



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)

Vaniyambadi, Tirupattur DT - 653 751

Recognized u/s 2(f) & 12(B) of UGC Act 1956 | Accredited
with "A+" Grade by NAAC (4th Cycle) | Permanent
Affiliated to Thiruvalluvar University | Supported by
DST - FIST



INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of IITD Initiative)
4 STAR Rating



CITIZEN CONSUMER CLUB

Organizes

WORLD CONSUMER DAY

Date : 15.03.2026 & 16.03.2026 | Mode : online

Inter-Department Competition on the Theme

EMPOWERING CONSUMERS
through Awareness and Responsible Buying

EVENTS

- Slogan Writing
- Essay writing
- Short video making
- Drawing
- Poster making

TOPIC

- Consumer Awareness in India
- Know Your Consumer Rights
- Online fraud awareness
- Be Aware Before You Buy
- Misleading Advertisements

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)

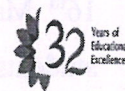
V. Dilip Kumar Jain
President

Vaniyambadi - 653 751
Anand Singhvi
Secretary

Dr. M. Inbavalli
Principal



MARUDHAR KESARI JAIN
COLLEGE FOR WOMEN (AUTONOMOUS), VANIAMBADI



Activity Report

Name of the Department / Club / Association / Cell	Citizen Consumer Club		
Title of the Programme / Event	Inter Department E-Competition on World Consumer Rights Day on the theme "Empowering Consumers through Awareness and Responsible Buying"		
Association With	Nil		
Alignment of this Programme with	SDGs <input type="checkbox"/> Viksit Bharat 2047 <input type="checkbox"/> State / National Schemes <input type="checkbox"/> NEP 2020 <input type="checkbox"/> MOU activity <input type="checkbox"/> Others <input type="checkbox"/>		
Mode	Online		
Type of Activity	Inter Department E-Competition		
Level	Institutional		
Date	15.03.2026	From	To 16.03.2026
Venue	-		
Resource Person Details	-NIL-		

Objectives

- To encourage students to express their ideas on consumer protection through creative and literary activities.
- To promote informed and responsible buying behaviour among young consumers.
- To educate participants on emerging issues such as online frauds and misleading advertisements.
- To encourage creativity and critical thinking through various competitions.
- To empower students to act as responsible consumers and spread awareness in society.

Summary Report

The Citizen Consumer Club of Marudhar Kesari Jain College for Women (Autonomous), Vaniyambadi organized various competitions on World Consumer Rights Day on the theme "Empowering Consumers through Awareness and Responsible Buying" on 15th March 2026 and

16th March 2026 through online mode. The programme aimed to create awareness among students about consumer rights, responsibilities and the importance of being informed consumers in today's digital era.

The programme witnessed enthusiastic participation from students of various departments. The competition covered important and relevant topics such as Consumer Awareness in India, Know Your Consumer Rights, Online Fraud Awareness, Be Aware Before You Buy and Misleading Advertisements.

A variety of events including Slogan Writing, Essay Writing, Short Video Making, Drawing and Poster Making were conducted to engage students creatively and intellectually. Participants showcased their talents and expressed their understanding of consumer issues through innovative ideas and presentations.

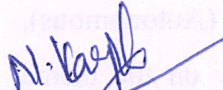
The event successfully created a platform for students to explore consumer-related issues and enhanced their awareness about safe and responsible consumption practices in the modern digital era. A total of 22 students from various departments actively participated in 30 events.

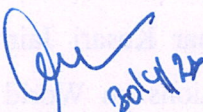
Outcome of the Program

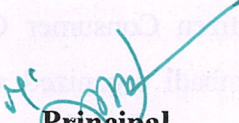
Students gained a better understanding of consumer rights and protection laws, while their awareness of online frauds and digital safety improved significantly. The participants also developed critical thinking skills in identifying misleading advertisements. The competitions enhanced students' creativity and communication abilities and the programme fostered a sense of responsible consumer behaviour among them. Furthermore, students were motivated to spread consumer awareness within their community.

Participants Count : 22

Internal Participants : Faculty- Nil ; Students - 22
External Participants : Faculty - Nil; Students - Nil


Club - Incharge


IQAC Director


Principal
PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



Marudhar Kesari Jain

College for Women (Autonomous), Vaniyambadi

Club Name : Citizen Consumer Club

Programme Name : World Consumer Day (Inter- Department Competition)

Date : 15.03.2026 to 16.03.2026

Photos



[Signature]
Principal
PRINCIPAL

**Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District**