



DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)

A Religious Minority Institution
Thoraipakkam, Chennai – 600097



CITIZEN CONSUMER CLUB

ACTIVITIES

2025 – 2026

*“Empowering Consumers through
Awareness, Responsibility and Legal Literacy”*



AWARENESS



RESPONSIBILITY



RIGHTS



JUSTICE



CONVENER

Dr. E. Indra Gandhi



STUDENT SECRETARY

A. Shanmathi
II B.Com (B)

ACADEMIC YEAR: 2025 – 2026



**CITIZEN CONSUMER CLUB
ACTIVITY REPORT
2025-2026**

Dhanraj Baid Jain College (Autonomous), Chennai

From the Convener's Desk

In today's rapidly evolving marketplace, where consumers are constantly influenced by advertisements, digital platforms, and changing trends, the importance of consumer awareness and legal literacy cannot be overstated. The Citizen Consumer Club has always strived to create a platform where students not only learn these concepts academically but also understand their practical relevance in everyday life.

During the academic year 2025–2026, the club undertook several meaningful initiatives such as a consumer awareness survey, online quiz, and a legal awareness guest lecture. The survey activity was particularly challenging yet rewarding, as students interacted with the public, overcame hesitation, and developed confidence.

I sincerely appreciate the efforts of the student team and extend my gratitude to the management and faculty members for their continuous support. The journey of the Citizen Consumer Club is about shaping responsible and aware citizens.

Dr. E. Indra Gandhi

Convener – Citizen Consumer Club

From the Student Secretary's Desk

Being part of the Citizen Consumer Club has been an enriching experience. The activities conducted helped us understand consumer rights and legal awareness in a practical way.

The consumer awareness survey was challenging initially, as interacting with the public required confidence. However, it helped us grow and realize the importance of spreading awareness. The quiz and guest lecture further strengthened our knowledge.

I thank our Convener, Dr. E. Indra Gandhi, for her guidance and all members for their support. This experience has taught me that being an aware consumer is both a personal and social responsibility.

A. Shanmathi

Student Secretary – Citizen Consumer Club

II B. Com (B)

About the Citizen Consumer Club (CCC)

The Citizen Consumer Club (CCC) of Dhanraj Baid Jain College (Autonomous), plays an important role in promoting awareness about consumer rights and responsibilities among students and the public.

The club functions with the objective of creating responsible, informed, and empowered consumers in society. In today's dynamic economic environment, consumers interact with a wide range of goods and services both in physical markets and digital platforms. Therefore, it is essential for citizens to understand their rights and responsibilities while participating in the marketplace.

The Citizen Consumer Club serves as a platform where students learn about consumer protection laws, ethical consumption practices, and grievance redressal mechanisms. The club encourages students to actively participate in awareness programmes, surveys, seminars, and outreach activities that help spread knowledge about consumer rights in society.

Importance of Citizen Consumer Club

Consumer awareness is an important element in ensuring fairness and transparency in the marketplace. Many consumers are often unaware of their rights related to product safety, pricing, quality of goods, and service standards.

The Citizen Consumer Club aims to bridge this gap by educating students and the public about the provisions of the Consumer Protection Act and encouraging them to become responsible consumers.

Through various activities, the club helps students develop:

- Awareness of consumer rights and legal protection
- Understanding of fair trade practices
- Knowledge of complaint and grievance redressal systems
- Confidence to raise their voice against unfair practices

By engaging in such initiatives, students also develop social responsibility, communication skills, and community engagement.

Objectives of the Club

The major objectives of the Citizen Consumer Club include:

- Creating awareness about consumer rights and responsibilities
- Educating students and the public about the Consumer Protection Act
- Promoting ethical consumer behaviour
- Encouraging responsible purchasing practices
- Spreading awareness about digital consumer safety and fraud prevention
- Organising surveys and research activities related to consumer behaviour

The Citizen Consumer Club of the Department of Commerce (General) actively promoted consumer awareness and legal literacy during the academic year 2025–2026. The club focused on bridging the gap between theoretical knowledge and real-life application.

