



**QUEEN MARY'S COLLEGE  
(AUTONOMOUS)  
CHENNAI - 4**

*Affiliated to University of Madras*



**CITIZEN CONSUMER CLUB -  
REPORT**

**1. Name of Club: CITIZEN CONSUMER CLUB**

**2. Date of Inception: JUNE 2007**

**3. Policies and Practices:**

The Citizen Consumer Club (CCC) has been functioning as a unique association, under the purview of the Department of Economics at Queen Mary’s College, with the mission of advocating consumer rights, creating awareness among consumers to be vigilant, and empowering young consumers (especially women students who are going to be trend setters in tomorrow’s world). In tune with this, the Citizen Consumer Club of Queen Mary’s College has been practicing the following:

- Educating students about the rights and responsibilities of consumers.
- Instilling the right consciousness in the students, the confidence to fearlessly question violations and seek redressal.
- Imparting knowledge about real life situations and enabling students to develop necessary skills to handle consumer issues.
- Strengthening the consumer movement in Queen Mary’s College.

The Club, aims to inculcate knowledge to empower students to be alert in public life through this training. The accomplishment of the mission of the Citizen Consumer Club forum gives an opportunity of excitement and involvement of the students themselves in organizing the program as guided by the Head of the Institution.



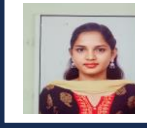

**4. Members of the Citizen Consumer Club (2022-2023):**

<p>Role: <b>CHAIRMAN</b></p> <p>Name: <b>Dr. B.Umamaheshwari</b></p> <p>Designation: <b>Principal</b></p> <p>Dept:</p>	
<p>Role: <b>Convener</b></p> <p>Name: <b>Dr. K. SathyaBhama</b></p> <p>Designation: <b>Associate Professor and Head of the Department</b></p> <p>Dept: <b>Economics</b></p>	

<p>Role: <u>Co-ordinator</u></p> <p>Name : <u>Dr.V.Santhanalakshmi</u></p> <p>Designation: Assistant Professor</p> <p>Dept: <u>Economics</u></p>	
<p>Role: PRESIDENT Student Representative</p> <p>Name: D. Hemalatha</p> <p>Designation: Ii Ba Em Economics</p> <p>Dept: Economics</p>	

**5. Contact Number of the Club:** 9486460464.

**6. Student Club Members:**

S. No	Role	Name of the Student	Class & Section	Photos
1.	MEMBER	V.S. Dheenikshiya	II BA EM	
2.	MEMBER	R. Mohana Priya	II BA TM	
3.	MEMBER	R. Bhuvaneshwari	I BA EM	
4.	MEMBER	J .Vinitha	I BA TM	

Members from Various Departments: Commerce - 30, B.Com CS - 30, History - 20, Home Science - 10, Physical Education - 10, Geography - 10, Maths - 10, Sociology - 10, Economics – 150.

**7. Mode Through Which Students Reach You:** Personal Contact

Annexure-I attached

**8. Dates of the Club Meeting (2018-19 to 2023-24):**

S. No	Date	Agenda	No. of participants	Short minutes or Appendix File
1	03/09/2019	CCC Meeting 2019-2020	16	A meeting of the Citizens Consumer Club was conducted on 03/09/2019. The agenda was to finalize the activities of the Citizen Consumer Club for the upcoming year. It was decided to inaugurate the Citizen Consumer Club for the year 2018-19 in the month of February. As there is a great need for awareness regarding consumer rights, responsibilities, and the grievance handling machinery, especially among students, the meeting decided to arrange a special lecture on Consumer awareness. The guest speaker was finalized in consultation with the Chairperson and members of the Citizens Consumer Club.
2.	16/12/2021	CCC Meeting 2021-2022	18	The meeting for the Citizen Consumer Club activities was convened on 16/12/2021 for the year 2021-2022. Consumer Rights education helps protect students from fraudulent or unfair practices. At the meeting it was decided to arrange a guest speaker who could address students on the topic of consumer rights The guest speaker was finalized in consultation with the Chairperson and other Club members. The details of the action plan for the year were presented in item no 9.
3	03/02/2023	CCC Meeting 2022-2023	16	The agenda of the meeting was to finalize the activities of the Citizen Consumer Club for the upcoming year. It was decided to hold the inaugural Club meeting for the year 2022-2023 in the month of February. As sustainable consumption is key to sustain livelihoods of current and future generations, it was decided to create awareness on the same among the Club members. The guest speaker was

