

# **REPORT ON NATIONAL CONSUMERS WEEK CELEBRATIONS**

**Institution:** Government College (A), Rajahmundry

**Period:** December 7-23, 2025

**Organized by:** Consumer club, Dept of Commerce and Management Studies.

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## **Executive Summary:**

This report documents the comprehensive celebration of National Consumers Day at our institution during December 2025. The college conducted a series of awareness programs, rallies, and training sessions aimed at promoting consumer rights and protection. The activities involved both students and staff, demonstrating institutional commitment to developing conscious and informed consumers.

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## **Introduction:**

National Consumers Day, observed annually on December 24th in India, marks the birth anniversary of independent India's first Prime Minister and emphasizes consumer protection and awareness. Our institution organized extended awareness initiatives throughout December 2025 to educate students and the community about consumer rights, responsibilities, and protection mechanisms.

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## **Activities and Initiatives:**

### **1. Consumer Awareness Rally and NSS Special Camp:**

**Date:** December 7, 2025

**Location:** Pidimgoyyi Village

**Organizing Unit:** NSS (National Service Scheme)

The college initiated its National Consumers Day celebration with an awareness rally conducted in Pidimgoyyi village as part of the NSS Special Camp. This activity aimed to reach the rural community and disseminate information about consumer awareness and protection to villagers who may have limited access to such information. The rally was well-attended and successfully engaged the local population in discussions about consumer rights.



## 2. Consumer Awareness Campaign

**Date:** December 7, 2025

**Location:** Pidimgoyyi Village

Following the rally, the college conducted a comprehensive awareness campaign in Pidimgoyyi village. The campaign included interactive sessions with community members, distribution of informational materials, and discussions on practical consumer protection measures. This activity demonstrated the college's commitment to extending consumer awareness beyond the campus to the surrounding community.



### 3. Consumer Awareness Pledge Ceremony:

**Date:** December 20, 2025

**Participants:** Students and Staff Members

A significant milestone in the celebration was the formal pledge ceremony where students and faculty members pledged to uphold consumer rights and responsibilities. This symbolic activity reinforced the commitment of the college community to become responsible consumers and advocates for consumer protection. The event witnessed enthusiastic participation, creating awareness about consumer consciousness among the academic community.



#### 4. Consumer Awareness Rally - College Surroundings:

**Date:** December 22, 2025

**Location:** College Campus and Surrounding Areas

The college organized another awareness rally around the campus and neighboring areas to extend consumer education to the immediate community. This rally served as a visible demonstration of the college's commitment to consumer awareness and allowed staff and students to actively participate in promoting consumer consciousness in their locality.



## 5. Awareness Program on Consumer Protection:

**Date:** December 23, 2025

**Resource Person:** Sri. G. Anantha Rao, DCPC Member (District Consumer Protection Commission)

**Topic:** Consumer Protection Framework and Mechanisms

The culminating event of the celebration was a specialized awareness program conducted by Sri. G. Anantha Rao, a member of the District Consumer Protection Commission. This expert session provided detailed insights into:

- Consumer protection laws and regulations
- Rights and responsibilities of consumers
- Procedures for filing consumer complaints
- Role of District Consumer Protection Commissions
- Real-world case studies and practical advice
- Mechanisms for consumer redressal

This program added significant value by bringing expert knowledge and official perspective to the awareness initiatives.





**6. Awareness to Public on Consumer Rights by Consumer club student members in their villages during Consumer Awareness week December 18-24, 2025:**

**Date :** December 18-24, 2025

**Location:** Near by villages

The student members of Consumer club visited the houses of public in their villages, interacted with them and created awareness on consumer rights, responsibilities ,consumer protection mechanism under Consumer protection Act 2019.





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## Key Outcomes and Impact:

### Educational Impact:

- Enhanced awareness among students about consumer rights and protection mechanisms
- Understanding of legal frameworks governing consumer protection
- Practical knowledge about filing complaints and seeking redressal
- Development of critical thinking regarding consumer choices

### Community Engagement:

- Extended consumer awareness to rural community (Pidimgoyyi village)
- Created ripple effect as students and staff became ambassadors for consumer consciousness
- Demonstrated institutional responsibility toward community development
- Facilitated direct interaction between institutional stakeholders and community members

### **Institutional Contribution:**

- Fulfilled NSS objectives of community service and education
  - Aligned curriculum and co-curricular activities with national awareness campaigns
  - Demonstrated institutional commitment to holistic student development
  - Fostered partnership with official bodies (District Consumer Protection Commission)
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### **Participation and Reach:**

The activities successfully engaged:

- **Student Participants:** Significant participation from undergraduate and postgraduate students across various departments
  - **Faculty and Staff:** Collaborative involvement from teaching and non-teaching staff
  - **Community Members:** Active participation from residents of Pidimgoyyi village
  - **Expert Contributors:** Involvement of District Consumer Protection Commission representatives
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### **Recommendations:**

