

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

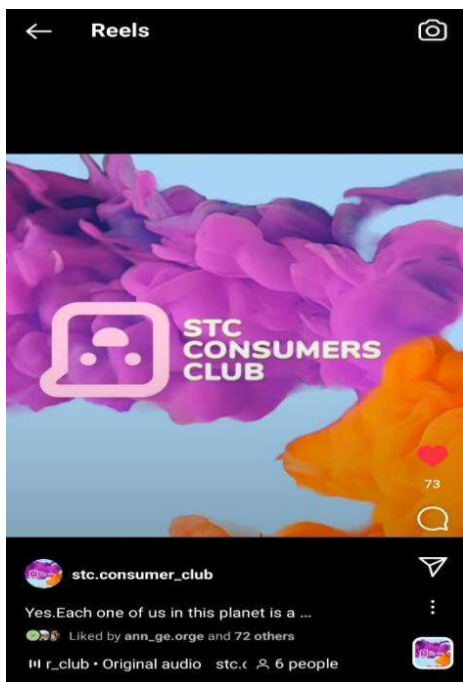
The official Instagram page of Consumer club of ST Teresa's College, Ernakulam was formed on 15.09.2022



Logo Launch of Consumer Club

Date:09.10.2022

The official Logo of Consumer club was launched on the official Instagram account on 09.10.2022.The colours included in the logo conveys 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 shows 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

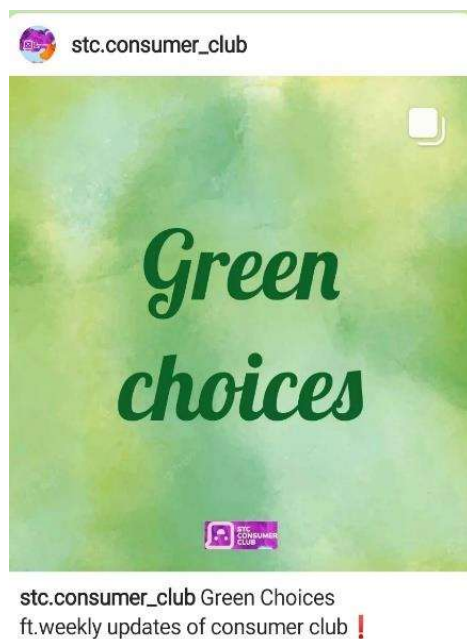
We helped the consumers to analyse themselves whether the products are really required by them prior to making the purchase and to prevent them from spending on products that they don't actually need.



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

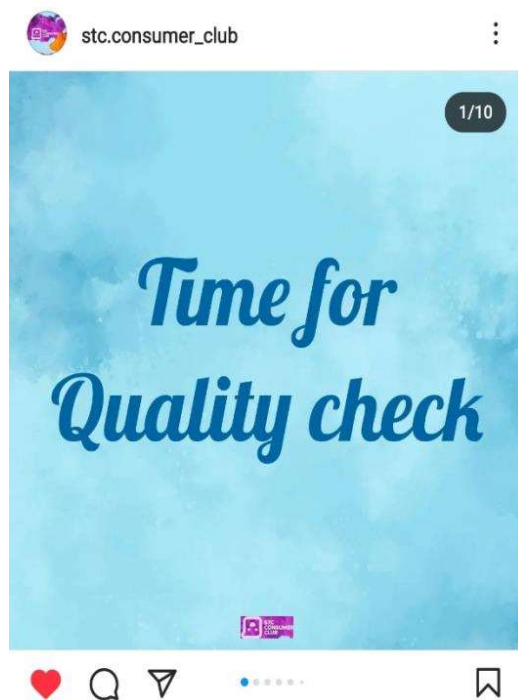
We posted various rights of a Consumer on our Instagram to enlighten the minds of consumers to prevent them from fraud or specified unfair practices. These rights ensure that consumers can make better choices in the marketplace and get help with complaints.



