



ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.

Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC
Ph: 0421 - 2427676, 94874 04048 | E-mail: ajctw@yahoo.co.in

Date : 19.10.2022

CONSUMER CLUB

Consumer club is an organization that has been created to ensure awareness among consumers and to promote consumer welfare. Every year the club conducts various competitions and organizes exhibitions and meetings with a vision of creating awareness among the consumers.

Students and youth are the hope and future of every nation. Any investment in the young will generate the highest return in the form of enlightened and honest citizens. Sensitizing students and the young generation to become responsible citizens should be the goal of any education. Though the formal education system is tuned towards this goal, there is a gap in terms of informing and empowering the young on matters related to their rights and responsibilities as consumers. The young are easily swayed by attractive advertisements and marketing pressures. As a result they are victims of several unethical business practices. The education they undergo in schools and colleges teach very less about market manipulations, consumer behavior, safeguards available to consumers and the like. It is the market that is the source of information to young consumers. They do not know the negative impact of the food they consume, their rights and responsibilities as consumers, the laws relating to consumer protection and the avenues available to register their complaints. This gap needs to be bridged through Consumer Education. Consumer Education has been recognized as one of the most powerful and interesting tool to protect consumers, particularly the young. Basically consumer education is concerned with the skills, attitudes and knowledge required for living in a consumer society. In a broader context, consumer education is a process that can enhance the capacity of the young to take the responsibility for their own life, their family, obligations to society and the environment. Consumer education is concerned with developing responsible citizenship. Though these efforts are laudable, there is a need to make consumer protection part of the curriculum. Students should be made to understand the various dimensions of consumer protection not with the intention of passing exams and getting some credits, but with a view to make them responsible citizens.





ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.

Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC

Ph: 0421 - 2427878, 94874 04048 | E-mail: sjcfw@yahoo.co.in

POLICIES:

Our vision of markets in India, where consumers are careful and vigilant while manufacturers are responsible and ethical, guides us. The policies of our mission would be:

1. Educate students about the rights and responsibilities of the consumers as provided in the Consumer Protection Act, 1-986 and other Indian laws.
2. To enable children to work together as a team, with the local community and develop into good citizens.
3. Mobilize youngsters by instilling in them right-consciousness, the confidence to question violations of consumer rights and to fight for justice.
4. Impart knowledge about real life situation and to enable them to develop skills to handle consumer issues. Strengthen consumer movement in Tamil Nadu and India.
5. To promote a strong and broad based Consumer Protection movement in the country besides programmes and schemes already under implementation.

PRACTICES:

Consumer Clubs may be formed in any aided or unaided institution, professional or arts or community colleges' the idea is to reach out to as many students as possible.

1. Self Help Group Federations may also function as a consumer club and can play a major role in educating the local community.
2. Visit to the School / College / SHG Federation to explain the broad objectives of forming a club.
3. Identify a willing and capable teacher as a Coordinator and a couple of students as Student Coordinators and convince them to give leadership support.
4. In case of a Self Help Group, Self Help Group Federation can nominate two good leaders to serve as Consumer Coordinators.
5. Get the Coordinators to enroll at least 50 active and willing students / SHG members to participate in regular activities'





ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.
Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC
Ph: 0421 - 2427878, 94874 04048 | E-mail: stjcfw@yahoo.co.in

6. Organize the first meeting of the club.
7. A proper training on consumer rights, violations in real life, consumer movements, laws and how a club should function, must be imparted.
8. This could last for a day. Proper charts, VCDs and other training materials have to be mobilized and other training may be held. in the college itself and for Self Help Groups in the village itself.
9. Proper and animated training is the most critical input to enable good awareness and sustained functioning.
10. A minute's book and a bank account are necessary for each club.

OUTCOMES:

1. It prepares the student to face the world with confidence backed by knowledge.
2. It creates the awareness about consumer laws.
3. Enables the student to become aware of their duties as a consumer and making them a better citizen.
4. It enhances critical thinking, Improve life skills and increases self- confidence.
5. Teaches customers the basic solution to the problem.
6. To bring awareness and realization among students about their duties and responsibilities.
7. To instill concern for environment around us as citizens and consumers and to improve sustainable consumption habits.

Redrafted Text:

Consumer Club

The Consumer Club is an organization established to foster consumer awareness and promote consumer welfare. Each year, the club conducts various competitions, organizes exhibitions, and holds meetings with the overarching aim of educating consumers and raising awareness.





ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.

Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC
Ph: 0421 - 2427676, 94874 04046 | E-mail: sjcfw@yahoo.co.in

Students and youth represent the future and hope of every nation. Investing in the young generation yields the highest returns in the form of enlightened and honest citizens. Sensitizing students and the younger generation to become responsible citizens should be a central goal of education. While the formal education system is aligned with this objective, there exists a gap in educating and empowering young people regarding their rights and responsibilities as consumers. The youth are often easily influenced by appealing advertisements and marketing strategies, making them susceptible to unethical business practices. The education they receive in schools and colleges provides limited information on market manipulations, consumer behavior, and the protections available to them as consumers. Consequently, the market often becomes their primary source of information. Many are unaware of the negative impact of the products they consume, their rights and responsibilities as consumers, the laws related to consumer protection, and the avenues available for registering complaints. This gap needs to be addressed through Consumer Education.

Consumer Education has been recognized as one of the most powerful and effective tools for protecting consumers, especially the youth. It is concerned with the skills, attitudes, and knowledge necessary for living in a consumer society. In a broader context, Consumer Education enhances the capacity of young people to take responsibility for their own lives, fulfill family obligations, and contribute positively to society and the environment. It also plays a critical role in developing responsible citizenship. While efforts in this area are commendable, there is a need to integrate consumer protection into the curriculum. Students should be educated on the various dimensions of consumer protection, not merely as a means to pass exams or earn credits, but to become responsible citizens.

Policies: Our vision for the Indian marketplace is one where consumers are vigilant and manufacturers are responsible and ethical. The policies guiding our mission include:

1. Educating students about their rights and responsibilities as provided in the Consumer Protection Act of 1986 and other relevant Indian laws.
2. Empowering students to work collaboratively with the local community, thereby developing into responsible citizens.





ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.

Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC
Ph: 0421 - 2427876, 94474 04048 | E-mail: sjcfw@yahoo.co.in

3. Mobilizing youth by instilling a consciousness of their rights, the confidence to challenge violations of consumer rights, and the resolve to fight for justice.
4. Imparting knowledge about real-life situations and equipping students with the skills to handle consumer issues effectively.
5. Strengthening the consumer movement in Tamil Nadu and India and promoting a strong, broad-based Consumer Protection movement across the country, in addition to existing programs and initiatives.

Practices: Consumer Clubs can be established in any aided or unaided institution, whether professional, arts, or community colleges, with the aim of reaching as many students as possible.

1. Self Help Group (SHG) Federations may also function as Consumer Clubs, playing a significant role in educating the local community.
2. Visits should be made to schools, colleges, or SHG Federations to explain the broad objectives of forming a club.
3. A willing and capable teacher should be identified as a Coordinator, along with a couple of students as Student Coordinators, to provide leadership and support.
4. In the case of SHGs, the Federation can nominate two competent leaders to serve as Consumer Coordinators.
5. Coordinators should be encouraged to enroll at least 50 active and willing students or SHG members to participate in regular activities.
6. The first meeting of the club should be organized promptly.
7. Comprehensive training on consumer rights, real-life violations, consumer movements, and relevant laws should be provided to club members. This training should be well-organized, utilizing appropriate charts, VCDs, and other materials, and should be conducted within the college or in the village for SHGs.
8. Proper and engaging training is critical to fostering awareness and ensuring the sustained functioning of the club.





ST. JOSEPH'S COLLEGE FOR WOMEN

Kangeyam Road, Tirupur - 641 604.

Affiliated to Bharathiar University, Accredited with Grade "B+" by NAAC

Ph: 0421 - 2427576, 94874 04048 | E-mail: stjcfw@yahoo.co.in

9. Each club should maintain a minute book and a bank account.

Outcomes:

1. The club prepares students to face the world with confidence, supported by knowledge.
2. It raises awareness of consumer laws.
3. It helps students become aware of their duties as consumers, thereby contributing to their development as responsible citizens.
4. The club enhances critical thinking, improves life skills, and increases self-confidence.
5. It teaches consumers basic problem-solving strategies.
6. The club fosters awareness and understanding among students regarding their duties and responsibilities.
7. It instills concern for the environment and promotes sustainable consumption habits among students as citizens and consumers.

PRINCIPAL

**ST. JOSEPH'S COLLEGE FOR WOMEN
TIRUPUR - 641 604.**



Secretary

**St. Joseph's College For Women
Kangayam Road,
Tirupur - 4.**