



Loyola College (Autonomous), Chennai - 600034

Consumer Club's Annual Report 2023-24

The Consumer Club of Loyola College held many activities during the academic year 2023-24 and they are enumerated below:

1. Meeting at the office of Deputy Commissioner, Chennai city (South)

Date : March 31, 2023

Agenda : Meeting with Deputy Commissioner City

Venue : Deputy Commissioner City (South) Office, Ezhilagam, Annexed Building
4th Floor, Chepauk, Chennai - 5.

Attendees : Dr Remigius Mary & Dr. M. Moses Antony Rajendran

Consumer Club Advisors Dr Remigius (Shift I) and Dr M. Moses Antony Rajendran (Shift II), attended a meeting at the Deputy Commissioner City (South) Office at Ezhilagam, Annexed Building, 4th Floor, Chepauk, Chennai - 5. WhatsApp group has been established to disseminate information regarding the Consumer Club's activities. Notably, an upcoming event is scheduled for April 13th at Ethiraj College.

ந.க. எண்.எஸ்4/1304/2023
நாள்: 31.03.2023.

துணை ஆணையாளர் (ந) தெற்கு அலுவலகம்
உணவுப் பொருள் வழங்கல் மற்றும்
நுகர்வோர் பாதுகாப்புத் துறை
சேப்பாக்கம், சென்னை-5.

கூட்ட நடவடிக்கைகள்

2022-2023 ஆம் நிதியாண்டிற்கு மாவட்ட அளவிலான தேசிய நுகர்வோர் பாதுகாப்பு தின விழா / உலக நுகர்வோர் உரிமைகள் தின விழா கொண்டாடாதல் தொடர்பாக கீத்துறை அலுவலர்கள் மற்றும் கல்லூரிகளின் நுகர்வோர் ஒருங்கிணைப்பாளர் கலந்தாய்வு கூட்டம் 31.03.2023 தேதியில் காலை 11.00 மணியளவில் துணை ஆணையாளர் (நகரம்) தெற்கு அலுவலர் தலைமையில் கீவ்வலுவலகத்தில் நடைபெற்றது. கீக்கூட்டத்தில் கலந்து கொண்டவர்கள் விவரம் பின்வருமாறு:-

வ.எண்	அலுவலர் பெயர் (தி/ள்.)	பதவி/ துறை
1.	ஆர்.பத்மசங்கர்	உதவி ஆணையாளர், தாம்பரம் மண்டலம்
2	ராகினிரவிச்சந்திரன்	உதவி ஆணையாளர், சைதாப்பேட்டை மண்டலம்
3	தா.ஹரினிதேவி	மேலாளர், துணை ஆணையாளர் (நகரம்) தெற்கு அலுவலகம்
4	வெ.விஜயலட்சுமி	மேலாளர், பரங்கிமலை மண்டலம்
5	R.சூரியபிரகாசம்	மேலாளர், சேப்பாக்கம் மண்டலம்
6	R.விஜயலக்ஷ்மி	ஒருங்கிணைப்பாளர், எத்திராஜ் கலை மற்றும் அறிவியல் கல்லூரி
7	K.விஜயலக்ஷ்மி	ஒருங்கிணைப்பாளர், அன்னை வேளாங்கன்னி மகளிர் கல்லூரி
8	E.சித்ரா	ஒருங்கிணைப்பாளர், காயிதே மில்லத் மகளிர் கல்லூரி
9	D.சங்கமீத்ரா	ஒருங்கிணைப்பாளர், ஆல்.பா கலை மற்றும் அறிவியல் கல்லூரி
10	அனிதா அம்பழி	ஒருங்கிணைப்பாளர், ஆசான் மெமோரியல் கலை மற்றும் அறிவியல் கல்லூரி
11	A.S.மணிகண்ட் ஈஸ்வரன்	ஒருங்கிணைப்பாளர், பேட்டீசியன் கலை மற்றும் அறிவியல் கல்லூரி
12	ரேகா நாயுடு	ஒருங்கிணைப்பாளர், N.K.T. கல்வியியல் கல்லூரி
13	A.H.கோமலா	ஒருங்கிணைப்பாளர், (Shift II) லயோலா கல்லூரி
14	Y.பவன்யா	ஒருங்கிணைப்பாளர், (Shift II) லயோலா கல்லூரி
15	M.மோசல்	ஒருங்கிணைப்பாளர், காயிதே மில்லத் ஆடவர் கல்லூரி
16	S.ரெமிஜியஸ் மேரி	ஒருங்கிணைப்பாளர், காயிதே மில்லத் ஆடவர் கல்லூரி
17	சுருளிராஜ்	ஒருங்கிணைப்பாளர், காயிதே மில்லத் ஆடவர் கல்லூரி