S. No	Date	Title of the Activity	Nature of Activity	Key Outcome
1	January 2026 (5 Days)	Consumer Protection Rights Awareness Survey	Field Survey / Outreach Programme	Created awareness among the public regarding consumer rights and legal remedies; 512 responses collected from Thoraipakkam and nearby areas
2	11–12 March 2026	Consumer Rights Awareness Online Quiz	Online Quiz Competition	Enhanced students' knowledge on consumer rights and consumer protection laws through interactive learning
3	24 March 2026	Guest Lecture on “Awareness on Consumer Rights and Application of Legal Services Authorities Act”	Legal Awareness Programme	Students gained practical insights on consumer protection, Section 12 of the Legal Services Authorities Act, and free legal aid mechanisms

Citizen consumer Club Gallery

(January & February)

Consumer Protection Rights Awareness Survey Report Presentation -2026







Thoraipakkam, Tamil Nadu, India 🇮🇳

Dhanraj Baid Jain College, 324, Near Db Jain College,
Subbarayan Nagar, Thoraipakkam, Tamil Nadu 600097, India

Lat 12.946266° Long 80.244466°

Thursday, 26/02/2026 11:02 AM GMT +05:30

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Citizen Consumer Club -Consumer Rights Survey Report 2026

It is my privilege to present the findings of the Consumer Protection Rights Awareness Survey conducted by the Citizen Consumer Club of the Department of Commerce.

This survey was undertaken as part of our academic and social initiative to understand the level of awareness among the public regarding consumer rights, purchasing behaviour, digital transactions, and grievance redressal mechanisms.

1. Objective of the Survey

The main objective of the survey was to study how far consumers in our locality are aware of their legal rights and responsibilities while purchasing goods and services.

Specifically, the survey aimed to:

- measure awareness of consumer protection rights
- understand purchasing habits such as checking bills and expiry dates
- analyse awareness regarding digital payments and online purchases
- evaluate public knowledge of grievance redressal systems
- This initiative also aimed to give students hands-on exposure to market research and field data collection.

2. Survey Area

The survey was conducted in Thoraipakkam, which is a prominent IT corridor hub located on Old Mahabalipuram Road (OMR), Chennai.

To obtain diverse consumer responses, the survey also covered nearby localities including:

- Perungudi
- Karapakkam
- Okkiyam Thuraipakkam
- Neelankarai
- Pallikaranai
- Tiruvanmiyur

These areas consist of IT professionals, students, small business owners, and residential communities, which provided a balanced representation of consumer groups.

3. Duration of the Survey

The field survey was conducted over five days during the month of January.

During this period, Citizen Consumer Club members interacted with the public in residential areas, marketplaces, and public locations.

While collecting responses, students also explained the importance of consumer rights, making the survey both a data collection activity and an awareness initiative.

4. Sample Size and Respondent Profile

A total of 512 responses were collected from the public.

The respondents represented different occupational backgrounds:

- 54% working professionals
- 28% students
- 18% others, including homemakers and small business owners

This diverse sample ensured that the survey captured opinions from different consumer segments.

5. Data Collection Instrument

A structured questionnaire was developed by the Citizen Consumer Club members with the guidance of faculty members.

The questionnaire consisted of sections covering:

- demographic information

- awareness of consumer rights
- purchasing behaviour
- digital consumer awareness
- grievance and complaint awareness

The questions were designed in a simple and easy-to-understand format so that respondents could answer comfortably.

6. Data Processing and SPSS Analysis

After collecting the responses, the data processing stage began.

First, the responses from the questionnaires were carefully verified and compiled by the student data collection team.

Next, the data was entered into Microsoft Excel for preliminary tabulation.

With the support and guidance of the faculty data analysis team, the dataset was then imported into SPSS (Statistical Package for Social Sciences) for systematic analysis.

Each questionnaire response was converted into numerical codes. For example:

- Yes responses were coded as 1
- No responses were coded as 2
- Likert scale responses were coded from 1 to 5

Once the coding process was completed, the faculty team guided students in performing statistical analysis using SPSS tools such as:

- frequency distribution
- percentage analysis
- cross-tabulation
- graphical representation through charts

These statistical techniques helped transform raw responses into meaningful insights.

The SPSS output tables were then interpreted and converted into a clear report format by the faculty report preparation team.

Key Statistical Findings

The analysis revealed several important findings regarding consumer

awareness. Awareness of Consumer Rights

The results showed that approximately 72% of respondents were aware that consumers have legal rights related to product safety, fair pricing, and service quality.

