

REPORT ON INTERNATIONAL CONSUMERS DAY



SRI CHINTALAPATI VARA PRASADA MURTHY RAJU
GOVERNMENT DEGREE COLLEGE

GANAPAVARAM-534 198

ESTD. 1972 • AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY • ACCREDITED NAAC 'B'



INTERNATIONAL CONSUMER DAY

Presided by

Dr.P.Nirmala Kumari, Principal

15th
March



Time:12:00 am

Date: 15.03.2024

Venue: Seminar Hall

By
Consumer Club



World Consumer Rights Day was celebrated on 15th March 2024 at SCHVPMR GDC Ganapavram from 12:00 noon in Seminar hall. World Consumer Rights Day empowers consumers by educating them about their rights and responsibilities in the marketplace. It encourages consumers to make informed choices, assert their rights, and demand fair treatment from businesses and governments. M. Aparanjitha and K. Durga from II BCom (V) compeered the program. The program started with invitation of our Principal Madam, Dr.P.Nirmala Kumari garu followed by Dr.Ch.Chaitanya, IQAC coordinator, Dr.K.Swarupa Rani, WEC coordinator, Dr.T.Akkiraju, Lecturer in English, Sr.N.V.N.B. Srinivas garu, Lecturer in chemistry, Dr.Sarada Devi, Lecturer in Mathematics,Smt.Rani durga, Lecturer in Commerce, Smt.Bala manikanta, Lecturer in Commerce and Sri.Venkanna Babu, Lecturer in Commerce. All the dignitaries were welcomed with handmade flower bouquets by BCom students. The president of the program, Dr.P.Nirmala kumara garu addressed the students. Madam insisted on the importance of awareness of consumer rights and explained to the students by giving few examples. She advised the students to not to hesitate in claiming consumer rights. Sri.N.V.N.B. Srinivas garu further added some personal experiences and made students aware of the preparedness before purchasing a product. Dr.Akkiraju garu, congratulated the faculty of commerce department and suggested them to conduct a student project on consumers rights. Dr. K.Swarupa Rani garu explained about a small survey that the department of Economics conducted and explained the

market strategies used in recent days to make more sales. Smt.Rani durga garu has highlighted the importance and history of World Consumer Day. V.Durga Bhavani from II BCom (V) has given a feed back and also mentioned the six basic consumer rights. On this occasion Department of Commerce observed this day by engaging students in various activities like- Drawing competition, Quiz competition and also conducted a Road Rally (from college premises to Ganapavram Bus Stop). After the speeches, prizes were distributed to the students who won in various competitions held by the department. This was followed by a cultural event- Skit by II BCom (General and Vocational) students- M.Aparanjitha, K.Durga, B.Harshitha, Jessy nand V.Durga Bhavani.



Principal, Dr.P.Nirmala KUmari garu Addressing the students





Staff members participated in the program. From left- Dr.Sarada Devi, Sri.N.V.N.B.Srinivas , Dr.T.akkiraju,Principal-Dr.P.Nirmala Kumari, Dr.Ch.Chaitanya,Dr.K.Swarupa Rani, Smt.P.Bala Manikanta,Smt.Rani Durga, Sri.Venkanna Babu, Sri.P.Bhaskar





Ganapavaram, Andhra Pradesh, India
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 Long 81.466301°
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The Dept. of Commerce conducted a Consumer rights OFFLINE QUIZ on 14.03.2024 from 3.00 Noon to 4.00 PM for all students on the topic ONE WORD SUBSTITUTIONS. 6 teams with 5 students in each actively participated; the team led by K. Hema secured 1st position and the team led by v.revathi secured 2nd position.



