Consumer awareness on food adulteration" is organized and conducted by Citizen Consumer Club. The event is as a part of Technofete'22, in the aim of creating awareness among students about food adulteration. **Mr. Sunil Subash** explained about the FSSAI prescribed food safety measures like labelling, validating the food safety license number, manufacturing date, manufacturer details, nutritional value, batch number, etc. Five important laws: Murphy's law, Kidlin's law, Kilbert's law, Wilson's law, Falkland's law that are helpful for good progression in life were also discussed with students. Few real-time examples of how food are adulterated were also said for better understanding of food adulteration. Finally, students clarified their doubts with the resource person in the questionnaire session. **Selvi. S. Indirani Avl.**, created aware of consumer rights, duties, consumer protection laws and food contamination.

3.2 Consumer Awareness (Students Induction Program 2022). 18.11.2022 02.15 pm (Venue: CC Hall, MCET) Theme: Awareness & Ethics

“Consumer Awareness” is organized and conducted by Citizen Consumer Club. The event is as a part of SIP'22 (Unleash your Dexterity), in the aim of creating awareness among students about food adulteration. **Club Office Bearers** explained about the FSSAI prescribed food safety measures like labelling, validating the food safety license number, manufacturing date, manufacturer details, nutritional value, batch number, etc. Students displayed an eight minutes short film (cause of unlabelled food and expired food products). Few real-time examples with case studies of how food are adulterated were also said for better understanding of food adulteration. Finally, ended up with consumer rights, duties, consumer protection laws and food contamination.

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.

3.3 Identify Indian Products 07.01.2023 02.00 pm (Venue: A-303, MCET) Theme: Awareness

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 07.01.2023 at A303. It has helped the students to know about the Indian brands. It has created an awareness among the students to know the value of currency rise with US Dollars.

3.4 Food Label 21.01.2023 02.00 pm (Venue: A-303, MCET) Theme: Awareness & Know rights

Citizen Consumer Club – MCET has disseminated the following by creating an awareness among the students community.

FOOD LABEL INSTRUCTION:

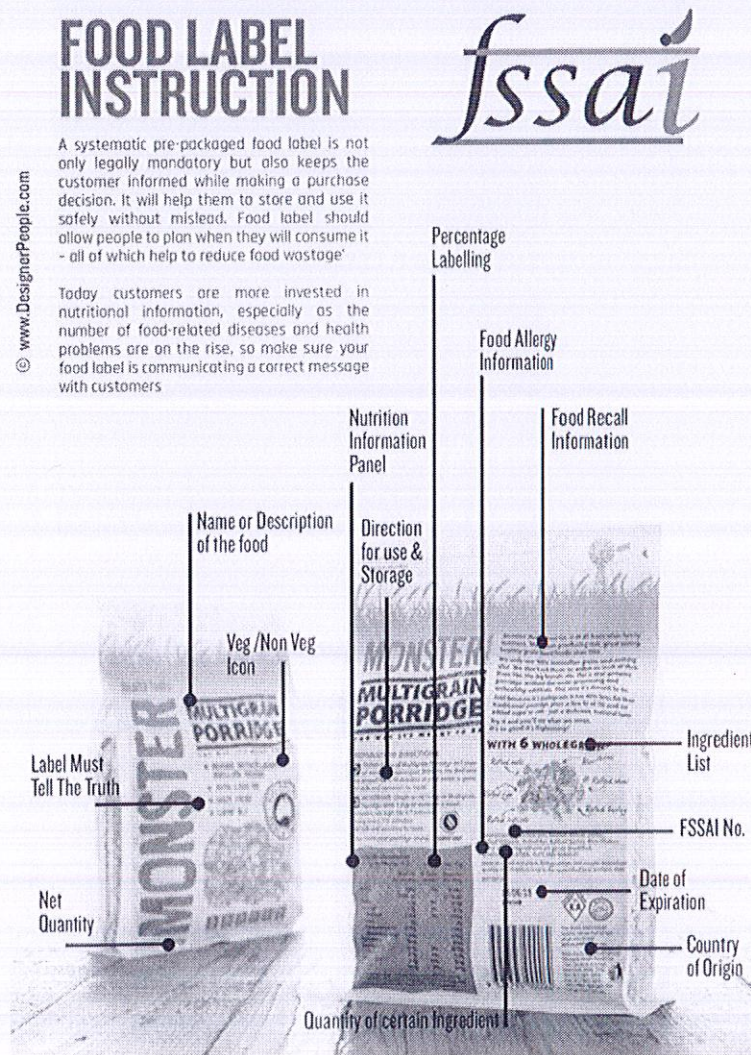
A systematic pre-packaged food label is not only legally mandatory but also keeps the customer informed while making a purchase decision. It will help them to store and use it safely without mislead.

Food label should allow people to plan when they will consume it – all of which help to reduce food wastage.

Today customers are more invested in nutritional information, especially as the number of food-related diseases and health problems are on the rise, so make sure your food label is communicating a correct message with customers.