				finalized in consultation with the Chairperson and other Club members at the same meeting.
4	18/01/2024	CCC Meeting 2023-2024	15	Club activities for the year 2023-2024 were decided in the meeting. While Artificial Intelligence (AI) has become an integral part of our lives today, using AI responsibly is crucial to ensure consumer trust and avoid potential problems. To highlight the relevance and pitfalls of the usage of AI, it was decided to conduct an essay and drawing competition on the topic 'Fair and responsible AI for consumers.' The details of the action plan of the year were presented in item no 9.

## 9. ACTION PLAN (2018-2024):

### ACTION PLAN for 2019-2020:

<b>QUEEN MARY'S COLLEGE(A) CHENNAI-4</b>	
<b>DEPARTMENT OF ECONOMICS</b>	
<b>Invites you to the inauguration of CITIZEN CONSUMER CLUB</b>	
<b>On Friday, 13.09.2019 at 02.30 PM</b>	
<b>Venue: Seminar Hall</b>	
<b>Welcome Address:</b>	<b>DR.S. SANTHI</b> Principal, Queen Mary's College(A)
<b>Felicitation:</b>	<b>DR.K. SUDARKODI</b> Controller of Examinations, Queen Mary's College (A)
	<b>DR.K. SATHYA BAMA</b> Associate Professor and Head, Department of Economics
<b>Presidential Address:</b>	<b>MIR.S. DAYANIDHI</b> Deputy Commissioner & Consumer Protection Officer, Department of Civil Supplies and Consumer Protection Government of Tamil Nadu
<b>Inaugural Address:</b>	<b>MRS.J. VIJAYATHILAGAM</b> Assistant Commissioner Department of Civil Supplies and Consumer Protection Government of Tamil Nadu
<b>Vote of Thanks</b>	<b>Miss S.LOGESWARI</b> President, (CCC)

**QUEEN MARY'S COLLEGE, CHENNAI**

**DEPARTMENT OF ECONOMICS**

Invites you to the special lecture CITIZEN CONSUMER CLUB on Wednesday, 26.02.2020 at 11.00a.m.

**Venue: Seminar Hall**

Welcome Address: **Dr. S.SANTHI**

Principal, Queen Mary's College

Introductory Address: **Dr. K. SATHYA BAMA.**

Head & Associate Professor

Department of Economics |

Queen Mary's College

Presidential Address : **Dr. MALARVIZHI.**

Assistant Professor in Economics.

Quid-e-Millath College, Chennai

Vote of thanks: **Ms. SHALINI KAMALARANI**

**DEPARTMENT OF ECONOMICS**

Invites you to the special lecture organized by CITIZEN CONSUMER CLUB On Monday, 02.03.2020 at 11.00 a.m.

**Venue: Assembly Hall**

Welcome Address **Dr. S. SANTHI** Principal Queen Mary's College

Introductory Address **Dr. K. SATHYA BAMA**

Associate Professor & Head of the Department

Department of Economics Queen Mary's College

Presidential Address **THIRU. G. KALYANARAMAN** Transformational Trainer/Business Builder Chennai

Vote of thanks **Ms. SUMAIYA**

I B.A., Economics Queen Mary's College

Dr.L. Kokila Devi, Assistant Professor and Citizen Consumer Club Co-ordinator, Queen Mary's College