Time for Quality Check

Date: 21/01/2023

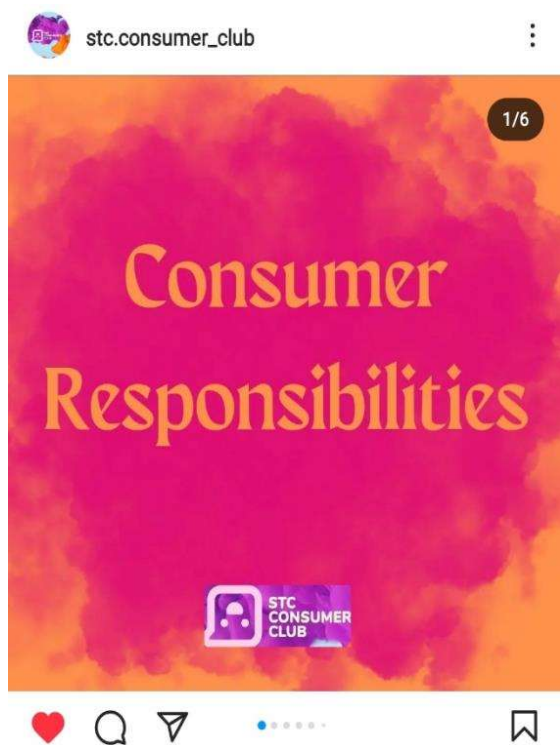
The quality standard marks on products and their significance were posted on Instagram. The quality standard marks are used to certify that the products conform to the minimum quality standards. The Product Certification Scheme of BIS aims at providing the third party Guarantee of quality, safety and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

REPORT
CONSUMER CLUB
In association with
DEPARTMENT OF COMMERCE (SF)

Subject: Assignment of new Core Team members of Consumer Club

Overview: The new Core Team for the academic year of 2022-23 are as follows:

- 1. Faculty Coordinator:** *Ms. Sandra Sabu T*
- 2. Chair Person:** *Biya Babu*
- 3. Secretary:** *Leenat Santhramol. P*
- 4. Program Head:** *Riya Elza George*
- 5. Media Team:** *Diya Anna Francis, M. Sanjana*
- 6. Report Handlers:** *Gowri R Menon, Gayathri Tejus Menon*

Core team:

- 1. Faculty Coordinator**



Ms. Sandra Sabu T

2. Chairperson



Biya Babu

3. Secretary



Leenat Santhramol. P

4. Program head



Riya Elza George

5. Media Team



M. Sanjana

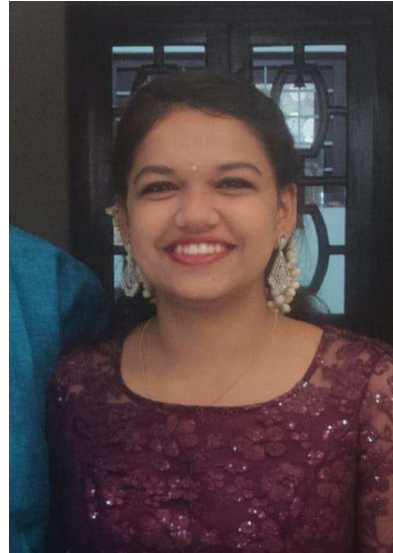


Diya Anna Francis

6. Report Handlers



Gayathri Tejus Menon



Gowri R Menon

REPORT

CONSUMER CLUB

In association with

DEPARTMENT OF COMMERCE (SF)

GRAPHIKON – A logo making competition

Date: 31st October 2022

Type of activity: Competition

Consumer club is an initiative of our college in collaboration with both Department of Commerce SF and Department of Commerce Regular to enhance awareness amongst the student community about the **rights** and **responsibilities** of a consumer.

No. Of participants: 13

NAME	DEPARTMENT
Jayasudiksha M	Bvoc – computer application
Arthi Rajpurohit	History
Georgina Gently	Commerce
Meera	B.Sc. computer applications
Salma Mohammad Haneef	Computer applications
Thushara Nair	Computer applications
M Sanjana	Commerce (sf)
Diya Anna Francis	Commerce (sf)
Irene Sara Jacob	Commerce (sf)

Agna Elizabeth Sabu	Computer applications
Krishnendu R	Chemistry
Anina Jacob	Communicative English
Nikitha Evegin	Commerce (sf)

No. Of Entries: 32

Co-ordinators: *Biya Babu, Nikitha Evegin (student coordinators)*

Ms. Sandra Sabu T (faculty co-ordinator)

Objective of Activity:

- To fix an official logo for the CONSUMER CLUB
- To find out a potential graphic designer

Activity Description:

GRAPHIKON is a logo making competition organised by Consumer Club in association with Department of Commerce (SF) in order to fix or find out an official logo for the **Consumer Club** of St. Teresa's College (Autonomous), Ernakulam.

It was an Intra-college competition, which collected the works digital as well as hand made designs. The competition was all about designing a logo based on the theme 'Consumer Awareness' and participants were supposed to follow the guidelines as provided in the brochure. The best logo would be selected by the judges on the basis of creativity, accuracy to the context, artistic merit and technical excellence. A participant

could submit up to 5 entries. The winner will be provided with a certificate as a token of appreciation.