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PF38+RFP, Ganapavaram, Andhra Pradesh 534198, India
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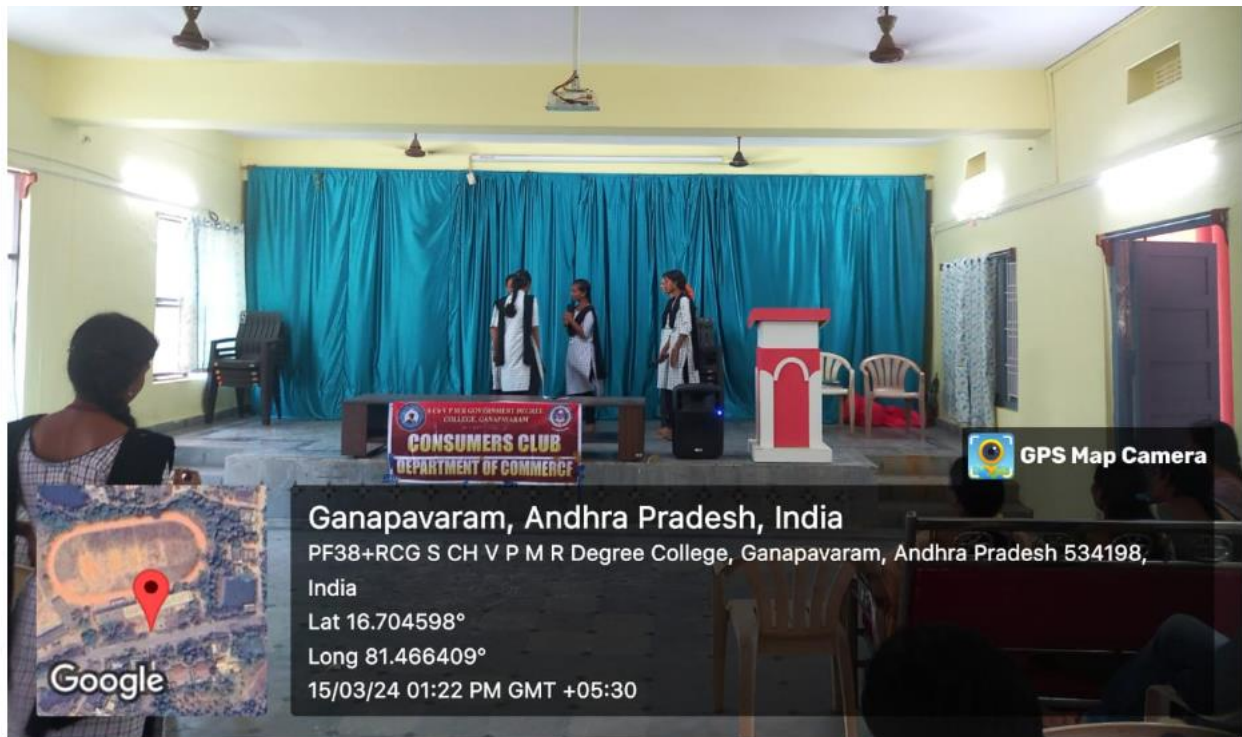


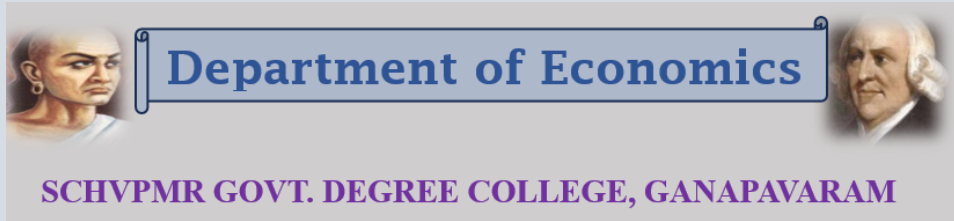


Road Rally conducted on the occasion of World Consumer Day. Dr.P.Nirmala Kumari, Principal, Dr.G.Venkat Rao, Lecturer in Social Work, Dr.G.Venkat Ramana, Lecturer in Telugu, Sri.P.Bhaskar, Lecturer in History, Smt.Rani Durga, Smt.P.Bala Mnaikanta, Sri.Venkanna Babu from Dept.of Commerce and all the BCom students participated in the rally. Students took banners and placards to create awareness among public.



