

**WAVOO WAJEEHA WOMEN'S COLLEGE
OF ARTS AND SCIENCE, KAYALPATNAM**
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

Run by Wavoo SAR Educational Trust

(Minority Institution)



CONSUMER CLUB

Annual Report

2018 – 2019

ETPrime INDICATORS

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Consumer Awareness & Empowerment

10,000 CR
CELEBRATION AT CONSUMER CARE
CONSUMER CARE & LIGHTING

sector
* Sun protection is the top facial care purchase among Asian consumers (62% purchase). **Thirty-one percent** of Asian consumers say they try to avoid the sun whenever possible.

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Apr 05, 2023 / 4 MIN READ

Consumer Club Annual Report for 2018-2019

"A customer is not an interruption of our work. He is the purpose of it." - Mahatma Gandhi
This quote by Mahatma Gandhi highlights the importance of the customer or consumer in any business. A key objective of the Consumer Club is to educate and empower students about consumer rights, responsible consumption, and other related issues. It aims to raise awareness about consumer issues and promote informed decision-making among students.

Here are some key aspects of the consumer club.

- **Education and Awareness:** Consumer clubs aim to educate members about their rights as consumers, including legal protections and how to make informed choices while purchasing goods or services. They may organize workshops, seminars, and guest lectures to disseminate information on consumer-related topics.
- **Advocacy and Empowerment:** These clubs often advocate for consumer rights and work to resolve consumer grievances. They may organize campaigns, awareness drives, or even legal aid clinics to assist students and the larger community in understanding and asserting their rights as consumers.
- **Consumer Research and Surveys:** Consumer clubs conduct research and surveys to gather data on consumer behavior, preferences, and satisfaction levels. This information helps in understanding market trends and consumer expectations, and it can be used to provide feedback to businesses or authorities.
- **Consumer Protection Initiatives:** Consumer clubs may collaborate with consumer protection agencies or NGOs to support initiatives that protect consumer rights. They may participate in consumer court proceedings, organize awareness events, or lobby to strengthen consumer protection laws and regulations.
- **Consumer-related Activities:** It may organize consumer quizzes, debates, or case study competitions to enhance students' understanding of consumer-related topics. Such events promote critical thinking, problem-solving skills, and ethical decision-making.
- **Networking Opportunities:** The Consumer club provides a platform for like-minded students to connect, collaborate, and share knowledge and experiences related to

consumer issues. They may organize networking events, group discussions, or online forums to facilitate such interactions.

- **Collaborations and Partnerships:** Consumer clubs may collaborate with local businesses, government agencies, or other organizations to promote responsible consumer practices. Such partnerships can lead to internships, research opportunities, or joint consumer protection and advocacy initiatives.

Through its various functions, the club strives to equip students with the necessary knowledge, skills, and networks to navigate the marketplace responsibly. It also asserts their rights and contributes to a fair and transparent consumer environment.

Inauguration ceremony

The Consumer Club of wavoo wajeeha women'scollege commenced its activities for the academic year 2018 to 2019 on August 1, 2018, with a grand inauguration ceremony. The oath-taking program was conducted in the esteemed presence of our chief guest, Dr. S. Malarkodi, M.Com, M.Phil, Ph.D. Principal of Geetha Jeevan College of Arts and Sciences, Thoothukudi. The event was presided over by our respected principal, Dr. R.C. Vasuki, MA, M.Phil, DGT.



Figure-1 Club Inauguration Function

During the ceremony, S. Sinthiya, II BA English, was elected as Secretary of the Consumer Club. M. Satya, I BA English Literature, was elected Joint Secretary. Under the guidance of Mrs. P. Naseera Banu, B.Com.,M.Com.,M.Phil.,Assistant Professor of Commerce and the designated in-charge of the Consumer Club, the team embarked on its mission.

The Consumer Club aimed to instill consumer consciousness and vigilance among students and their parents, encouraging them to be alert about potentially harmful or unsafe consumer products. While adhering to structured activities, the club also sought to promote innovative initiatives that extended beyond the set guidelines.

Consumer Club plans to create awareness and educate consumers on their rights. Throughout the academic year, the club diligently organized various activities to achieve this goal. These activities included:



Figure – 2 Club Inauguration Function

- **Awareness Campaigns:** The club conducted consumer awareness campaign on consumer rights, emphasizing the importance of being well-informed and empowered as

consumers. Students actively participated in these campaigns and disseminated information to their peers and the wider community.

- **Workshops and Seminars:** To enhance consumer knowledge, the club organizes workshops and seminars delivered by industry experts and professionals. These sessions cover a wide range of topics, including product safety, fair trade practices, and consumer protection laws.
- **Field Visits:** The club arranged visits to local markets, industries, and consumer forums to provide students with practical exposure to consumer-related issues. These visits helped them gain first-hand knowledge and observe consumer protection organizations.
- **Poster and Slogan Competitions:** Creative contests were held to engage students in expressing consumer-related messages through posters and slogans. These activities encouraged artistic expression while reinforcing key consumer rights and responsibilities.



