



19th Dec. 2023

Consumer awareness through Pamphlets distribution at community level

Name of activity: Awareness about Consumer Awareness

Date: 19th December 2023

Organized by: DLLE **Venue:**

Sawantwadi

Event co-ordinator: Mrs. Gayatri Athalekar

Event advisor: Dr. Vijay A. Jagtap

DLLE UNIT OF YASHWANTRAO
BHONSALE COLLEGE OF
PHARMACY, SAWANTWADI
ORGANIZES
CONSUMER AWARENESS THROUGH PAMPHLETS
DISTRIBUTION
AT COMMUNITY LEVEL

DR. VIJAY A. JAGTAP
PRINCIPAL,
YBCP, SAWANTWADI

EVENT CO-ORDIATOR
MRS. GAYATRI ATHLEKAR

MS. SHEETAL SAMANT
EXTENTION TEACHER

Objective:

- ❖ To provide information on consumer protection laws helps consumer understand their legal rights.
- ❖ To guide consumers to acquire knowledge and skills, link them to appropriate behaviour for safe consumer life.
- ❖ To enhance consumer understanding of product features, quality and safety helps them make better purchasing decision and avoid potential risk.
- ❖ To Educate consumer about common scams, deceptive practices and fraudulent schemes helps protect them from financial and other forms of exploitation

About the Activity:

"Be bright, choose right."

Consumer awareness activities are crucial in today's generation because they empower individuals to make informed choices about products and services.

In an era of diverse options and marketing strategies, being aware helps consumers understand their rights, avoid scams, and make environmentally and socially responsible decisions..

India has experienced significant economic growth, leading to an expansion of the consumer market. Increased awareness helps consumers navigate this expanding marketplace and make informed choices.

The rise of e-commerce and digital platforms has transformed the way consumers shop. Awareness activities are crucial in educating consumers about online risks, digital transactions, and their rights in the digital space.

As a small step from our side, the Students of Yashwantrao Bhonsale College Of Pharmacy, Sawantwadi organize a DLLE's community level activity i.e Consumer Awareness through Pamphlets Distribution. On 19th of December 2023 we conduct the activity at Sawantwadi.

Increased awareness helps consumers make informed decisions by providing them with knowledge about product features, prices, and alternative options.

Awareness safeguards consumers from unfair trade practices, misleading advertisements, and exploitation, promoting a fair marketplace. Overall, consumer awareness activities play a crucial role in creating a balanced and equitable marketplace, benefiting both consumers and businesses.

Details Of Participants :

Numbers of participants	70
Numbers of students	11
Numbers of Teachers	01
Total	82

Names of the students :

1. Ms. Saniya Hasanmiya Sarang
2. Mr. Raturaj Vijay Mane
3. Mr. Pravin Pandurang Nakate
4. Mr. Anurag Atmaram Ghadi
5. Ms. Saloni Laxman Dongre
6. Ms. Nikita Jowel Dsilva
7. Mr. Aaditya Santosh Kurtadkar
8. Mr. Pratik Prabhakar Patil
9. Mr. Yogesh Ramakant Dhondage
10. Mr. Sairaj Shivaji Kumbhar

Glimpses of the event :





Report prepared and approved by :

Mrs. Gayatri V. Athalekar
Event Coordinator

Dr Vijay A Jagtap
Convener