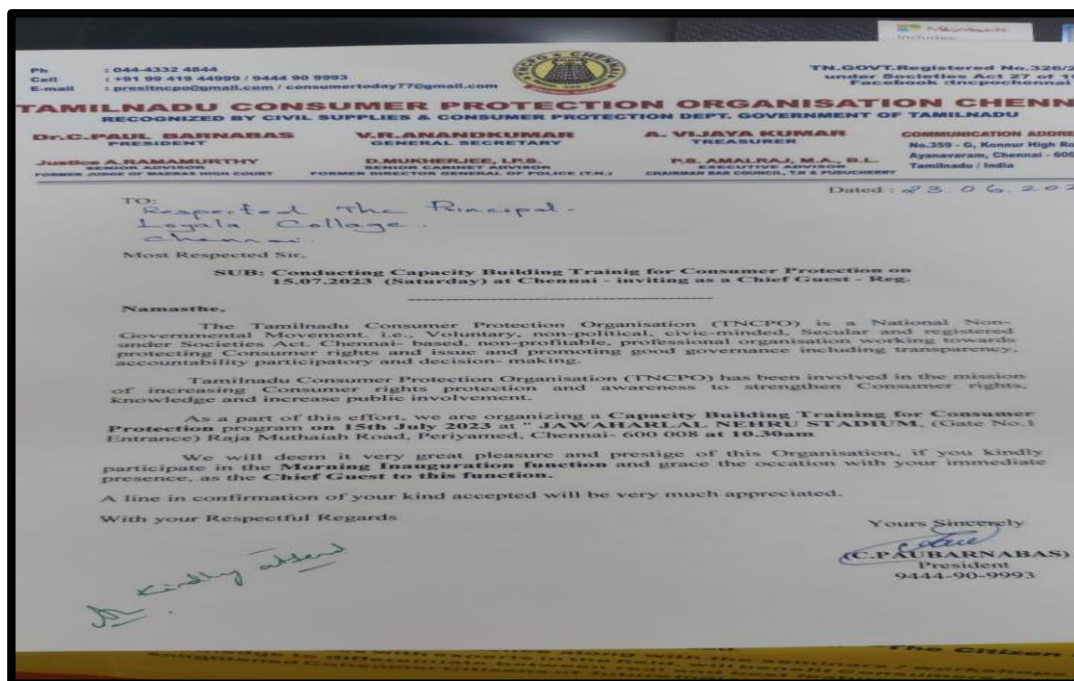
2. Consumer Awareness Inaugural Programme

Date : July 15, 2023

Agenda : Consumer Awareness Inaugural Programme

Venue : Nehru Stadium, Gate I

Attended the Consumer Awareness Inaugural Program organized by the Tamil Nadu Consumer Protection Organization in Chennai on the 15th of July, 2023 at Nehru Stadium, Chennai. The program highlighted the importance of consumer awareness.



3. Placard Rally

Date : January 27, 2024
Agenda : Placard Rally for Consumer Awareness
Venue : Loyola College, Chennai Campus

As part of the consumer club's initiatives, a placard rally unfolded within the college premises, drawing the attention of approximately 500 students to the vital realm of consumer awareness. Over 60 club members actively participated in the rally, emphasizing the universal role of each individual as a consumer. Key topics were communicated to the members in advance, touching upon various societal concerns.

The rally served as a platform to shed light on a myriad of issues affecting our world, ranging from environmental challenges such as ozone layer damage and pollution to societal issues like discrimination, economic disparities, and the erosion of traditional family values. The discourse also encompassed the impact of technological advancements, unethical practices in the corporate sector, and the prevalence of social issues like child labor and human trafficking.

The placards, meticulously prepared by the members, encapsulated these multifaceted concerns, serving as educational tools during the rally held on January 27, 2024, at Loyola College Campus. The event transpired seamlessly, providing an invaluable learning experience for all participants. The need to strike a balance between socio-economic, political, legal, and technical aspects for the preservation of both individuals and the earth emerged as the central theme, urging everyone to reflect on their roles as consumers in the global context.