If you are a pre-packaged food company then you must include the following on its labels:

- The name of the product with true representation and no false claims
- The list of ingredients in descending order of weight
- The nutritional information (Facts upfronts) along with percentage details
- Instructions/Direction of cooking or usage or product description
- Manufacturing dates, address, marketed details, MRP and expiry date
- Storage conditions should be correctly mentioned to maintain the same taste, texture, aroma and feel.
- Origin and contact details (customer care) will always ensure trust in your brand
- Allergic and caution messages should be displayed to avoid any concerns after consumption
- Brand story which will create your distinct identity and increases brand recall value
- Veg and non-veg icon along with badges which represent for some unique information
- FSSAI Number and barcode is mandatory



Source: <https://www.designerpeople.com/blog/branding/fssai-guidelines-food-business/>

3.5 Find the product from Slogan 28.01.2023 02.00 pm
(Venue: A-303, MCET) Theme: Awareness

The purpose of marketing slogans is to sell products or services. An example of such a tagline is "we have the best prices in town." Yet not all catchphrases are designed for marketing purposes. Another popular class of slogan sets forth an organization's philosophy or code of ethics. A classic example of this is Google's "Don't do evil" catchphrase which demonstrates the organization's commitment to ethical behavior. Such slogans actually serve a dual purpose to publicize the organization's philosophy and to set it apart from competitors. Therefore there is a marketing dimension to these taglines but it is secondary to the ethical or the philosophical statement.

Something to watch for when you write marketing slogans is to make sure that they do not contradict the organization's philosophy or code of ethics. A business that is seen to be saying two different things at the same time will be seen as hypocritical and deceitful.

The activity aimed at creating awareness among general masses and developing problem solving skills. The activity was successfully concluded wherein the students developed a sense of friendliness, belongingness and team spirit.

3.6 Consumer Connex 09.02.2023 02.00 pm
(Venue: A-303, MCET) Theme: Awareness & Ethics

Guests: 1. Mr. S. Arulmurugan, Special Tahsildar (Civil Supplies)
2. Ms. S. Indirani, President, Pollachi Consumer Association

To create a knowledge among our student community in Make in India and Made in India, the club has conducted an event titled 'Consumer Connex' on 09.02.2023. 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 ...

3.7 Traffic JAM 25.03.2023 11.15 am
(Venue: A-415, MCET) Theme: Awareness & Ethics

Guest: Ms. S. Indirani, President, Pollachi Consumer Association

As a part of World Consumer Rights Day and Recreatia '23, CCC has conducted an awareness and ethics based quizzing event titled Traffic JAM. 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.

4.0 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 2022 – 2023

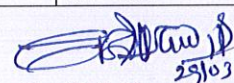
Sl. No	Name of the Event	No. of participants	Venue	Date
01	Consumer Awareness on Food Safety	16 (Girls 8; Boys 8)	Electrical seminar Hall	23.09.2022 11.30 am
02	Consumer Awareness (Students Induction Program 2022)	All First year Students	CC Hall	18.11.2022 02.15 pm
03	Identify Indian Products	28	A303	07.01.2023 02.00 pm
04	Food label	24	A303	21.01.2023 02.00 pm
05	Find the product from Slogan	34	A303	28.01.2023 02.00 pm
06	Consumer Connex	55	Electrical Seminar Hall	09.02.2023 02.00 pm
07	Traffic JAM	50	A-415	25.03.2023 11.15 am


Prize Winners List for the Events Conduced for the AY 2022 - 2023

Sl. No	Name of the Event	First Prize	Second Prize	Third Prize
01	Consumer Connex	Mr. Pravinkumar A & Mr. Yogeshwaran T I - ME	Ms. Selva Natheya R, & Ms. Prakasini S V, II - ME	Mr. Koushik Raghav S, & Mr. Kavinath R I - ME
02	Traffic JAM	Mr. Koneeswaran N & Mr. Jai Akkayarajkumar II - EC	Ms. Selvapriya P & Mr. Vishnu S II - EC & I EC	Mr. RobinKumar & Mr. Shalom Shawag Y IV - ME


Dr. A. Senthilkumar,
 Dean – Academic & Autonomous




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


Dr. P. Govindasamy,
PRINCIPAL
 Dr. Mahalingam College of
 Engineering and Technology
 Pollachi - 642 003.

Citizen Consumer Club - MCET Conducted Events for the AY 2022 - 2023

**Consumer Awareness on Food Safety. 23.09.2022 11.30 am
(Venue: Electrical seminar Hall, MCET) Theme: Awareness & Ethics**



Special address by Mr. Sunil Subash, Community and communication manager, No Food Waste, Coimbatore



Felicitation address by Selvi S. Indirani, President, Pollachi Consumer Association



Participants



National Anthem

**Consumer Awareness (Students Induction Program 2022). 18.11.2022 02.15 pm
(Venue: CC Hall, MCET) Theme: Awareness & Ethics**



Awareness Video (cause of unlabelled food and expired food products)



