

Sri G.V.G Visalakshi College for Women (Autonomous), Udumalpet

Consumer Awareness Club

Annual Report (2020-2021)

Consumer awareness club conducted the following awareness programme during the academic year 2020-2021 through online mode.

- S.Sumaiya Parveen and D. Madhu Bharathi of II-M.Com presented a topic on “Consumer Exploitation” on 28<sup>th</sup> April 2021.They presented different ways of consumer exploitation such as substandard quality, duplicate products, adulteration, artificial shortage, underweight products and deceptive advertisement and various measures to be used to save the consumers from exploitation.
- S. SaiGayathri and S.Pavithra of II M.Com presented a topic on “Food adulteration” on 11<sup>th</sup> May 2021.They discussed about different kinds of food adulteration, Acts preventing for food adulteration, reasons for food adulteration and health effects. They demonstrated food adulterations take place in various commodities- tea, coffee, chili powder, turmeric power and sweets.
- N.Priyadharsini and P.Saranya of II M.Com presented a short film on “Misleading Advertisements” on 25<sup>th</sup> May 2021.They created awareness about how the advertisements are deceiving the consumers to purchase the product with practical examples.

Dr. R.Vanamadevi.  
(Convener)