The competition started from 27th October 2022 till 30th October 2022. The winner was announced on 31st October,2022. The entries of the competition were collected via. a Google Form generated from the official email of the Department of Commerce (SF).

Outcome of the Activity:

- **Diya Anna Francis** from 2nd year B. Com Taxation of Commerce (SF) was selected as the winner of the competition.
- The winning logo of the competition was announced as the official logo of the **Consumer Club** by Department of Commerce (SF).

Brochure:




Guidelines:

GUIDELINES BELOW:

1. Participants should upload the logo in JPEG/ PNG/PDF format only.
2. The logo should be in high resolution with a minimum of 300 DPI and max file size of 100 MB.
3. Deadline: 30th Sunday, 9:00 pm.
4. The logo should be uploaded in the gform link: <https://forms.gle/hFSEctJKdUorHmiS8>
5. Only the first 5 entries per participant will be considered for the competition.
6. Participants should not imprint or watermark logo design.
7. There are no limitations regarding the geometrical shape to be used.
8. The logo must be original. Plagiarism is not entertained.
9. The winning entry will be awarded a certificate and the logo will be selected as the official logo of the club.
10. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit, and visual impact.
11. Theme: consumer awareness
12. The results will be announced on 31st Monday. The judges decision will be final.

FOR MORE INFORMATION CONTACT: BIYA BABU (STUDENT COORDINATOR)- 8157842008
SANDRA SABU (FACULTY COORDINATOR)- 7012706881



Announcement of Result:



Selected Logo:

Photograph:



**CONSUMER PROTECTION AWARD 2022 FOR ST.
TERESA’S COLLEGE, ERNAKULAM (Autonomous)**

The Consumer Club of St. Teresa’s College, an initiative in collaboration with Dept. of Commerce (Self finance and Regular) to enhance awareness among the student community about rights and responsibilities of a consumer, was qualified and selected for Consumer Protection Award 2022 by Consumer Protection – Kerala. On this occasion, the college management, staff and the students were invited to receive the award on 3rd December, 2022 at Ashirbhavan Auditorium, Kacheripady, Ernakulam during the “Upabhokta Sangamavum Vivaravakasha Niyama Bhodhavalkarana” Convention. The dignitaries at the event included Mr. Antony Raju, Hon. Minister of Transport, Govt. of Kerala, Mr. K Babu, Hon. MLA, Mr. K Vinod, Hon. MLA, and Adv. A D Benny, Govt. Consumer Protection Council Member. Adv. A D Benny gave an insightful talk on Consumer Protection Act and RTI act. Rev. Sr. Dr. Vinitha, Director, St. Teresa’s College and Dr. Alphonsa Vijaya Joseph, Principal, St. Teresa’s College on behalf of entire staff and students received the award from Mr. K Vinod. Dr. Vineetha and Dr. Alphonsa were also presented with the traditional ponnada by Mr. K Babu, MLA. Dr. Vineetha thanked the organisation for the recognition and also shared her thoughts and suggestions on protection of consumer rights. Thirty two students accompanied by a faculty, Ms Sandra from the Dept. Of Commerce (SF) attended the convention.



(Clockwise from left) Lamp Lighting ceremony, Mr. K Baby presenting ponnada to Rev. Sr. Dr. Vineetha CSST (Manager of St Teresa’s College, (autonomous) Ernakulam) and Dr. Alphonsa Vijaya Joseph (Principal, St Teresa’s College, (autonomous) Ernakulam)



Team St Teresa's receiving the CONSUMER PROTECTION AWARD - KERALA



The list of final year B. Com (SF) students who attended this event are:

Sl.No.	Name
1	Anusree V
2	Anna Sunish
3	Devanjana K M
4	Sasha Ann D'Souza
5	Aldriya Maria
6	Vaishnavi Pramod
7	Aleena Suku
8	Aagna Rose
9	Jinumol Raj

10	Sandra Maria Mathew
11	Treesa Maria Fernandez
12	Rizwin K A
13	Priyadarshini
14	Hrithika
15	Susan Antony
16	Merisa Tessa Correya
17	Catherine Theresa
18	Dintu Cleetus
19	Athuliya Vinod
20	Ashna Alex
21	Malavika Ramesh
22	Tania Felix
23	Dency Carme
24	Aengela Maria
25	Prerana Raj
26	Evlia Saiju
27	Diya Sebastian
28	Anjali S Gopan
29	Amil Rose
30	Shibila P S
31	Athulya Krishnakumar
32	Thasneem
33	Anjali Shaji

