



19th Dec. 2023

Consumer awareness through Survey

Name of activity : Survey on 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 SURVEY AT
COMMUNITY LEVEL**





**DR. VIJAY A. JAGTAP
PRINCIPAL,
YBCP,SAWANTWADI**

**MRS. GAYATRI ATHLEKAR
EVENT CO-ORDINATOR**

**MS. SHEETAL SAMANT
EXTENTION TEACHER**

Objective:

- ❖ To gather consumers' knowledge, perceptions, and understanding of products, services, and their rights.
- ❖ To identify areas for improvement, enhance transparency, and ensure consumers make informed choices.
- ❖ To empower consumers to make well-informed decisions and contribute to a more transparent and fair marketplace.
- ❖ To educate consumers further, fostering a culture of responsible consumption and contributing to the overall well-being of the market ecosystem.

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 Survey at Community Level. 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	144
Numbers of students	10
Numbers of teachers	01
Total	155

Name 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. Aditya 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