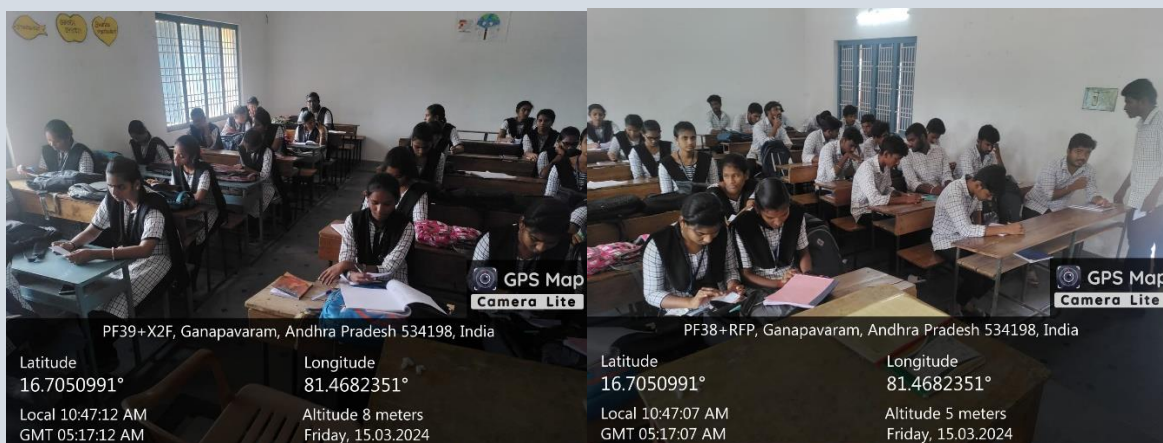
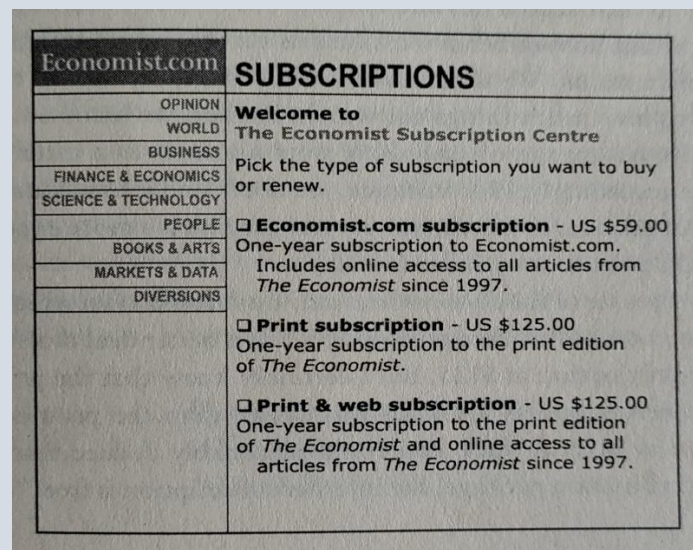
Student Skit on Consumer rights and Business





On the occasion of **International Consumer Rights Day (15.03.2024)**, the Department of Economics organized an experiment through simple questionnaire to test the rationality of the students as consumers. 116 students participated in the experiment. A questionnaire consists three options given to the students and they were asked to opt one based on their requirement. Actually, in the three options, there is one unnecessary option called **DECOY** which was included by the company to make consumers opt one particular option benefited to the company itself. Out of 116 students 53 (46%) trapped by the strategy. This experiment helps students to understand the marketing strategies and take purchasing decisions wisely.

Questionnaire used for Experiment (Option 2 is the **DECOY)**



Students filling the Questionnaire