## ACTION PLAN for 2021-22:

 <p><b>இராணி மேரி கல்லூரி (தன்னாட்சி)</b> சென்னை - 600 004</p> 	<p><b>நிகழ்ச்சி நிரல்</b></p> <p>நாள் : 21.12.2021 செவ்வாய் கிழமை</p> <p>இடம் : பொன்விழா அரங்கம், இராணி மேரி கல்லூரி (தன்னாட்சி), சென்னை - 600 004.</p> <p>நேரம் : காலை 11.00 மணி</p> <p><b>தமிழ்த்தாய் வாழ்த்து</b></p> <p>வரவேற்புரை : <b>முனைவர். கோ.சத்திய பாமா</b> இணைப் பேராசிரியர் மற்றும் துறைத் தலைவர் பொருளியல் துறை இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>தலைமைப்புரை : <b>முனைவர்.பா.உமா மகேஸ்வரி</b> முதல்வர் இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>சிறப்புரை : <b>திரு.இரா.நெகேமியா</b> உதவி ஆணையாளர் உணவுப் பொருள் வழங்கல் துறை அம்பத்தூர் மண்டலம் சிறப்புரை</p> <p>நன்றியுரை : <b>செல்வி.பி.சு.சுவாமிநாதன்</b>    பி.ஏ பொருளியல் ஆங்கில வழி மாணவச் செயலர் குடிமக்கள் நுகர்வோர் மன்றம் இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>நாட்டுப்பண்</p>
<p><b>குடிமக்கள் நுகர்வோர் மன்றத் துவக்க விழா 2021 - 2022</b></p> <p>அன்புடையீர் !</p> <p>வணக்கம். எமது கல்லூரியின் குடிமக்கள் நுகர்வோர் மன்றத்தின் துவக்க விழா எதிர்வரும் 21.12.2021 அன்று காலை 11.00 மணிக்கு கல்லூரி பொன் விழா அரங்கத்தில் நடைபெற உள்ளது.</p> <p style="text-align: center;"><b>திரு.இரா.நெகேமியா</b> உதவி ஆணையாளர் உணவுப் பொருள் வழங்கல் துறை அம்பத்தூர் மண்டலம் சிறப்புரை</p> <p style="text-align: center;"><b>முனைவர்.பா.உமா மகேஸ்வரி</b> முதல்வர் - இராணி மேரி கல்லூரி தலைமைப்புரை</p> <p style="text-align: center;">ஆற்ற உள்ளர்கள் இவ்விழாவில் அனைவரும் கலந்து கொண்டு விழாவினை சிறப்பிக்க அன்புடன் அழைக்கிறோம்.</p> <p style="text-align: center;">அன்புடன் குடிமக்கள் நுகர்வோர் மன்றம் இராணி மேரி கல்லூரி (தன்னாட்சி) சென்னை - 600 004.</p>	

## ACTION PLAN for 2022-2023:

 <p><b>இராணி மேரி கல்லூரி</b> (தன்னாட்சி) சென்னை - 600 004</p> 	<p><b>நிகழ்ச்சி நிரல்</b></p> <p>நாள் : 14.02.2023 செவ்வாய் கிழமை</p> <p>இடம் : கருத்தரங்கக் கூடம் , இராணி மேரி கல்லூரி (தன்னாட்சி), சென்னை - 600 004.</p> <p>நேரம் : காலை 11.00 மணி</p> <p><b>தமிழ்த்தாய் வாழ்த்து</b></p> <p>வரவேற்புரை : <b>முனைவர். கோ.சத்திய பாமா</b> இணைப் பேராசிரியர் மற்றும் துறைத் தலைவர் பொருளியல் துறை இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>தலைமைப்புரை : <b>முனைவர்.பா.உமா மகேஸ்வரி</b> முதல்வர் இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>சிறப்புரை : <b>திரு.இரா.நெகேமியா</b> உதவி ஆணையாளர் உணவுப் பொருள் வழங்கல் மற்றும் நுகர்வோர் பாதுகாப்பு துறை டாக்டர் ராதாகிருஷ்ணன் நகர் மண்டலம்</p> <p>நன்றியுரை : <b>செல்வி.தே.ஹேமபிரியா</b>    பி.ஏ பொருளியல் ஆங்கில வழி மாணவச் செயலர் குடிமக்கள் நுகர்வோர் மன்றம் இராணி மேரி கல்லூரி (தன்னாட்சி)</p> <p>நாட்டுப்பண்</p>
<p><b>குடிமக்கள் நுகர்வோர் மன்றத் துவக்க விழா 2022 - 2023</b></p> <p>அன்புடையீர் !</p> <p>வணக்கம். எமது கல்லூரியின் குடிமக்கள் நுகர்வோர் மன்றத்தின் துவக்க விழா எதிர்வரும் 14.02.2023 அன்று காலை 11.00 மணிக்கு கல்லூரி கருத்தரங்கக் கூடத்தில் நடைபெற உள்ளது.</p> <p style="text-align: center;"><b>திரு.இரா.நெகேமியா</b> உதவி ஆணையாளர் உணவுப் பொருள் வழங்கல் மற்றும் நுகர்வோர் பாதுகாப்பு துறை டாக்டர் ராதாகிருஷ்ணன் நகர் மண்டலம் சிறப்புரை தேவைக்கேற்ற நுகர்வு</p> <p style="text-align: center;"><b>முனைவர்.பா.உமா மகேஸ்வரி</b> முதல்வர் - இராணி மேரி கல்லூரி தலைமைப்புரை</p> <p style="text-align: center;">ஆற்ற உள்ளர்கள் இவ்விழாவில் அனைவரும் கலந்து கொண்டு விழாவினை சிறப்பிக்க அன்புடன் அழைக்கிறோம்.</p> <p style="text-align: center;">அன்புடன் குடிமக்கள் நுகர்வோர் மன்றம் இராணி மேரி கல்லூரி (தன்னாட்சி) சென்னை - 600 004.</p>	