Based on the successful conduct of National Consumers Day 2025 celebrations, the following recommendations are made for future initiatives:

1. **Sustainable Engagement:** Establish a permanent consumer awareness club or cell to continue consumer education throughout the academic year
  2. **Curricular Integration:** Incorporate consumer protection topics in relevant courses to ensure sustained learning
  3. **Resource Development:** Create informational materials in local languages for better community outreach
  4. **Expert Interactions:** Conduct monthly sessions with legal and consumer protection experts
  5. **Student Projects:** Encourage student research projects on consumer protection and related issues
  6. **Measurement of Impact:** Develop mechanisms to assess knowledge gains and behavioral changes among participants
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**Conclusion:**

The National Consumers Day celebration 2025 was a comprehensive and well-coordinated initiative that successfully promoted consumer awareness among students and the community. Through a combination of interactive rallies, pledge ceremonies, community engagement programs, and expert-led awareness sessions, the college effectively communicated the importance of consumer consciousness and protection.

The activities demonstrated that consumer awareness is not merely a legal requirement but an essential component of citizenship education. By empowering students and community members with knowledge of their rights and protection mechanisms, the institution contributed to building a more informed and conscious consumer base.

The success of these activities reflects the commitment of the college to extend its educational mission beyond classroom boundaries and make a meaningful contribution to community development and awareness. It is recommended that these initiatives be made an integral part of the college's annual calendar to ensure sustained impact and progressive enhancement of consumer consciousness.

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**Appendix:****Dates of Activities:**

- Rally and Campaign in Pidimgoyyi Village: December 7, 2025
- Consumer Awareness Pledge: December 20, 2025
- Awareness Rally - College Surroundings: December 22, 2025
- Expert Program on Consumer Protection: December 23, 2025

**Participating Organizations:**

- Consumer club
- Department of Commerce and Management studies
- District Consumer Protection Commission

**Resource Persons:**

- Sri. G. Anantha Rao, Member, District Consumer Protection Commission

## News clips:



### భావి చైతన్యం

దేవీచౌక్, న్యూస్ టుడే:

జాతీయ వినియోగదారుల అవగా

హన వారోత్సవాల్లో భాగంగా రాజమహేంద్రవరం ప్రభుత్వ ఆర్ట్స్ కళాశాల వినియోగదారుల క్లబ్, వాణిజ్య, నిర్వహణ శాస్త్ర విభాగాల ఆధ్వర్యంలో మంగళవారం అవగాహన కార్యక్రమం నిర్వహించారు. ఈ సందర్భంగా విద్యార్థులు వినియోగదారుల అవగాహన ప్రతిజ్ఞ చేశారు. అనంతరం ర్యాలీ నిర్వహించారు. ప్రిన్సిపల్ డాక్టర్ కె.రామచంద్రరావు, జిల్లా వినియోగదారుల రక్షణ మండలి సభ్యుడు గొట్టముక్కల అనంతరావు, అధ్యాపకులు డాక్టర్ పీవీవీ సత్యనారాయణ, డాక్టర్ ఎ.ఎ.అన్నపూర్ణ, హెచ్.ఎస్.పవన్ కుమార్, విద్యార్థినీ విద్యార్థులు పాల్గొన్నారు.

## జాతీయ వినియోగదారుల వారోత్సవం

ప్రజాశక్తి - రాజమహేంద్రవరం సిటీ

స్థానిక ఆర్ట్స్ కళాశాలలో జాతీయ వినియోగదారుల అవగాహన వారోత్సవాను నిర్వహించారు. వినియోగదారుల క్లబ్, వాణిజ్య, నిర్వహణ శాస్త్ర విభాగాల ఆధ్వర్యంలో మంగళవారం పలు కార్యక్రమాలు నిర్వహించారు. వినియోగదారుల అవగాహన ప్రతిజ్ఞ, వినియోగదారుల అవగాహన ర్యాలీ చేపట్టారు. జిల్లా వినియోగదారుల రక్షణ మండలి సభ్యులు గొట్టిముక్కల అనంతరావు ఆధ్వర్యంలో అవగాహన కార్యక్రమం నిర్వహించారు.

# National Consumer Week-2025

Consumer Awareness Program

Consumer Protection



Date: 23.12.2025  
Time: 2 PM

Guest: G Anantha Rao (Member,  
District Consumer Protection Council)

Consumer Club, Dept of Commerce  
and Management, GC(A)RJY



Jago  
Grahak  
Jago



**Consumer club, GC(A)RJY**  
Department of Commerce and Management

**Consumer Awareness Rally**

**KNOW YOUR RIGHTS!** **SAY NO TO FRAUD!** **BE AWARE!** **SAFE SHOPPING!**

**22-12-2025**  
- 12 noon -