

Consumer Club

Department of Commerce Regular

Formation of Core Team

Date : 19.08.2022

The Consumer Club of St Teresa's College, Ernakulam has officially formed on 19.08.2022 including the Consumer Club In-charge 2022-23 Ms.Elizabeth Rini, Department of Commerce regular as the head of the club, overall authority and coordination including all activities with introduction of an official Instagram handle of consumer club. The core team includes Aaliyah Rauf – Core Team Head, formulation of yearly plan, overall Supervision of work, poster making, social media handling

Raina – Report handling, collect info of recent consumer news, weekly updates of consumer news for social media, Social media handling.

Ann George – finance handling, innovative idea creation for competitions and other activities ,weekly updates for social media, Social media Handling.

The other heads; Ashmi Ramya T X, FiFi Ann Joshy and Akna sunil were the In charges of Marketing and Technical work and overall Drama Duty.



Formation of Official Instagram page of Consumer Club

Date: 15.09.2022

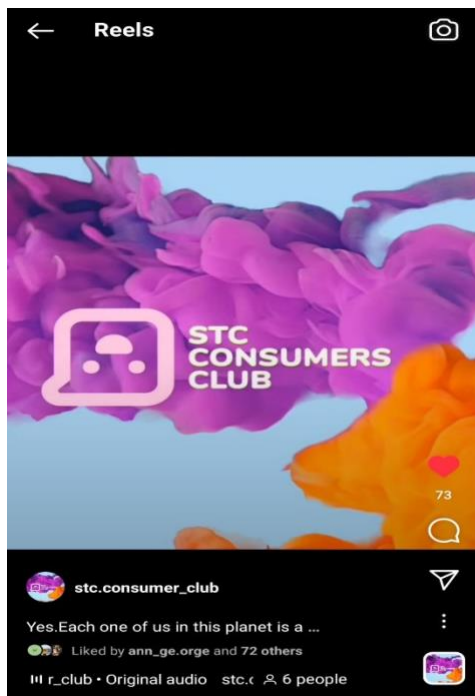
The official Instagram page of Consumer club of ST Teresa's College, Ernakulam was formed on 15.09.2022



Logo Launch of Consumer Club

Date:09.10.22022

The official Logo of Consumer club was launched on the official Instagram account on 09.10.2022. The colours included in the logo convey the significance of consumer in various aspects. Blue is the colour of peace and tranquility. Consumers can trust in the stability and calm of a product using this colour. Secondary colours are orange and purple which show optimistic consumer behavior.



Consumer Photography Competition

The Core Team of consumer club decided to conduct a consumer photography competition called 'Customer Supremacy' in the College and the poster and brochures of the competition were posted on Instagram and in other social media on 17/10/2022. Each team includes two students of the college and they can take the photo as one of the member in the photo and the other taking the photo. Google forms were sent to various class groups and students were required to upload their photos along with a caption in the given link. The objective of conducting the competition was to enlighten and enhance the knowledge on the concept of consumerism prevailing in India. Capturing various consumer moments helps the participants visually understand the concept much better which is the success of consumer club. A total of 26 teams participated in the competition.

The winners of the competition were CJ Alina – 1st year B com Taxation Regular and Nifia Rahman – 1st year B com Taxation regular. They were awarded a cash prize of 500/- with certificates on 18.11.2022.

To conclude, we came into a conclusion that all participants had a proper knowledge on consumerism and the caption that may contributed by various participants matched the situation of the photographs taken by them.



Report of Weekly Updates

We posted weekly updates on our official Instagram page to create awareness in consumers so that buyer can make right decision.

1.ARE WE MAKING THE RIGHT CHOICE

Date: 13-11-2022

We compared the products (Amul butter vs nutralite butter, Red Bull vs Coffee, Horlicks Protein plus vs Protienex).To find the healthier and more economical product for the convenience of the consumer .



2.CONSCIOUS CONSUMERISM

DATE: 16-12-2022

We helped the consumers to analyse themselves whether the products are really required by them prior to making the purchase and to prevent them from spending on products that they don't actually need.