REPORT
CONSUMER CLUB
In association with
DEPARTMENT OF COMMERCE (SF)
CONSUMER CLUB FLASH MOB 2023

Date: 25 January 2023

Venue: Arts Block


No. of participants: 13


Department of Commerce (SF) in association with consumer club of St. Teresa's college conducted a flash mob to enhance the consumer rights and awareness among the students on 25th January 2023 at 11:30 AM. The aim of the consumer club was to educate the students to act as healthy consumers by making them aware about their rights and redress mechanisms so as to act as beacons for the society. The club is being managed and exuberantly run by faculty coordinator Ms. Sandra Sabu T. The flash mob was organised by the 2nd year students for giving consumer awareness. The flash mob took place at Arts Block. It was entertaining and garnered attention of many to impart the knowledge of consumer awareness. The motive of the programme was to raise awareness among the students in regards to consumer protection and consumer rights.

Photographs:



Brochure:

 **ST. TERESA'S COLLEGE (AUTONOMOUS)**
ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE

 *Consumer Club*
In Association With
Department of Commerce (SF)
Presents

FLASHMOB

**Topic: consumer awareness,
consumer rights and responsibilities**

DATE: 25th January 2023
VENUE: Arts Block

FACULTY CO-ORDINATOR
Ms. Sandra Sabu - T
Contact no : 7012706881
STUDENT CO-ORDINATORS
Riya Elza George
Leenat Santhra Mol C P

List of participants:

NAME	YEAR	CLASS
Aldriya Antony	Second year	B.com taxation (SF)
Alfeena Rosary T A	Second year	B.com taxation (SF)
Anila V. Nelson	Second year	B.com taxation (SF)
Anisha Sunny	Second year	B.com taxation (SF)
Hafeeza Kambathagothi	Second year	B.com capital market (SF)
Leenat Santhra Mol C P	Second year	B.com capital market (SF)
Marwa Shafi	Second year	B.com capital market (SF)
M. Priya	Second year	B.com capital market (SF)
Reshma Sajjadi	Second year	B.com capital market (SF)
Riddhi Jha	Second year	B.com capital market (SF)
Riya Elza George	Second year	B.com capital market (SF)
Seema Parveen	Second year	B.com capital market (SF)
Siddhi Jha	Second year	B.com capital market (SF)

REPORT
CONSUMER CLUB
In association with
DEPARTMENT OF COMMERCE (SF)

NATIONAL LEVEL VIRTUAL QUIZ COMPETITION

Date: 28 February 2023

Type of activity: Quiz Competition

Topic: Consumer Awareness, Consumer rights and responsibilities

*Consumer club is an initiative of our college in collaboration with both Department of Commerce SF and Department of Commerce Regular to enhance awareness amongst the student community about the **rights** and **responsibilities of a consumer**.*

No. Of participants: 320

Co-ordinators: M. Sanjana (*Student coordinators*)
Diya Anna Francis (*Student coordinators*)
Gayathri Thejus Menon (*Student coordinators*)
Ms. Sandra Sabu T (*Faculty co-ordinator*)

Objective of Activity:

- To Enhance the consumer knowledge on general public
- To Give Awareness about **Consumer rights and responsibilities**

Activity Description:

It is a national level virtual quiz competition organised by Consumer Club in association with Department of Commerce (SF) in order to impart Consumer Awareness in general public.

The competition was open to all categories of people. The quiz competition was conducted online. The competition was all about spreading Consumer

Awareness, rights and responsibilities among participants. Participants were supposed to follow the guidelines. The winners will be provided with certificates. The Competition was on 28th February 2023. The link for the quiz competition was attached with brochure. The certificates were distributed to the participants. The entries of the competition were collected through a Google Form from the official email of the Department of Commerce (SF).

Outcome of the Activity:

- More than 300+ participants participated in the program from various states in India
- Participants get a vivid knowledge about consumer protection law.
- They are able to understand **consumer rights and responsibilities**

Brochure:



The brochure is a green and white graphic. At the top left is the St. Teresa's College logo. To its right, the text reads: "ST. TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM", "AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM", and "RE-ACCREDITED BY NAAC A++ GRADE". At the top right is a "100" anniversary logo for the year 2023. Below these is the "Consumer Club" logo, which shows a person pushing a shopping cart. The main text in the center reads: "Consumer Club In Association With Department of Commerce (SF) Presents". Below this, a large white cloud contains the title "National Level Virtual Quiz Competition" in bold green letters. Underneath the title, it says "Topic: consumer awareness, consumer rights and responsibilities" and "(Open To All)". The date "DATE: 28th February 2023" is listed, followed by the text "Click Here For The Quiz" with a small shopping bag icon containing a lightbulb. At the bottom left, there is a line drawing of a woman writing at a desk. At the bottom right, there is a line drawing of a woman thinking, with a lightbulb above her head. The contact information for the faculty and student coordinators is listed at the bottom center.