However, awareness regarding the exact legal procedures for filing complaints was comparatively lower.

Purchasing Behaviour

The survey showed encouraging consumer practices:

- 68% of respondents reported that they regularly ask for bills when purchasing products
- 65% stated that they check expiry dates before buying food items
- 66% reported that they compare prices before purchasing

These findings indicate increasing consumer caution in everyday purchases.

Digital Consumer Awareness

With the rise of online shopping and digital payments, the survey examined digital consumer behaviour.

The analysis revealed that:

- 74% of respondents use online platforms for shopping
- 61% are aware of return and refund policies
- 58% take precautions while making digital transactions

This suggests that digital awareness is steadily improving among urban consumers.

Grievance Redressal Awareness

The survey also measured public awareness of complaint

mechanisms. The results showed that:

- 52% of respondents expressed willingness to file complaints if cheated
- 46% were aware of consumer courts
- 39% were aware of consumer helplines and online complaint portals

This indicates that while general awareness exists, knowledge of legal procedures still needs improvement.

7. Analytical Insights from the Survey

From the statistical analysis, several interesting patterns emerged.

First, awareness levels were higher among educated respondents and working professionals. Second, younger respondents showed stronger digital awareness compared to older respondents.

Third, although many consumers know their rights, a significant number hesitate to file formal complaints, mainly due to lack of knowledge about procedures.

8. Creative Insights from the Study

One important observation from the survey is that consumer awareness is gradually moving from passive knowledge to active behaviour.

Consumers today are more careful about checking product information and prices. However, the survey also reveals a gap between knowing rights and exercising rights. In simple terms:

- Many consumers know their rights
- But fewer consumers use the legal system to protect those rights This shows the importance of continuous consumer education.

Another important insight is the role of students as awareness ambassadors. During the survey, many respondents appreciated the effort of students explaining consumer rights.

This proves that educational institutions can play a powerful role in spreading legal awareness in society.

9. Conclusion

In conclusion, the survey findings clearly indicate that consumer awareness in the Thoraipakkam region is improving, especially among urban and educated populations.

However, there is still a need to strengthen awareness regarding complaint procedures and legal remedies available under the Consumer Protection Act.

The survey has successfully achieved two important outcomes:

- generating valuable data about consumer awareness
 - creating awareness among the public during the survey process itself
- Such initiatives help build a society where consumers are informed, confident, and responsible.

An aware consumer is the strongest protection against unfair trade practices.

Guest Lecture on “Awareness on Consumer Rights and Application of Legal Services Authorities Act”



The Citizen Consumer Club organized a guest lecture on “Awareness on Consumer Rights and Application of Legal Services Authorities Act” on 24 March 2026 to create legal and consumer awareness among students. The session was delivered by Justice A.K.A. Rahmaan, Former District Judge, who shared valuable insights from his extensive judicial experience.

The programme focused on the importance of consumer rights, legal remedies, and access to justice in today’s society. The speaker explained how consumers are often affected by unfair trade practices, misleading advertisements, defective products, and online frauds, and emphasized the need for awareness and responsible consumer behaviour.

A major highlight of the session was the explanation of Section 12 of the Legal Services Authorities Act, which provides free legal aid to eligible persons including women, children, economically weaker sections, and other vulnerable groups. The Chief Guest clearly explained how free legal assistance can help common people seek justice without financial burden.

The session also included practical examples and real-life legal incidents, making the programme highly interactive and informative. Students gained a better understanding of consumer protection mechanisms, legal procedures, and the role of legal aid services in safeguarding public rights.

The programme successfully enhanced students' legal literacy and encouraged them to become aware, responsible, and empowered consumers.