4. Orientation Programme

Date : March 1, 2024

Topic : Consumer Protection Act

Venue : Loyola College, Chennai

CITIZEN CONSUMER CLUB
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI-600034

Cordially invites you for the inauguration of
Consumer Club - 2k24

RESOURCE PERSON
Shree Varsha M S
ADVOCATE

Author of "Handbook on Consumer Protection Act, 1986" funded and released by Government Of India .

Date : 01/02/2024
Time : 01:30 pm - 02:30 pm

Dr. S . Remigius Mary
Convener

The inauguration and orientation program of Loyola Citizen Consumer Club (Shift-I) unfolded on the 1st of February 2024, from 1:30 p.m. to 2:30 p.m. The esteemed chief guest for this significant occasion was Ms. Shree Varsha, Advocate from the Chennai High Court, Chennai. Dr. S. Remigius Mary, Coordinator of the Loyola Citizen Consumer Club, extended a warm invitation to the distinguished guest speaker of the event.



The program opened with a prayer song delivered by Jyothi Babu (Joint Secretary), creating an atmosphere of reflection. Gopi Saran, the event host, extended a warm welcome to both the Chief Guest and the members of the Loyola Citizen Consumer Club. A shawl and a thoughtful gift were presented to honor the Chief Guest, Ms. Shree Varsha.

Following this, the Co-Ordinator introduced the new office bearers of the club for the year 2023-2024. The incoming office bearers took the pledge before the Chief Guest, symbolizing their commitment to the responsibilities bestowed upon them.

Ms. Shree Varsha, an advocate from the Chennai High Court, delivered a special address and an orientation speech. Her discourse covered the rights and responsibilities of consumers within society, providing insights into the hierarchical structure of consumer courts in India. The session also delved into personal experiences and considerations associated with a career in law.

The program concluded with a dynamic Question and Answer session, fostering an interactive dialogue between Ms. Shree Varsha and the students. This session proved particularly beneficial, allowing students to clarify their perspectives on law and consumer rights. Ms. Varsha's expertise left a lasting impact, providing students with new insights and knowledge in the realm of law and consumer protection.

Antony Nicholas Roche (President) proposed the vote of thanks, concluding the program on a note of success. The cohesive efforts of all involved contributed to the overall success of the event, leaving the audience enriched with valuable information and perspectives.

5. Placard Rally

Date : 2nd February, 2014

Event : Placard Rally

Venue : Loyola College, Chennai – 34.



A placard rally organized by the students within the college campus, drew the attention of approximately 500 onlookers, all eager to heighten their consumer awareness. Over 60 club members actively participated in this rally, emphasizing the universal role of each individual as a consumer.

As the rally unfolded, the participants carried placards bearing messages addressing a myriad of global issues. These messages ranged from environmental concerns like Ozone Layer Damage and pollution to societal issues such as discrimination, economic disparities, and the erosion of traditional family values. The placards also delved into the impact of technological advancements, unethical practices in the corporate sector, and the prevalence of social issues like child labor and human trafficking.