**ACTION PLAN for 2023-2024:**

சீர்திருத்தம்

இராணிமேரி கல்லூரியின் டிரைம்க்கள் நுகர்வோர் மன்றத்தின் சார்பாக, உலக நுகர்வோர் உரிமைகள் தினத்தினை [15/03/2024] கொண்டாடும் உத்தேசமாக, 15/03/2024 அன்று காலை 9:00 மணிமுகில், மெட்ரோபோலிஸ் துறையின் கட்டுரை போட்டி மற்றும் ஓலியம் போட்டி நடைபெற உள்ளது. இம் போட்டிகளில் பங்கேற்று உரிமையம் மாணவியர்களைத் தேர்வு செய்யும் போட்டி டிரைம்க்கள் நுகர்வோர் மன்றத்தின் ஆளுகிறமைப்பாளர் முனைவர். வை. சந்திரா வெட்சி, இணைப் பேராசிரியர் மெட்ரோபோலிஸ் துறையுடன் சமீபிக்குமாறு கேட்டுக் கொள்கிறோம்.

கட்டுரை மற்றும் ஓலியம் போட்டி தலைப்பு:

"நுகர்வோருக்கான நியாயமான மற்றும் பாதுகாப்பு செய்தல் நுகர்வோர்"

வை. சந்திரா வெட்சி  
11/03/2024  
ஆளுகிறமைப்பாளர்  
டிரைம்க்கள் நுகர்வோர் மன்றம்  
இராணி மெட்ரோ கல்லூரி

பி. சி. சி. சி.  
11/03/2024  
துறைத்தலைவர்  
மெட்ரோபோலிஸ் துறை  
இராணி மெட்ரோ கல்லூரி

11-3-24  
11-3-24  
முனைவர்  
இராணி மெட்ரோ கல்லூரி

**10. Reports of the Meeting from 2018-2019 to 2023-2024:**

Annual Citizen Consumer Club Report (2018-2019)

The Citizen Consumer Club of Queen Mary’s College has been functioning under the purview of the Economics department and under the guidance of the Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu. The Citizens Consumer Club of Queen Mary’s College was awarded the **First Prize** (at the district level) for Government Colleges by the Department of Civil Supplies and Consumer Protection on 13/02/2019. Dr. K. Sudarkodi, the Controller of Examinations and Dr. K. Sathya Bama, Head of the Department of Economics, received the award on behalf of Queen Mary’s College from Mr. R. Mohandoss (Retd. District Judge). The other dignitaries present at the function were Thiru. L. Singaram (Deputy Commissioner and Consumer Protection Officer), Mr. Nehemiah

(Assistant Commissioner), and Dr. J. Vijayathilagam (Manager, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu).