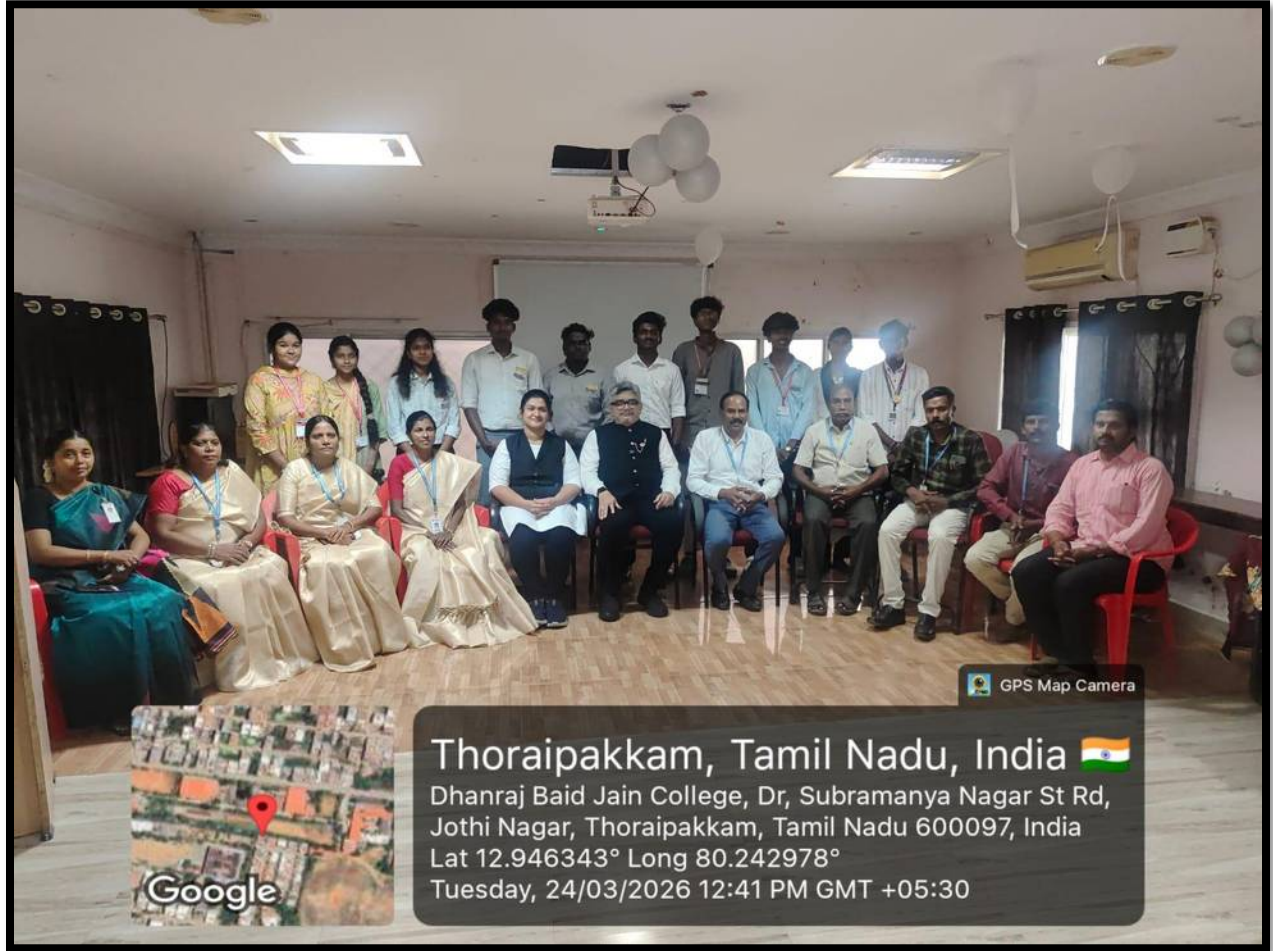
Thoraipakkam, Tamil Nadu, India 🇮🇳
Dhanraj Baid Jain College, Dr, Subramanya Nagar St Rd,
Jothi Nagar, Thoraipakkam, Tamil Nadu 600097, India
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Tuesday, 24/03/2026 10:55 AM GMT +05:30



Convener's Address – Dr. E. Indra Gandhi

Dr. E. Indra Gandhi, Convener of the Citizen Consumer Club, addressed the gathering and emphasized the growing importance of consumer awareness and legal literacy in today's digital and commercial environment. She highlighted that consumers often face challenges such as misleading advertisements, online frauds, defective products, and unfair trade practices, making awareness an essential tool for protection.

In her address, she briefly explained the significance of the Consumer Protection Act, 2019, which safeguards the rights of consumers and provides mechanisms for complaint redressal against unfair business practices. She stressed that every consumer should be aware of rights such as the Right to Safety, Right to Information, Right to Choose, and Right to Seek Redressal.