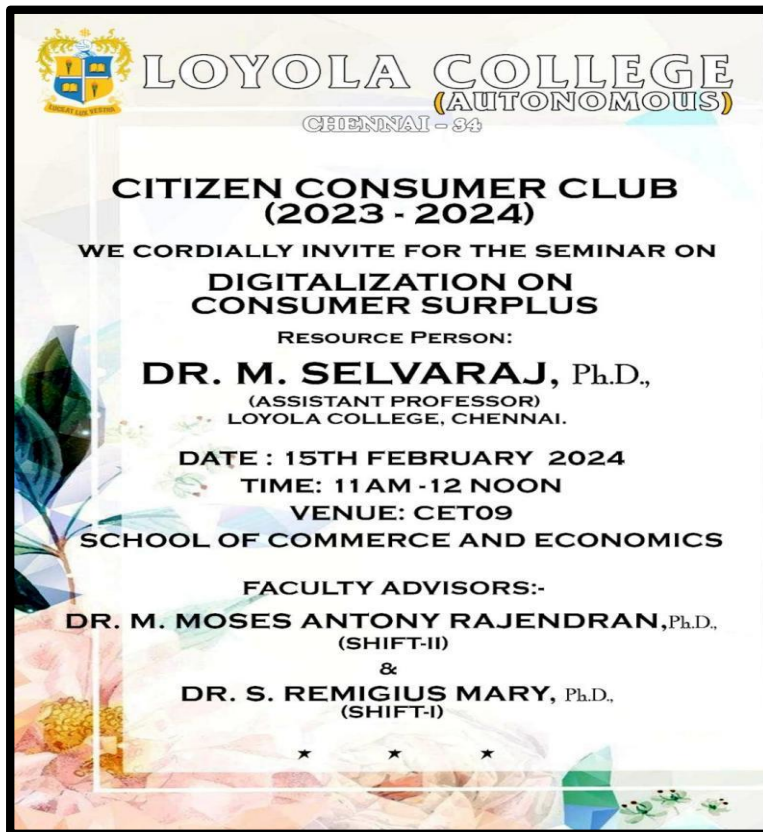
The messages covered a vast array of topics, shedding light on issues like the exploitation of consumers in daily life, the adverse effects of artificial foods on the health of new generations, and the malign influences of markets introducing liquor, tobacco, and prostitution. The participants discussed the economic crises, lack of justice for hard workers, the deteriorating state of the family system, and the unscrupulous use of modern science and technology.

Despite addressing weighty concerns, the rally proceeded smoothly, providing a platform for students to express their concerns and learn from the messages displayed on the placards. The culmination of the event marked a successful endeavor in fostering consumer awareness among the participants and the larger community within Loyola College Campus on the 2nd of February, 2024.



6. Seminar on Digitalization on Consumer Plus

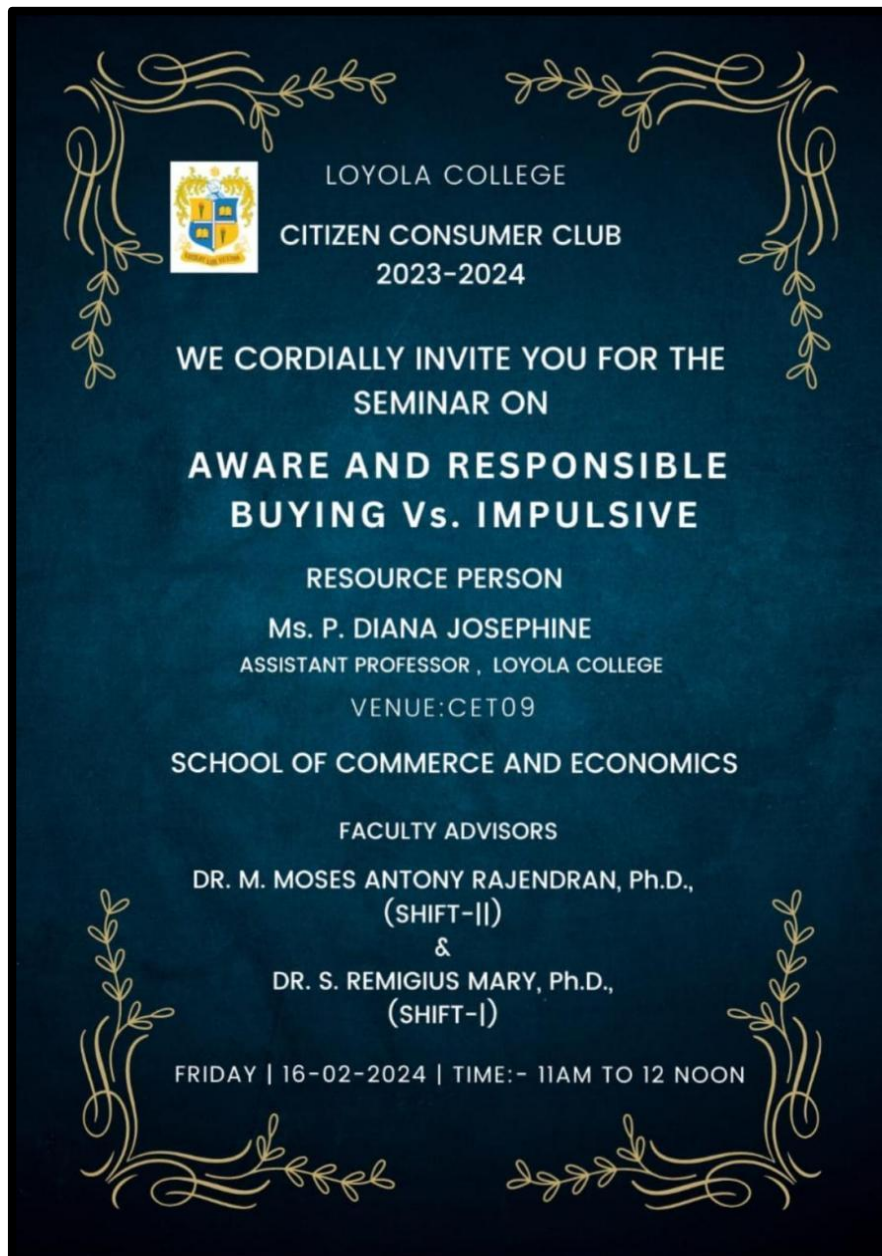
Date : February 15, 2024
Topic : Digitalization on Consumer Surplus
Speaker : Dr. M. Selvaraj, Loyola College, Chennai
Venue : Classroom CET 09, Loyola College