Figure- 3 Poster and Slogan Competitions

- **Collaborations:** The Consumer Club actively collaborated with other clubs and organizations within the college and the local community to organize joint initiatives, workshops, and awareness campaigns. These partnerships enhanced consumer awareness efforts' impact and reach.

By the end of the academic year 2018-2019, the Consumer Club had successfully completed all planned activities. Through its various initiatives, the club played a vital role in creating a more informed and vigilant consumer community within the college and beyond. We extend our heartfelt gratitude to Dr. S. Malarkodi, Dr. R.C. Vasuki, and Mrs. P. Naseera Banu for their unwavering support and guidance throughout the year. We also appreciate the active participation and enthusiasm shown by all the students, whose dedication made the Consumer Club's endeavors successful.

Meeting

The club also joined hands with the Health and Hygienic Club to organize a meeting on 1st March 2018 in the college seminar hall. The objective of the meeting was to raise awareness among students and the wider community about food safety and hygiene. Distinguished experts from the food safety and drug administration department were invited as chief guests to share their expertise and insights. This report provides an overview of the meeting, including the guest speakers and the topics discussed.

Guest Speakers: The meeting was graced by esteemed experts from the Department of Food and Drug Administration, who shared their knowledge and experiences. The chief guests included:

- Dr. J. Thanga Vignesh MD, Designated Officer, Food Safety and Drug Administration Department, Thoothukudi
- Mr. A. Gurusamy, Food Safety Officer, Kayalpatnam Municipality
- Mr. M.A. Mariappan, Safety Officer, Azhearthirunagari Block

The meeting focused on various aspects of food safety and hygiene, aiming to educate attendees about best practices and regulations. The guest speakers presented on the following topics:

A. Importance of Food Safety: Dr. J. Thanga Vignesh emphasized the significance of food safety in ensuring public health and preventing foodborne illnesses. He provided insights into the role of The Food Safety and Drug Administration in monitoring and regulating food establishments.

B. Food Safety Standards and Regulations: Mr. A. Gurusamy discussed the various standards and regulations governing food safety. He highlighted the importance of compliance with these standards to ensure the quality and safety of food consumed by the public.

C. Hygiene Practices in Food Handling: Mr. M.A. Mariappan shed light on proper hygiene practices during food handling and preparation. He emphasized the need for maintaining cleanliness, personal hygiene, and appropriate storage and handling of food to prevent contamination and foodborne diseases.

- **Interactive Session:** Following the presentations, an interactive session was conducted, allowing attendees to ask questions and seek clarifications from experts. This session provided an opportunity for students and participants to engage in a meaningful dialogue, deepening their understanding of food safety and hygiene practices.



Figure – 4 Awareness campaigns

The joint meeting organized by the Consumer Club and Health and Hygiene Club proved insightful and educational. The presence of experts from the food safety and drug administration

department provided valuable knowledge and guidance to the attendees. The meeting successfully raised awareness about food safety, hygiene practices, and regulatory compliance. By organizing such an event, the clubs contributed to promoting a culture of food safety and hygiene among students and the wider community.

Competitions-I

On 05.02.2019, the Consumer Club organized two engaging events to promote consumer consciousness and raise awareness among students and their parents. The events, an essay writing competition, and a drawing competition, aimed to educate participants about "**Consumer Protection Law in India**" and "**Plastic-free Tamil Nadu for Future Generations.**" This report outlines the key details and highlights of these successful events.

Participants and winners

- **Participants:** Students from various departments enthusiastically participated in both competitions, showcasing their talents and knowledge regarding consumer protection and environmental awareness.



Figure -5 Plastic Awareness program

- **Essay Writing Competition:** The essay writing competition witnessed active participation from students who eloquently expressed their thoughts on the topic of "***Consumer Protection Law in India.***" The essays reflected a deep understanding of consumer rights, responsibilities, and the legal framework in place to protect consumers in India.



Figure-6 Essay Writing Competition

- **Drawing Competition:** The drawing competition allowed students to unleash their creativity while conveying the message of "***Plastic-free Tamil Nadu for Future Generations.***" The artwork showcased the students' dedication to raising awareness about the detrimental effects of plastic on the environment and the importance of sustainable practices.

Recognition and prizes

- **Certificates:** The winners of both competitions were awarded certificates by the esteemed principal, R.C. Vasuki. These certificates recognized the participants' efforts and achievements, further motivating them to continue consumer protection and environmental preservation.

- **Prizes:** The winners of the competitions received exciting prizes, celebrating their remarkable talent and commitment. The prizes served as an incentive for further engagement and encouraged participants to contribute actively to creating a more consumer-conscious and plastic-free society.

The essay writing and drawing competitions provided an excellent platform for students to showcase their knowledge, creativity, and passion for consumer rights and environmental sustainability. The Consumer Club's efforts to create awareness and educate consumers have made a significant impact on the participants and their parents. This has furthered the cause of consumer protection and a plastic-free Tamil Nadu for future generations.

