



M. S. P. Mandal's
Vinayakrao Patil Mahavidyalaya, Vaijapur
Department of Commerce

Best Practices

Best Practice No. 01

Title of the Practice:	Consumer Awareness Programme
Goal:	<ol style="list-style-type: none">1. To Empowers students with knowledge and awareness in consumer related issues2. To create awareness about consumer laws and equip the students with life skills enabling them to lead better lives.3. To enables them to become aware of their duties as a consumer making them better citizens.4. The student consumer awareness program aims at in creating educated and informed consumers of the future.
Context:	Consumer is the most important factor in business. No business can survive without consumers as their satisfaction is the main purpose of any business operations. Business is not just about monetary benefits but also to upgrade the society to a better version by keeping its welfare as an objective. The Constitution has provided us with the Consumer Protection act 1986, to protect the consumers from any marketing malpractices. Consumer protection rights promote a healthy competitive market which supports economic growth. It keeps away malicious trade practices and unscrupulous business owners from damaging the fair trade. Consumers are an

	integral part of a market structure. It is very important to protect their rights in order to have a fair market structure.
The Practice:	This programme facilitates the need for creating consumer awareness among students. Department has conducted the lectures, workshops and street play on Consumer Protection Act, Consumer Responsibilities & Rights, Food Safety (Food Adulteration, Food Nutrition, Food Preservatives, and Food Contamination), Hospitals and Patients' Rights.
Evidence of Success	Students get acquainted with Consumer Protection Act, Consumer Responsibilities & Rights