The guest speaker highlighted the profound impact of digitalization on consumer behavior and the economy. Key points covered included shifts in shopping preferences, the influence of social media on purchasing decisions, the rise of mobile-centric transactions, and the disruption of traditional industries. The discussion also touched on job displacement, the importance of data-driven decision-making, and regulatory challenges. Positive aspects such as increased access and convenience, price transparency, and the growth of digital goods and services were explored. The talk emphasized the transformative role of digitalization in economic growth, increased productivity, innovation, and entrepreneurship, as well as the development of knowledge-based economies.

7. Seminar on Aware and Responsible Buying Vs Impulsive

Date : February 15, 2024
Venue : CET09, Loyola College, Chennai - 34.
Resource Person : Prof. P. Diana Josephine Loyola College, Chennai - 34.
Topic : Aware and Responsible Buying Vs. Impulsive



The seminar on "Aware and Responsible Buying vs Impulsive Buying" organized by the Citizen Consumer Club of Loyola College was a successful and insightful event. Held on February 16th, 2024, at CET09 in the School of Commerce and Economics, the program aimed to educate participants on making conscious and responsible consumer choices. Led by Ms. P. Diana Josephine, an Assistant Professor known for her expertise in consumer behavior, the seminar covered topics such as the impact of impulsive buying and practical strategies for responsible purchasing.

Ms. Josephine began by addressing the prevalence of impulsive buying in today's consumer landscape, driven by targeted marketing and emotional triggers. She stressed the importance of awareness in combating impulsive purchases, encouraging attendees to ask critical questions before buying. The seminar provided practical tips, including budgeting, creating shopping lists, and engaging in comparative shopping to promote responsible spending habits.

The discussion also touched on the emerging trend of conscious consumerism, where ethical and environmental considerations play a significant role in decision-making. The seminar concluded with an interactive Q&A session, fostering engagement and shared experiences among participants.

Overall, the event showcased the commitment of the Citizen Consumer Club to empowering individuals and promoting responsible consumer behavior, contributing to the cultivation of a generation of mindful and conscious consumers.



8. Seminar on Consumer Market

Date : February 19, 2024
Venue : CET09, Loyola College, Chennai - 34.
Resource Person : Dr. J. Amirtha Lenin, Ph.D., Loyola College, Chennai - 34.
Topic : Consumer Market



Dr. Lenin highlighted the exploitation within consumer markets, shedding light on deceptive practices by companies and individuals. He emphasized the concerning use of chemicals and low-quality ingredients in edible commodities, posing significant health risks. The pricing of goods was discussed as unjustifiable in relation to the income and expenses of the majority of consumers. Dr. Lenin called for a strengthened political system to facilitate the emergence of ethical political leaders dedicated to enacting laws that prioritize consumer welfare in the country.



09. Consumer Awareness Program

Date : February 20, 2024

Venue : Loyola College, Chennai - 34.