State-level competition

The Consumer Club of Wavoo Wajeeha College actively participated in a state-level competition organized by the Tamil Nadu Consumer Protection Council. The event took place on 3rd March 2019, in the Thoothukudi District government Auditorium, commencing at 10:00 AM.

Skit presentation

1. **Title:** The Consumer Club presented a skit titled "*Consumer Awareness*," highlighting the importance of informed and vigilant consumers.
2. **Participants:** 12 members of the Consumer Club actively participated in the skit, showcasing their acting skills and commitment to raising awareness among the audience.



Figure – 7 Consumer Awareness skits

Reception and Recognition

1. **Judges and Audience Response**: The Consumer Club skit received an overwhelmingly positive response from both the judges and the audience. The performances effectively conveyed a consumer awareness message, leaving a lasting impact on attendees.
2. **Appreciation**: The judges and organizers expressed their appreciation for the Consumer Club's efforts in promoting consumer consciousness and delivering an engaging and informative skit. Club members' dedication and diligent work were recognized and applauded.

The Consumer Club's participation in the state-level competition organized by the Tamil Nadu Consumer Protection Council was a success. The skit titled "Consumer Awareness" effectively conveyed the message of vigilant and informed consumers. The club members' talent and dedication were evident in their engaging performances, leaving a lasting impression on the judges and the audience.

We extend our heartfelt gratitude to the Tamil Nadu Consumer Protection Council for organizing the event and providing a platform for our Consumer Club to participate. We also acknowledge the support and guidance of the club advisors, the members who actively participated, and all those who contributed to the skit presentation's success.

With such active involvement and commitment to consumer awareness, we are confident that the Consumer Club of Wavoo Wajeeha College will continue to make a significant impact in creating a more informed and empowered consumer community.

In conclusion, the Consumer Club of Wavoo Wajeeha Women's College had a successful year in 2018-2019. The club members were enthusiastic and dedicated, and their efforts were appreciated by the college authorities and the community. The club's activities helped promote consumer awareness and educate students about their rights.

Valedictory function

On March 4, 2019, the Valedictory function of the Consumer Club was organized, where the members who won prizes in the competition organized by the club were awarded by the Principal, Dr. Vasuki. The event was graced by the presence of the Principal, who also gave a valedictory speech for the students. The meeting was conducted in a formal manner, and the Secretary of the Consumer Club, S. Sinthiya, II BA English, proposed a vote of thanks to conclude the event. The occasion was a celebration of the hard work and dedication of the Consumer Club members who participated in the competition and showcased their knowledge and skills.

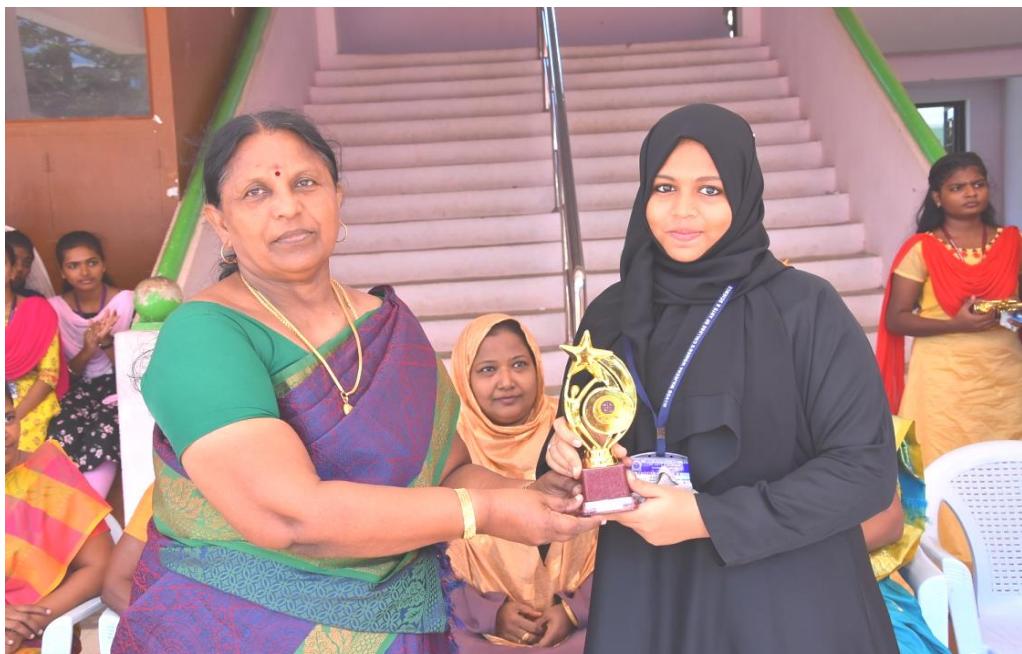


Figure –8 Valedictory function

The Valedictory function was organized well, and the certificate distribution was done in a fair and transparent manner. The Principal's presence added a sense of importance to the event, and her valedictory speech motivated the students to continue working hard and participating in such competitions. Overall, the Valedictory function of the Consumer Club was a successful event, which not only recognized the achievements of the members but also encouraged them to strive for further success in their endeavors.