

CITIZEN CONSUMER CLUB

REPORT (2014 – 15)

The Citizen Consumer Club of Loyola College is an affiliated club to the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu, which was established at the beginning of the academic year 2009-2010. The club has evolved its own objectives in aligning to achieve the common goal of the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu.

Objectives of the Club:

- To educate the students about the various provisions of the Consumer Protection Act, 1986.
- To reach-out the public, far and near, to educate them regarding their rights and responsibilities as consumers.
- To join hands with other voluntary consumer organizations to enhance consumer movement.

Staff Advisors:

Dr. Aleykutty Robert (Shift I)

Prof. Charles Jail singh (Shift II)

Members of the Club:

Registered students of Shift I and Shift II belonging to I, II and III Year Under-Graduate Courses.

CLUB ACTIVITY REPORT FOR THE ACADEMIC YEAR 2014-2015

Inaugural Function and Orientation Program:

Citizen consumer club activities for the year 2014-2015 was inaugurated on 10th September 2014. Mr. Shingaram, Commissioner of Civil Supplies and Mrs. Vijaya Thilagam, Co-ordinator for Consumer Civil Supply were the chief guests. Mr. Singaram inaugurated the club activities . Mrs. Vijaya Thilagam enlightened the students on the thoughts of consumerism. Students were very eager to get involved in consumer education and were briefed on the ways the club would actively function and try to impact the life of citizens as consumers.

CCC organized a Lecture on 'Consumer rights' on the 24th January 2015. Mr. Ilangovan, a leading lawyer was the resource person. He educated the students about consumer rights . He also gave examples of the various cases he had undertaken.

On 11th February an Awareness program on 'Food Adulteration and misleading Advertisement' was conducted by the Co-ordinator of the Civil Supplies department Mrs Vijaya Thilagam. She was inspirational and very approachable. She even conducted a brain storming session in the end, where the students were encouraged to ask questions.

On 13th February, seniors students and active members of consumer club made a presentation about need and importance of Consumer rights and responsibilities. PPT and short films were conducted.

On 22rd February CCC conducted a rally in Marina Beach to sensitize people on the theme 'Sustainable Consumption' the rally was inaugurated by Mr Singaram Commissioner of civil supplies. The rally was held at the marina beach. All the students were holding various banners and plackard with messages to the consumers to act and get educated. Students rallied a distance of 3kms.

A lecture on 'Consumer Law' was organized on 26th February. Mr. Jayaprakash Narayan , Law Practitioner was the resource person. He addressed to the students the importance of Consumer Protection and various Laws supporting such categories.

CCC members were given practical experience by assigning a Field Survey on 'Consumer Awareness and Satisfaction' , thus surveying 50 consumers using the same product followed by the report submission on 28th of February.

On 4th March, **'The Conquest – 2015', the mega intercollegiate cultural event** was organized. The conquest- the most iconic event of the Citizen Consumer club, organized various cultural events for its participants. Various programs like mime, product packaging, ad review etc were conducted on the theme 'Consumerism and Consumer education'. Around 250 students from 16 colleges participated in this fest. The fest was conducted to educate students about the World Consumer Rights day went on till 6:30 pm . Ethiraj College of Women bagged the overall championship.