Thoraipakkam, Tamil Nadu, India 🇮🇳

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Tuesday, 24/03/2026 12:41 PM GMT +05:30

Conclusion & Future Initiatives

As we conclude the academic year, I express my gratitude to all stakeholders for their support. The club aims to introduce innovative activities in the future.

Proposed Activities:

1. Consumer Court Simulation (Mock Trial)

Students will participate in a mock consumer court, where they take roles such as judge, lawyer, and complainant. Real-life consumer cases

2. Digital Fraud Awareness Campaign

A student-led initiative focusing on online scams, UPI frauds, and cyber safety, conducted through posters, social media, and awareness sessions

3. Smart Consumer Market Audit

Students will visit nearby shops and marketplaces to observe practices such as pricing, billing, expiry checks, and product labelling, and prepare a short report.

The Citizen Consumer Club will continue to empower students as responsible consumers.

Dr. E. Indra Gandhi

Convener – Citizen Consumer Club



DHANRAJ BAID JAIN COLLEGE(AUTONOMOUS)



KNOW YOUR CONSUMER RIGHTS!

RIGHT TO SAFETY



Protection from
Unsafe Goods

RIGHT TO INFORMATION



Know Price
& Details

RIGHT TO CHOOSE



Choose the
Best Options

RIGHT TO BE HEARD



Voice Your
Complaints

RIGHT TO SEEK REDRESSAL



Get Fair
Resolution

RIGHT TO CONSUMER EDUCATION



Stay Informed
& Aware

ASSERT YOUR RIGHTS | FIGHT FRAUD | BE A SMART CONSUMER



DHANRAJ BAID JAIN COLLEGE(AUTONOMOUS)



CITIZEN CONSUMER CLUB

CONSUMER PROTECTION RIGHTS AWARENESS SURVEY REPORT

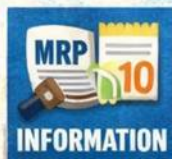


Dr.Indra Gandhi
Convener -Citizen Consumer Club

Ms.A.Shanmathi
Student Convener -Citizen Consumer Club



SAFETY



INFORMATION



CHOICE



COMPLAINT



ASSERT YOUR RIGHTS | FIGHT FRAUD | BE A SMART CONSUMER



DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)

(Owned and Managed by Tamilnadu and Educational Foundation)

A Religious Co-Educational Jain Minority Institution

Rajiv Gandhi Salai, Jyothi Nagar, IT Corridor, Thuraipakkam, Chennai 600097

RE-ACCREDITED WITH "A" GRADE BY NAAC



DEPARTMENT OF COMMERCE & CITIZEN CONSUMER CLUB



CONSUMER PROTECTION RIGHTS AWARENESS QUESTIONNAIRE

(Public Survey & Awareness Initiative)



Consumer Rights
Awareness

Digital Transactions
& Fraud

Conivance
Redressal

Grievance
Redressal

The **Citizen Consumer Club (CCC)** of the **Department of Commerce** cordially invites the public to participate in a **Consumer Protection Rights Awareness Survey** conducted by our students.

6th JAN TO 10th JAN 2026

Help us understand how aware the public is about consumer rights, **product safety, billing practices, digital transactions, and grievance redressal mechanisms.**

We kindly request your valuable participation in responding to the questionnaire and supporting this awareness programme.



Dr. HARISH L MEHTA
SECRETARY ADMINISTRATION

SHRI M. LAL CHAND MUNOTH
CHAIRMAN

SHRI JASWANT MUNOTH
SECRETARY ACADEMIC & FINANCE

Dr. M SAKTHIVEL MURUGAN
PROF-IN-CHARGE

Dr. E. INDRA GANDHI
CITIZEN CONSUMER CLUB-CONVENER

Dr. C. SUNDAR
PRINCIPAL



DHANRAJ BAID JAIN COLLEGE (AUTONOMOUS)

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A Religious Co-Educational Jain Minority Institution

