

Department of Commerce and Business Management

Faculty of Commerce and Management

Report

on

“World Consumer Rights Day 2019”

Integral University, Faculty of Commerce & Management, Department of Commerce & Business Management celebrated “World Consumer Rights Day 2019” on 15th March 2019 in the Central Auditorium of the university. The theme of the world consumers rights days was ‘*Trusted Smart Products*’. World Consumer Rights Day is celebrated 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.

This function was presided over by Prof. S.W. Akhtar, Hon’ble Chancellor & Founder of Integral University, Lucknow. Renowned personalities Justice Raghuvendra Kumar, Former Judge, Allahabad High Court were invited as Chief Guest of this program. Justice Vijay Kumar, Former Chairman Consumer Forum, Lucknow, Mr. S.P. Singh, Sr. General Manager, SIDBI, Lucknow, Shri Shambhu Nath Shukla, IAS, Former Additional Chief Secretary, Govt. of Uttar Pradesh were the guests of honour.

The program was started with the welcome address of Prof. A. K. Saxena, Dean, Faculty of Commerce & Management who warmly welcomes the guest and talked about Caveat Emptor quote “Let the buyer be aware” and he also pointed out the Philips Kotlers wordings that the customer is the King.

In the Presidential address Hon’ble Chancellor & Founder of Integral University, Prof. S.W. Akhtar said Consumer right day is celebrated on 15th March but it is observed 365 days. He said “A new born child is a consumer as he is consuming something or the other” which makes a new born child a consumer. He said students are also consumers and they have right to take proper education.

Justice Vijay Verma emphasized on consumer protection Act and consumer forums and also explained the procedure of filing a case at District Consumer Forum as well as state and at national level. He also quoted certain judgments about fraud advertisements and unfair trade practices.

Mr. S.P.Singh highlighted two important things about consumer rights i.e. realization of rights and enforcement of rights. He also quoted Adam Smit from his book wealth of nation that whatever is produced is consumed. He said that consumer has to be rational whatever is done is logical. Mr. Singh also given an assurance of collaboration of SIDBI with Integral University regarding placement and internships.

Mr. Shambhu Nath Shukla, IAS, Former Additional Chief Secretary, he stated that engagement of masses living in the rural areas like at block level, Tehseel Level or Village level should be educated about consumer rights. He pointed that the RTI Act is playing a major role to provide a momentum for fighting consumer related grievances due to its decentralization.

Justice Raghvendra Kumar, Former Judge of High Court, Allahabad and present Chairman OBC Samajik Nyaya Samiti pointed out that if consumer is offered an inferior product his dollar is wasted and health is threatened. He concluded that there is a scope of educating consumers for fighting for their rights.

Prof. Aqil Ahmad, Hon'ble Vice Chancellor (Acting) Integral University, said that the students are taught about the consumer and producer is inter related one tries to minimize his risk and other tries to maximize its gain. He reiterated that mass consumption goods are consumed by village people so they should be educated about their rights.

After presidential address Prof. Aqil Ahmad felicitated the guests with University Memento. The program was concluded with the vote of thanks given by Dr. Syed Shahid Mazhar, Head of the Department of Commerce & Business Management followed by National Anthem.

At the end a poster making competition was held and the invited dignitaries awarded the prizes to winners.

Group Photograph on "World Consumer Rights Day 2019"



