



MAYNAGURI COLLEGE

(Accredited by NAAC - "B+")

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Ref. No.

Date

Consumer Awareness Programme

Organized by: NSS Unit, Maynaguri College and JOBCARD Jalpaiguri

Date: 27th November 2018

Venue: Maynaguri College, Jalpaiguri.

Number of Participants: 840

List of Participants

Introduction:

The NSS unit of Maynaguri College, in collaboration with JOBCARD Jalpaiguri, organized a consumer awareness programme. The programme aimed to educate consumers about their rights and responsibilities and to promote fair practices in the marketplace.

Activities:

1. **Seminar on Consumer Rights:** Experts conducted a seminar to educate participants about their rights as consumers, as outlined in the Consumer Protection Act. The seminar also highlighted the role of consumers in ensuring fair trade practices.
2. **Interactive Workshops:** Workshops were conducted to provide practical tips on how to identify counterfeit products, read product labels, and make informed purchasing decisions. Participants were also educated about their rights to safety, information, and redressal.
3. **Role-plays and Skits:** Volunteers performed role-plays and skits to demonstrate common consumer issues such as misleading advertisements, defective products, and unfair trade practices. These activities were aimed at raising awareness in an engaging manner.
4. **Question and Answer Session:** A dedicated session allowed participants to ask questions and seek clarification on consumer rights and related issues. This interactive session helped in addressing specific concerns of the participants.
5. **Distribution of Informational Materials:** Pamphlets and brochures containing information about consumer rights, complaint filing procedures, and contact details of consumer protection agencies were distributed among participants for future reference.

Teacher-In-Charge
Maynaguri College
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Outcomes:

- Increased awareness among participants about their rights and responsibilities as consumers.
- Empowerment of consumers to make informed choices and protect themselves from exploitation.
- Enhanced understanding of the importance of fair trade practices and ethical business conduct.
- Strengthened consumer protection mechanisms through awareness and education.

Conclusion:

The consumer awareness programme organized by the NSS unit of Maynaguri College and JOBCARD Jalpaiguri was successful in empowering consumers with knowledge and information. It highlighted the importance of being vigilant and proactive in ensuring fair treatment in the marketplace.


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