Resource Person : Dr. S. Anitha Vergin, Coordinator of Citizen Consumer Club,
Annai Veilankanni's College for Women

Topic : Consumer Market



**CITIZEN CONSUMER CLUB
LOYOLA COLLEGE
CHENNAI 600034**

**CORDIALLY INVITES YOU TO THE GUEST LECTURE ON
"CONSUMER AWARENESS"**



RESOURCE PERSON

DR.S.ANITHA VERGIN

Head of the B.Com A&F and ISM Department
Coordinator of Citizen Consumer Club
Annai Veilankanni's College for Women

TUESDAY | **20** | AT 1.30 PM
FEB

COORDINATOR

**DR.M. Moses Antony Rajendran, Ph.D.,
(SHIFT II)**

COORDINATOR

**DR.S. Remigius Mary, Ph.D.,
(SHIFT I)**

As part of a Loyola Citizen Consumer Club event, Dr. S. Anitha Vergin, Coordinator of Citizen Consumer Club at Annai Veilankanni's College for Women, and Dr. S. Remigius Mary, Coordinator of Loyola Citizen Consumer Club, organized an engaging activity. The event featured two main activities: Dumb Charades and Advertisement Making. Dr. Anitha Vergin delivered a guest lecture on "Consumer Awareness," offering insights into consumer exploitation and providing valuable tips to avoid it.

Following the lecture, Dr. Anitha Vergin conducted the "Dumb Charades" activity. Participants formed teams and were given consumer awareness-related titles to act out without speaking. The teams had 1 minute and 30 seconds to guess each title. The activity aimed to enhance awareness while encouraging active participation. The students, divided into teams, enthusiastically enacted their assigned titles, making the activity both enjoyable and insightful.

The event served as a platform for students to not only learn about consumer protection but also actively engage through creative activities, fostering a deeper understanding of the subject. The thoughtful approach and successful execution of the activities contributed to a meaningful and enjoyable learning experience for all participants.

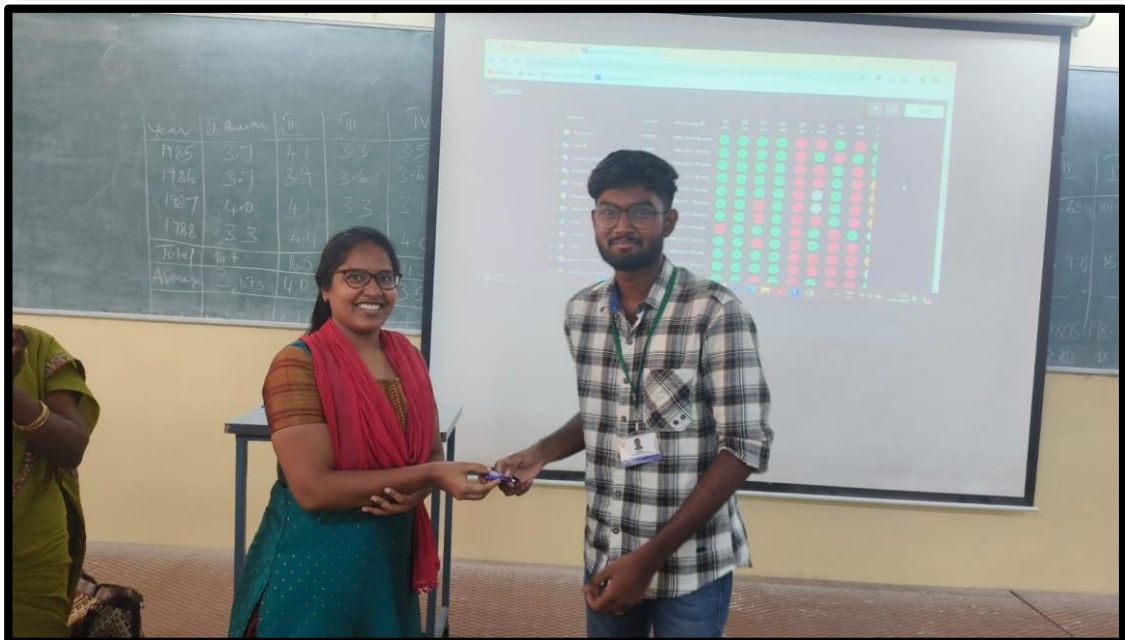
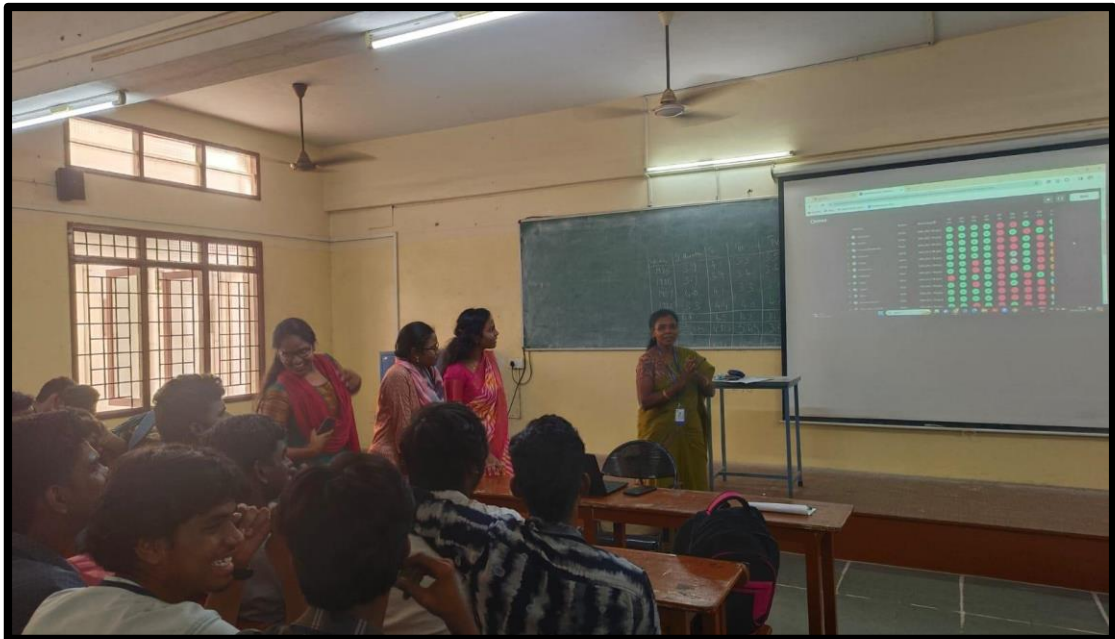