### **Annual Citizen Consumer Club Report (2019-2020)**

The inauguration of the Citizen Consumer Club was conducted on 13/09/2019. The presidential address was given by Mr. S. Dayanidhi (Deputy Commissioner and Consumer Protection Officer, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu) and the inaugural address was delivered by Mrs. J. Vijayathilagam (Assistant Commissioner, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu).

The students of the Club participated in the following:

- “An Insight into Consumerism in India,” a state-level workshop, at the Quaid-e-Millath Government College for Women, Chennai.
- An international seminar conducted by St. Thomas Elizabeth College for Women on “E - Safety”.
- A national workshop on “Sustainability Through the Knowledge Platform” at the Patrician College of Arts and Science.
- A special lecture was arranged on 26/02/2020 at 11:00 am in the seminar hall. Dr. Malarvizhi (Assistant Professor, Faculty of Arts, Quaid-E-Millath College), delivered an online lecture on Consumer Awareness to the students.

Another special lecture on Consumerism and the Consumer Goods Industry was arranged on 02/03/2020 at 11:00 am in the Assembly Hall. Dr. S. Santhi, Principal of Queen Mary’s College, welcomed the gathering and highlighted the relevance of the Citizen Consumer Club. Dr. K. Sathya Bama, Associate Professor and Head of the Department of Economics at Queen Mary’s College, introduced the aims and functions of the Citizen Consumer Club. Mr. G. Kalyanaraman, Transformational Trainer and Business Builder, gave the presidential address and also acted as the resource person for an interactive session on Consumers, Consumer Activism and the Consumer Goods Industry. The student-members of the Club interacted and gained a lot of knowledge about consumerism from the trainer, Dr. L. Kokila Devi.

### **Annual Citizen Consumer Club Report (2021-2022)**

- The inaugural session of the Club was held on 21/12/2021 with R. Nehemiah, Assistant Commissioner of Civil Supplies and Consumer Protection (Ambattur Zone), as the Chief Guest who addressed the students on Consumer Rights.
- Dr. V. Santhanalakshmi, Assistant Professor and Club Coordinator from Queen Mary's College attended a meeting with coordinators of Citizen Consumer Clubs from various city colleges on 28/02/2022 at the Civil Supplies and Consumer Protection Department, Chepauk, Chennai, on National Consumer Day and World Consumer Rights Day.
- Student-members of the Club attended National Consumer Day/World Consumer Rights Day celebrations at the Patrician Arts and Science College on 05/03/2022 and participated in an Essay Competition entitled "Consumer Protection under Globalisation and Liberalisation, Food Protection Law 2019 & Food Protection and Labeling 2011" held at Patrician Arts and Science College.
- To commemorate World Consumer Rights Day, the Club conducted an Essay and Drawing competition on the topic "The Consumer Vision for Fair Digital Finance" on 14/03/2022, for the students of the Economics department, in order to create awareness on fair, safe and sustainable digital finance transactions and to prevent consumers from being harmed. Our students actively participated and won numerous prizes. E. Dhanalakshmi of II MA (Economics) secured the first prize, S. Varsha of II BA-EM (Economics) the second prize, and I. Sideshwari of I BSc (Physical Education) the third prize in the Drawing competition. In the Essay competition, M. Shanthi of II BA (Economics) won the first prize, M. Bhavani of I MSc (FSMID) the second prize, and S. Keerthana of II BCom the third prize.

### **Annual Citizen Consumer Club Report (2022-2023)**

The inaugural session of the Club was held on 14/02/2023 and Dr. Sathya Bama (Associate Professor and Head of the Department of Economics) welcomed the Chief Guest Mr. R. Nehemiah (Assistant Commissioner of Civil Supplies and Consumer Protection, Dr. RadhaKrishna Nagar Zone), who addressed students on the topic of sustainable consumption. Dr. V. Santhanalakshmi, Assistant Professor and Coordinator of the Club coordinated the events of the Club for the present academic year.