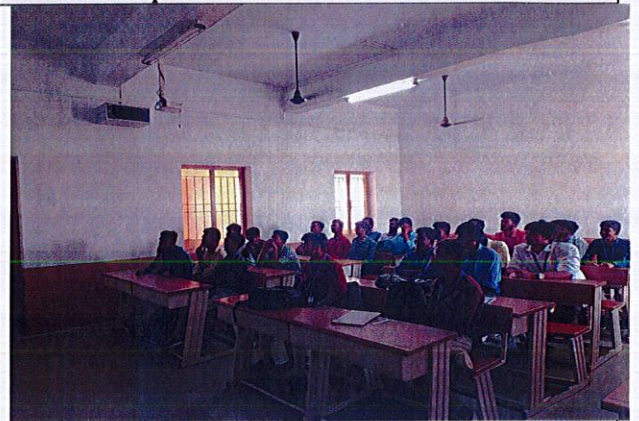
Explaining about fssai (What are the things we have to see while purchase a product?)



Explaining about labelling with samples



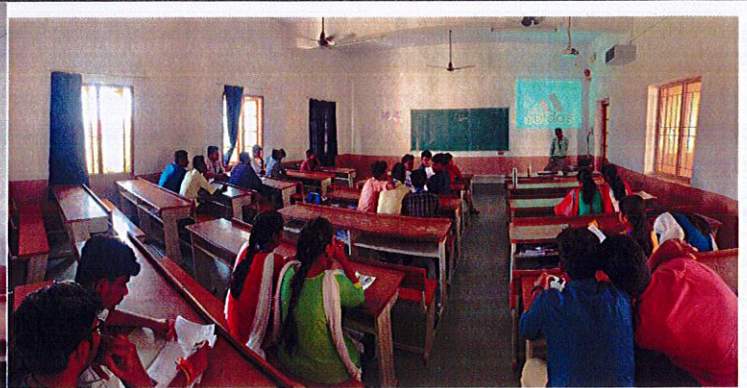
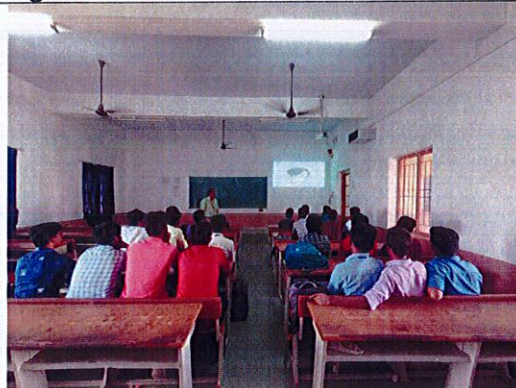
Consumer quiz



Identify Indian Products 07.01.2023 02.00 pm (Venue: A-303, MCET) Theme: Awareness



Food Label 21.01.2023 02.00 pm Venue: A-303, MCET) Theme: Awareness Know rights



Find the product from Slogan 28.01.2023 02.00 pm (Venue: A-303, MCET) Theme:

Awareness

Consumer Connex 09.02.2023 02.00 pm (Venue: EEE SH, MCET) Theme: Awareness & Ethics

Guests: 1. Mr. S. Arulmurugan, Special Tahsildar (Civil Supplies)
2. Ms. S. Indirani, President, Pollachi Consumer Association



A meeting with Dr. P. Govindasamy, Principal - MCET, Mr. S. Arulmurugan, Special Tahsildar (Civil Supplies), Ms. S. Indirani, President, Pollachi Consumer Association, Mr. S. Nagarajan, PRO - MCET & Dr. P S Devi Prasadh, Faculty in Charge, Citizen Consumer Club



Round 3



Instructions

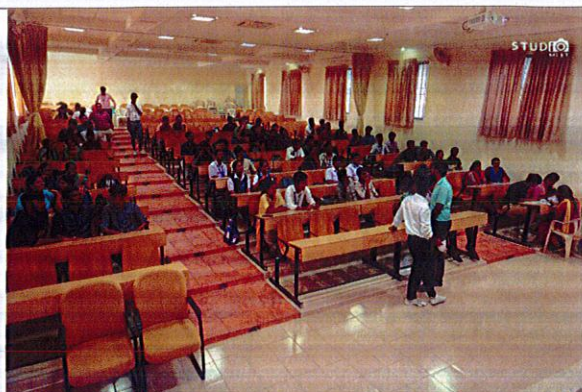
First Prize Winners



Second Prize Winners



Third Prize Winners



Participants

Traffic JAM 25.03.2023 11.15 am (Venue: A-415, MCET) Theme: Awareness & Ethics

Guest: Ms. S. Indirani, President, Pollachi Consumer Association



Ms. S. Indirani, President, Pollachi Consumer Association delivering the special address on Consumer rights and Act. Shared also the importance of World Consumers Rights Day and road safety and traffic regulations



Participants



Honouring the guest



First Prize Winners



Second Prize Winners



Third Prize Winners



Event Management Team

Dr. P.S. Devi Prasadh
29/03/2022

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

Dr. A. Senthilkumar
29.3

Dr. A. Senthilkumar,
Dean - Academic & Autonomous



Dr. P. Govindasamy

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