



KALEIDOSCOPE

15th March 2019
World Consumer Rights Day

ORGANIZED BY
NSS CELL,
YASHWANTRAO BHONSALE COLLEGE OF PHARMACY

The consumer movement marks 15th March with World Consumer Rights Day every year, as a means of raising global awareness about consumer rights and needs. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights.

World Consumer Rights Day was inspired by President John F Kennedy, who sent a special message to the US Congress on 15th March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so. The consumer movement first marked that date in 1983 and now uses the day every year to mobilise action on important issues and campaigns.

Glimpses of Street play performed by students of First year B.Pharm on occasion of "World Consumer Day" at Sawantwadi ST bus depot. Students explained rights of consumers through various scenarios.