10. Quiz Competition

Date : February 22, 2024

Activity : Quiz Competition on Consumer Protection Act

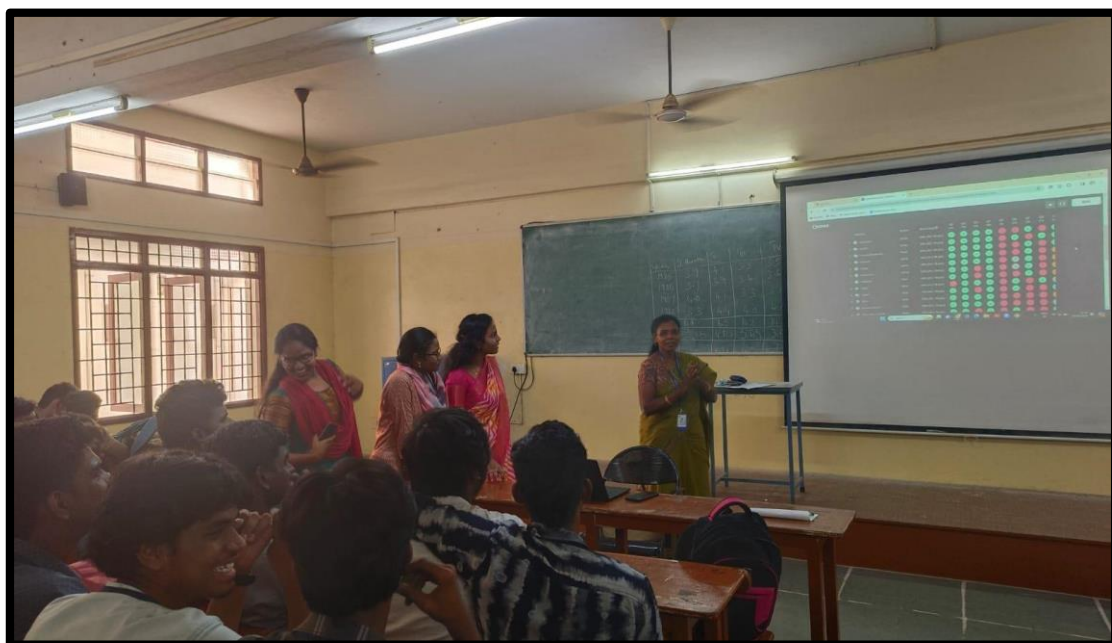


An enlightening quiz competition focused on the Consumer Protection Act was recently conducted at Loyola College, providing students with a platform to showcase their knowledge about the Consumer Club. The event witnessed enthusiastic participation from students who actively engaged in the competition, showcasing their understanding of consumer protection. As a result, students not only demonstrated their comprehension of the Consumer Protection Act but also competed fervently to secure prizes. The competition served as an effective means to test and enhance the students' knowledge of the Consumer Club and its associated principles.