Rajiv Gandhi Salai, Jyothi Nagar, IT Corridor, Thuraipakkam, Chennai-600097

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CITIZEN CONSUMER CLUB

Invites you to a guest lecture on

AWARENESS PROGRAM ON CONSUMER RIGHTS & APPLICATION OF LEGAL SERVICES AUTHORITIES ACT



GUEST SPEAKER

Mr. A. K. A. RAHMAAN,
B.A.B.L., M.A.L.L.M., P.G.D.F.D.R.,
District Judge (Retired)

Arbitrator/Mediator/Family Counselor/Motivational Speaker

ZARA Law Associates,
Chennai - 600 023

Date: March 24, 2026

Day: Tuesday

Time : 10.30 AM

Venue: ALUMNI BLOCK



SHRI M. LAL CHAND MUNOTH CHAIRMAN

Dr. HARISH L METHA
SECRETARY ADMINISTRATION

SHRI JASWANT MUNOTH
SECRETARY ACADEMIC & FINANCE

Dr. M. SAKTHIVEL MURUGAN
PROF-IN-CHARGE

Dr. E. INDRA GANDHI
CONVENER - CITIZEN CONSUMER CLUB

Dr. C. SUNDAR
PRINCIPAL



CITIZEN CONSUMER CLUB

Dhanraj Baid Jain College (Autonomous)

CERTIFICATE OF ACHIEVEMENT

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Name Surname

For Successfully Scoring above 40 Marks
in the
Consumer Rights Awareness Online Quiz
Held from 11th March to 12th March, 2026

ORGANISED BY
CITIZEN CONSUMER CLUB



Best Wishes from the Citizen Consumer Club!

Dr.M.Sakthivel Murugan
Prof-In-Charge

Dr.C.Sundar
Principal

Dr.E.Indra Gandhi
Convener-Citizen Consumer Club



CONSUMER PROTECTION RIGHTS AWARENESS SURVEY

January 2026

Citizen Consumer Club

Section A: Demographic Details

1. Gender: ☐Male ☐Female ☐Other
2. Age: ☐Below 20 ☐21–30 ☐31–40 ☐Above 40
3. Occupation: ☐Student ☐Employee ☐Business ☐Homemaker ☐Others
4. Education Level: ☐School ☐UG ☐PG ☐Professional
5. Area of Residence: ☐Urban ☐Semi-Urban ☐Rural

Section B: Awareness of Consumer Rights (Tick Yes / No / Not Sure)

6. Are you aware of the Consumer Protection Act?
☐Yes ☐No ☐Not Sure
7. Do you know that consumers have legal rights?
☐Yes ☐No ☐Not Sure
8. Do you check MRP before purchasing products?
☐Yes ☐No ☐Not Sure
9. Do you check expiry date while buying food items?
☐Yes ☐No ☐Not Sure
10. Do you ask for a bill/receipt after purchase?
☐Yes ☐No ☐Not Sure
11. Are you aware of the right to safety?
☐Yes ☐No ☐Not Sure
12. Are you aware of the right to information?
☐Yes ☐No ☐Not Sure
13. Are you aware of the right to choose?

☐Yes ☐No ☐Not Sure

14. Are you aware of the right to be heard?

☐Yes ☐No ☐Not Sure

15. Are you aware of the right to seek redressal?

☐Yes ☐No ☐Not Sure

Section C: Consumer Behaviour (Likert Scale: 1-Strongly Disagree to 5-Strongly Agree)

16. I always verify product details before buying.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

17. I compare prices before making purchase decisions.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

18. I am influenced by advertisements.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

19. I trust online reviews while shopping.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

20. I prefer branded products for safety reasons.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

21. I complain if I receive defective goods.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

22. I am aware of return and refund policies.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

23. I feel confident in filing a consumer complaint.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Section D: Digital & Online Consumer Awareness

24. Have you faced issues in online shopping?

☐Yes ☐No ☐Not Sure

25. Are you aware of National Consumer Helpline (NCH – 1915)?

☐Yes ☐No ☐Not Sure

26. Do you know how to file complaints online?

☐Yes ☐No ☐Not Sure

27. Have you ever been a victim of digital payment fraud?

☐Yes ☐No ☐Not Sure

28. Are you aware of data privacy rights?

☐Yes ☐No ☐Not Sure

Section E: Grievance & Protection

29. If cheated, will you approach Consumer Court?

☐Yes ☐No ☐Not Sure

30. Do you think consumer awareness programs are necessary?

☐Yes ☐No