

A.S.D Government Degree College for Women (A), Kakinada

Department of Commerce

BEST PRACICE-I - Consumer Club Awareness Programme

Department of Commerce often play a significant role in promoting Consumer Club awareness programs for one week within the communities. This programme is a type of initiative designed to educate consumers about their rights, responsibilities, and the legal frameworks that protect them. The program usually aims to increase awareness about consumer protection laws, ethical consumption practices, and how consumers can protect themselves from exploitation or unfair practices. It can cover a wide range of topics, such as:

1. Consumer Rights and Protection Laws:

- The right to information, safety, choice, and redress.
- Laws that protect against false advertising, defective goods, and unfair trade practices.

2. Legal Recourse:

- How consumers can take legal action or lodge complaints with regulatory bodies such as consumer courts, ombudsman offices or government agencies.

3. Ethical Consumption:

- Encouraging responsible purchasing decisions, including understanding environmental impact, fair trade, and sustainable production practices.

4. Consumer Education:

- Teaching consumers about contracts, warranties, return policies, and how to recognize fraudulent or deceptive practices.

5. Fraud Prevention:

- Helping consumers identify common scams and fraud schemes and how to avoid falling victim to them.

Consumer Club Awareness Programme 2023

Department of Commerce organized a Consumer Club awareness programme by inviting Confederation of District Consumer Organization members to enlighten the students, the Club also organizing Guest lectures, invited talks, awareness campaigns, slogan writing, essay writing, elocution, quiz competitions, flashmob etc. to promote awareness on consumer rights. Through these activities members learn how to make informed choices, identify consumer grievances, and take the right action when necessary.



International Consumer Day Awareness Programme on 10-03-2023



Presentation on Consumer Rights at A. S. Junior College on 18-12-23



Awareness programme by District Consumer



Flash mob on Consumer Rights on 20-12-2023



Students Participated in State level Consumer Day Competitions on 24-12-2023



District level by participation by Kum. A. Pavani on 22-12-23



District level by participation by Kum .T. Nutana on 22-12-23