11. Meme Creation

Date : March 01, 2024

Activity : Meme Creation



A knowledge-testing competition on meme creation, centered around consumer club activities, was recently conducted. Students showcased their creativity and understanding of consumer-related topics through engaging and humorous memes. The event garnered active participation, resulting in the recognition and awarding of prizes to the winning participants. Below are some of the best memes created by the students during the competition.





12. Seminar on Know Your Rights and Demand Your Voice

Date : March 04, 2024
 Venue : JF02 - Smart Room, Loyola College, Chennai - 34.
 Resource Person: Dr. J. Vijayathilagam, Ph.D., Assistant Commissioner (VRS), Department of Civil Supplies & Consumer Protection, Government of Tamil Nadu
 Topic : Empowering Consumers: Know Your Rights and Demand Your Voice

The evolution of a global supply chain, the surge in global trade, and the rapid growth of e-commerce have ushered in a new era in the delivery of goods and services. This paradigm shift not only provides consumers with fresh options but also opens up new opportunities.

However, this shift has brought forth challenges in the form of misleading advertisements, tele-marketing, multi-level marketing, direct selling, and e-commerce practices. These challenges demand prompt executive intervention to prevent any potential harm or detriment to consumers. Addressing these issues effectively is crucial to maintaining a fair and protected marketplace.


LOYOLA COLLEGE, CHENNAI

CITIZEN CONSUMER CLUB
(2023-2024)

WE CORDIALLY INVITE YOU TO THE
SEMINAR ON

"EMPOWERING CONSUMERS:
KNOW YOUR RIGHTS AND
DEMAND YOUR VOICE"

EMINENT RESOURCE PERSON



Dr. J. VIJAYATHILAGAM Ph.D.,
ASSISTANT COMMISSIONER (VRS)
DEPARTMENT OF CIVIL SUPPLIES & CONSUMER PROTECTION
GOVERNMENT OF TAMILNADU

VENUE: JF02 (SMART ROOM)

FACULTY ADVISORS

Dr. M. MOSES ANTONY RAJENDRAN, Ph.D.,
(SHIFT-2)
&
Dr. S. REMIGIUS MARY, Ph.D.,
(SHIFT-1)

4TH MARCH 2024 11:00AM TO 12:00 PM



13. Valedictory Ceremony For 2023-24

Date : March 06, 2024
Venue : JF02 - Smart Room
Resource Person : Mr. N. Ramesh, Additional Superintendent of Police, Madurai.
Topic : Consumer Cyber Crime


The speaker briefly explained how to track mobile devices belonging to individuals involved in various criminal activities. The surveillance is initiated only when a person is suspected of wrongdoing and necessitated thorough investigation. The bureau employs confidential software, hardware, and networking, manufactured and provided to them. This technology undergoes training at reputable institutions such as IITs and IISs in the country to ensure its effectiveness in tracking and monitoring individuals associated with criminal behavior.

LOYOLA COLLEGE
CITIZEN CONSUMER CLUB
(2023-2024)

WE CORDIALLY INVITE YOU FOR THE
VALEDICTORY FUNCTION
TOPIC:
CONSUMER CYBER CRIME


CHIEF GUEST
MR. N. RAMESH
ADDITIONAL SUPERINTENDENT OF POLICE
MADURAI, TAMILNADU, INDIA.

CHIEF GUEST



HONOUR OF GUEST

HONOUR OF GUEST
MR. S. PUSHPARAJ
INSPECTOR OF POLICE
POLICE COMPUTER COMMUNICATION CENTRE
CHENNAI - 600028.



FACULTY ADVISORS

DR. M. MOSES ANTONY RAJENDRAN, Ph.D.,
(SHIFT-II)
&
DR. S. REMIGIUS MARY, Ph.D.,
(SHIFT-I)

VENUE: JF02 (SMART ROOM)

6TH MARCH | WEDNESDAY | TIME: 11AM TO 12PM