For the celebration of World Consumer Rights Day, Essay and Drawing competitions were conducted on the topic “Empowering Consumers through Clean Energy Transitions” on 17/03/2023, for students to create awareness on the usage of products and services without affecting the environment and future generations. Our students actively participated in these competitions and won several prizes.

In the Drawing competition, V. Padmasri of II MSc (Mathematics) secured the first prize, D. Evanjalin of III BA-EM (Economics) the second prize, and S. Saranya, III BA-EM (Economics) the third prize. In the Essay competition, P. Thiripuralaxmi, of II BA-EM (History) won the first prize, N. Kaviya of II BA-EM (Economics) the second prize, and S. Yuvarani, of I MA (Tamil Lit.) got the third prize.

### **Annual Citizen Consumer Club Report (2023-2024)**

The Citizen Consumer Club was inaugurated with the pledge of exercising consumer rights at an event to celebrate National Consumer Day on 24<sup>th</sup> December. The Club has been actively involved in spearheading awareness on Consumer Rights and Civil Rights among young girl students every year. This is an important initiative for a significant portion of the club members are first generation learners. With the advocacy of women’s empowerment as a partnership in holistic development, the Club has been conducting various programs for its student-members as well as encouraging them to participate in events at other colleges to demonstrate their talents.

The Club’s student-members attended a National Workshop on “Consumer Protection, Consumer Welfare & Intellectual Property Rights” at the Patrician Arts and Science College on 21/02/2024. They also participated in a Collage Competition under the ‘Millet Conclave Workshop’ on 19/02/2024 at Ethiraj College for Women, Chennai. They also took part in Essay and Drawing competitions, on the topic “Fair and Responsible AI (Artificial Intelligence) for Consumers” on 15/03/2023, to mark the occasion of World Consumer Rights Day.

11. Relevant Geotagged Photos if Available:



## 12. Certificate Copies



## 13. Policies:

The Citizen Consumer Club at Queen Mary's College has been functioning as an unique association, under the purview of the Department of Economics, with the mission of advocating consumer rights, creating awareness among consumers to be vigilant and empowering young consumers at large, especially young women students who are the trendsetters of tomorrow. Students studying in at Queen Mary's College face a two-fold challenge: (i) Most of them are first generation women students and (ii) Given the fast-changing global order, this first generation of women students have to transform themselves and adapt to the highly technical and digital world

of today. The Club takes steps to instill knowledge and life skills for the empowerment of its student-members. The Club is a forum that gives students much-needed opportunities to involve themselves in organizing a plethora of programs under the able guidance of the Head of the Institution.

#### **14.Practices:**

The Citizen Consumer Club of the Queen Mary's College, has the practice of deliberating and discussing the implementation of the following:

- Educating students about the rights and responsibilities of consumers.
- Instilling right consciousness in students, the confidence to question violations and follow-up on redressals.
- Imparting knowledge about real-life situations and enabling them to develop skills to handle consumer issues.
- Strengthening the consumer movement in Queen Mary's College.
- Updating knowledge about real-life situations to enable the development of the skills required to handle consumer issues.
- Encouraging concern for the environment as citizens and consumers and instilling sustainable consumption habits.

#### **15. Feedback Forms if any – if not Available Give a Feedback Report:**

**Annexure-II**

#### **16.Feedback Report on the Activity of the Club:**

##### **Feedback Report of the Citizen Consumer Club (2019-2020)**

The inauguration of the Citizen Consumer Club was conducted on 13/09/2019. The presidential address was given by Mr. S. Dayanidhi (Deputy Commissioner and Consumer Protection Officer, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu) and the inaugural address was delivered by Mrs. J. Vijayathilagam (Assistant Commissioner, Department of Civil Supplies and Consumer Protection, Government of Tamil Nadu).

The students of the Club participated in the following:

- “An Insight into Consumerism in India,” a state-level workshop, at the Quaid-e-Millath Government College for Women, Chennai.
- An international seminar conducted by St. Thomas Elizabeth College for Women on “E - Safety”.
- A national workshop on “Sustainability Through the Knowledge Platform” at the Patrician College of Arts and Science.
- A special lecture was arranged on 26/02/2020 at 11:00 am in the seminar hall. Dr. Malarvizhi (Assistant Professor, Faculty of Arts, Quaid-E-Millath College), delivered an online lecture on Consumer Awareness to the students.