ST. TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM
RE-ACCREDITED BY NAAC A++ GRADE

Consumer Club
In Association With
Department of Commerce (SF)
Presents

National Level Virtual Quiz Competition
Topic: consumer awareness,
consumer rights and responsibilities
(Open To All)
DATE: 28th February 2023
[Click Here For The Quiz](#)

FACULTY CO-ORDINATOR
Ms. Sandra Sabu . T
Contact no : 7012706881
STUDENT CO-ORDINATORS
M.Sanjana
Diya Anna Francis
Gayathri Tejus

REPORT

CONSUMER CLUB

In association with

DEPARTMENT OF COMMERCE (SF)

INDUSTRIAL VISIT - SM STREET, KOZHIKODE

Date: 10th March 2023 to 13th March 2023

No. Of beneficiaries: 94 Students with 4 Faculties

An industrial visit to SM Street, Kozhikode was successfully organised by the members of the Consumer Club on 12th March 2023. SM Street is the busiest street in Kozhikode. Named from the times when the street was lined with sweet meat (halwa) stalls, it is today a popular haunt for locals and tourists alike. Row upon row of stalls, peppered with sweets and savouries and a bunch of other delights, make it among the busiest streets in the entire district. It is also known as 'Mittai Theruvu'.

We started our journey to Kozhikode at noon and we reached Kozhikode at 7 pm.

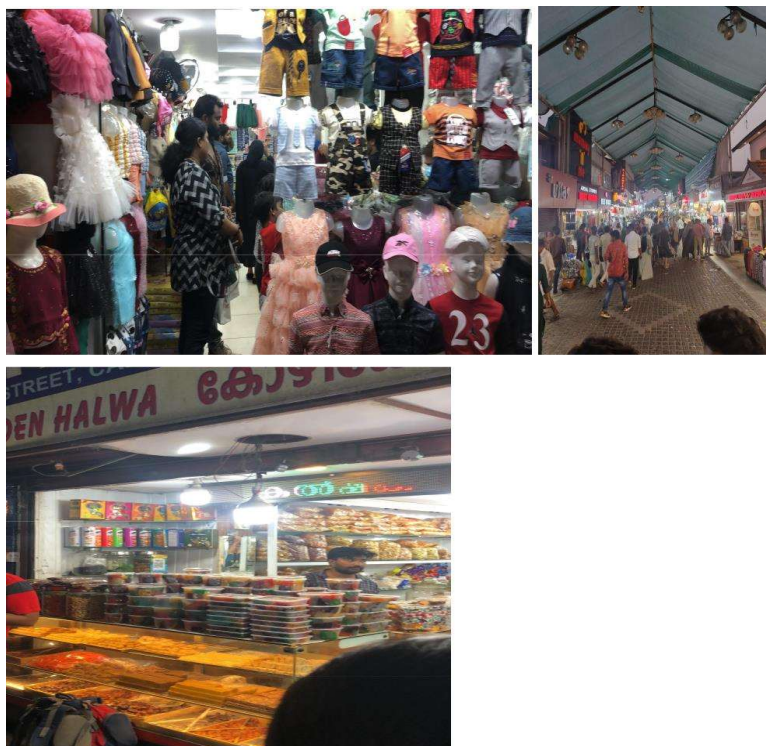
The main objective of our visit to SM Street was to analyse the market structure and also to inquire the customers whether they are aware of Consumer Rights. Through our visit, we were able to observe various types of business which were carried over by each store, the settlement of the whole business street, marketing strategies adopted by each vendor, and so on. We observed that it is a commercial Street with hygienic, consumer-friendly and a majority of the stores dealt with the sale of sweetmeat mainly. We also interacted with the vendors as well as the customers and inquired about their views on the street. Customers were responsive when we inquired about them and also students were able to make them understand how important is Consumer Rights. We even purchased from there and after having dinner we left Kozhikode by 11 pm. After the journey,

we reached our home by 6 am on 13th March 2023. To conclude, this visit enriched our knowledge and practical experience in the development of various marketing strategies and the relevance of consumer awareness.

Brochure:



Photographs:



END OF THE REPORT.....