3.GREEN CHOICE

DATE: 25-12-2022

We imparted knowledge on consumers to make them green consumer. We discussed about the choices that can be made to protect the environment for the benefit of all.



Report On Market Visit

The programme was hosted by heads of the consumer club -Aaliya Rauf ,Fifi Ann Joshy, Ashmi Ramya T X on 19-12-2022 from 2pm to 4pm. Visited the most busiest market in Ernakulam, Kerala indulging in conversations with vendors regarding sales post COVID for past two years . We Visited Metha Bazar where we were able to witness real life consumer seller relationship. Some were bargaining, some were satisfied in their purchases.

We asked questions to numerous sellers and every sellers gave positive response as their sales have increased at a high rate. Finally our visit came to an end at 4pm.we were able to make the conclusion that both sellers and buyers were happy as they got various products at reasonable price

We posted the summary of the market visit at our official Instagram page on 25-12-2022



Weekly updates

Consumer Rights in India

Date : 09/01/2023

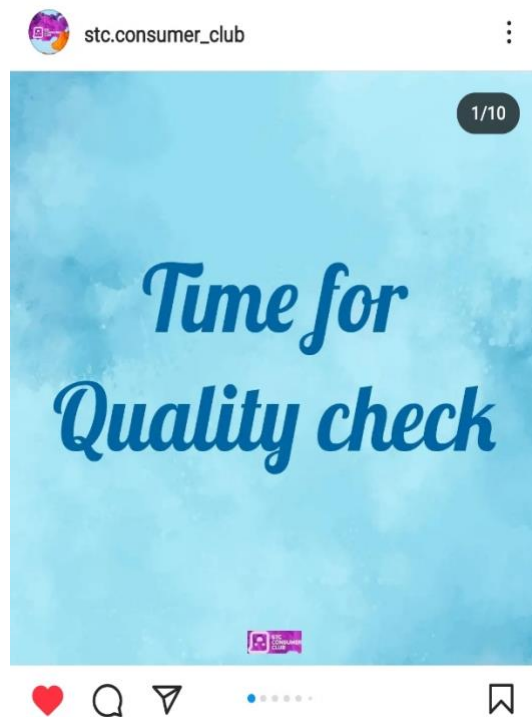
We posted various rights of a Consumer on our Instagram to enlighten the minds of consumers to prevent them from fraud or specified unfair practices. These rights ensure that consumers can make better choices in the marketplace and get help with complaints.



Time for Quality Check

Date: 21/01/2023

The quality standard marks on products and their significance were posted on Instagram. The quality standard marks are used to certify that the products conform to the minimum quality standards. The Product Certification Scheme of BIS aims at providing the third party Guarantee of quality, safety and reliability of products to the customer.



Consumer Responsibilities

Date: 25/02/2023

A consumer has rights as well as responsibilities. The Various responsibilities of a consumer were posted on Instagram to remind the consumers of their duties as a consumer and how important it is to fulfil it.



Report On Eat Street

Date: 28/02/2023

The 2022 consumer club had signed off with a bang on 28th of February 2023. A variety of programmes were conducted by the department of commerce regular Which brought in a lot of joy to the consumers in and around the college.

1. Food Stall

Eat street was an event conducted by the Consumer club and Commerce Department which promoted Student food entrepreneurs to set up their food stalls and sell delicious foods in the college. A total of 11 stalls were there for the event. One percent of the total sales volume was taken by the consumer club and the rest of the profit belonged to the students itself. Green protocol was followed in the event.



2.Consumer awareness Skit

Second year students of B.com regular performed a skit on the awareness of consumer protection act on 28/02/2023. It portrayed the importance of consumer empowerment and educated the audience on how to react to unfair business practices as an empowered consumer. It also depicted how the lower class of society are being exploited by the sellers by taking advantage of their lack of consumer awareness. It showcased a strong message that stirred the young minds with a clear idea about consumerism.



3.Consumer Awareness Flash Mob

A Flash Mob was conducted by the first year students of commerce Department on 28/02/2023 by giving awareness to students on consumerism . The students and volunteers prepared beautiful charts to show the importance of consumerism.



~End of the Report~