

Report 2012-13

Faculty Convener: Dr. Sheetal Kapoor

The aim of the Consumer Club at Kamala Nehru College is to educate the students to act as healthy consumers by making them aware about their rights and redressal mechanisms and to act as beacons for society. Consumer Club was established on 29th November 2005 and our college is the pioneer in Delhi University to launch it. Consumer Club released its fifth Annual bulletin, 'Awaken'. This issue brings forth a spectrum of articles, and news of events organized by the club. The various programmes organized by the club are as follows:

Empower 2012: Kamala Nehru College Consumer Club and Centre for Consumer Studies, IIPA jointly organised an event 'Consumidor 2012' to ignite young minds and spread consumer awareness among them on 24th February 2012. Prof K V Bhanu Murthy, Head and Dean, Department of Commerce, Delhi School of Economics, Mr. Rajiv Agarwal, Secretary Ministry of Consumer Affairs, Dr. Sadhana Maheshwari, Vice Principal and Dr. Sheetal Kapoor inaugurated the function by lighting the holy lamp. Further Prof. Bhanu Murthy and Mr. Rajiv Agarwal addressed the students, briefing them about the role of consumer protection in India. A presentation highlighting the Consumer Club's activities was also shown by Dr. Sheetal Kapoor. The Inaugural programme took place in the auditorium which was attended by more than 300 students, faculty members and participants from other colleges. The occasion also marked the release of the new issue of Awaken- a magazine from Consumer Club.

This one-day event had four contests on the theme of Consumer affairs which included a Quiz Competition, a poster-making and a slogan-writing competition and NukkadNatak. All Delhi University Colleges had been invited to send teams for the same. There were more than fifteen teams for Brand-o Mania (quiz), Shubham and Harshita from Venkateshwara college bagged the first position whereas Jyotasana and Bindiya from KNC came second and Dipashi and Harchitwan got the third position.

For poster-making competition the topic was “Green Consumers” and “Competition: The key to Consumer Protection”. More than 15 students participated for the same. Nidhi Singh from Dayal Singh College got the first position whereas Priyanka Gusain from KNC came second and Nancy got third prize. The third event was Slogan-writing Competition, which received seventeen entries. The topic for Slogan-writing Competition was, “Assert your Rights and Discharge your Responsibilities” and “Advertisements Mislead Consumers”. SamridhiOhri bagged the first position whereas Akankshita Dey got the second prize and Nancy got the third prize. In the afternoon NukkadNatak Competition was organized in which MotiLal Nehru College bagged the first prize and the trophy, Zakir Hussain College was second and PGDAV College came third. Each team comprised around fifteen members and the students were given 20 minutes to present the natak. The theme for all the programmes was consumer awareness, welfare and protection. All the programmes were highly appreciated by guests, faculty members and students in creating awareness amongst the academic community.

Orientation Day: The esteemed speakers were Dr. RoopaVajpeyi (Editor Consumer Voice) and Mrs. Deepika Sur from National Consumer Helpline. In her speech, Dr. RoopaVajpeyi focused on the importance of being a smart woman consumer. She said that women not only act as strong decision makers in their own home by setting examples of consumption pattern for the family especially children but also influence the market (by choosing environment friendly products , asking for guarantees and warranties) , manufacturers (by stopping the usage of deficient quality products and promoting standardized products) and the community as a whole (by affecting change in family , acting as agents of information dissemination for all consumers etc.). She also said that the women working towards consumerism were supported by various consumer organizations for exchange of information on product testing legislation and consumer behavior trends. In the end she informed students about women and advertisements and how women need to read between lines of advertisement. There was also present Mrs. Deepika Sur, from National Consumer Helpline which was formed on 15th March 2005 with the aim of advising consumers on dealing with problems related to defective products, deficiency in services and unfair trade practices. Students were also made

aware about the functions of NCH and the approach it follows. Along with complaint mechanism that can be followed in case of filling any complaint to NCH.

Participation of Consumer Club at DD: Kamala Nehru College was invited by Doordarshan on 26th March 2012 for a programme on Consumer Rights and Protection. Thirty students along with five teachers from Consumer Club participated in the programme which was aired on two channels, DD Bharati and DD National.

Participation of students in a debate on CSR: Ms. Gurdain Kaur Bhatia (BA Prog ASPSM) bagged the second prize on a debate organized by BCF at India International Centre.

Help Desk: Students of the Consumer Club made a questionnaire and also tried to guide the students on how to seek redressal on common problems from the month of September-October in college premises during recess time on Thursdays.