Another special lecture on Consumerism and the Consumer Goods Industry was arranged on 02/03/2020 at 11:00 am in the Assembly Hall. Dr. S. Santhi, Principal of Queen Mary’s College, welcomed the gathering and highlighted the relevance of the Citizen Consumer Club. Dr. K. Sathya Bama, Associate Professor and Head of the Department of Economics at Queen Mary’s College, introduced the aims and functions of the Citizen Consumer Club. Mr. G. Kalyanaraman, Transformational Trainer and Business Builder, gave the presidential address and also acted as the resource person for an interactive session on Consumers, Consumer Activism and the Consumer Goods Industry. The student-members of the Club interacted and gained a lot of knowledge about consumerism from the trainer, Dr. L. Kokila Devi.

### **Feedback Report of the Citizen Consumer Club (2021-2022)**

The inaugural session of the Club was held on 21/12/2021 with R. Nehemiah, Assistant Commissioner of Civil Supplies and Consumer Protection (Ambattur Zone), as the Chief Guest who addressed the students on Consumer Rights.

Dr. V. Santhanalakshmi, Assistant Professor and Club Coordinator from Queen Mary’s College attended a meeting with coordinators of Citizen Consumer Clubs from various city colleges on 28/02/2022 at the Civil Supplies and Consumer Protection Department, Chepauk, Chennai, on National Consumer Day and World Consumer Rights Day.

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The uniqueness of the Economics Department's Citizen Consumer Club events is that they are open to the entire college, as is evidenced from the winners of various competitions belonging to different departments of the college. The feedback for the events of this Club from students in every department has been so inspiring that even more programs are being planned.

#### **Feedback Report of the Citizen Consumer Club (2023-2024)**

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## 17. Nature of the Skill Development:

S. No	Activity Date	Topic	No. of participants	Skills Enhanced
1.	13/09/2019	Consumer Awareness on Online Shopping.	240	Communication Skills and Problem-solving Skills.
2.	26/02/2020	Consumerism And Attendant Rights.	237	Creative and Problem-solving Skills.
3.	02/03/2021	Consumers, Consumer Activism and Consumer Goods Industry Skills.	236	Critical Thinking and Communication Skills.
4.	21/12/2021	Fair, Safe and Sustainable Digital Finance Transactions.	243	Creative and Communication Skills.
5.	14/02/2023	Empowering Consumers Through Clean Energy Transitions.	240	Creative, Communication, Critical Thinking and Problem-solving Skills.
6.	15/03/2024	Fair and Responsible AI For Consumers.	250	Creative and Critical Thinking Skills.

## 18. Employment Opportunities:

- Enables the development of soft skills by combining creative and critical thinking, communication and problem solving.
- To stratify thoughts into flow charts to identify directions, obstacles, challenges, and opportunities.
- Exposure to explore the market potential.
- In the advent of the digital world and Artificial Intelligence (AI), the development of soft skills, hard skills and situation-specific skills help students seek and retain jobs in the coming years.

## **19. Scope for Entrepreneurship:**

- The Citizen Consumer Club of Queen Mary's College provides ample opportunities for young first-generation women students to be exposed to exciting and experimental local ideas that have the potential to transform into entrepreneurial activity on a small-scale.
- The Club explores the potential of catering to the needs of a special category of consumers.
- Exposure to transformative and thought-proving powerful ideas and concepts at a young age gives tremendous self-confidence and develops independent thinking.
- Young graduates are both enabled and empowered to take advantage of digital platforms, such as YouTube, Instagram, Facebook, and WhatsApp, and explore the potential of their untapped markets.

## **20. Contribution to Society:**

The Citizen Consumer club of the Department of Economics at Queen Mary's College, Chennai acts as a window to the world of reality for its young students by:

- Giving exposure at young age that, in turn, leads to self-confidence and encourages independent thinking among its students.
- Practicing minimalism as a lifestyle choice.
- Encouraging students to be socially responsible and proactive citizens of a technology driven digital world.