

Report on Consumer Rights Awareness Drive

Empowering Consumers: IA School of Management Studies Conducts Consumer Rights Awareness Drive

Date: December 23, 2023

In an effort to promote consumer awareness and empower individuals with knowledge about their rights, the IA School of Management Studies organized a remarkable Consumer Rights Awareness Drive on December 23, 2023. The initiative was led by enthusiastic MBA students who took the responsibility to educate and enlighten the community about their consumer rights.

The event unfolded in the local vicinity, strategically targeting an audience of approximately 100 customers. The students, armed with a passion for consumer advocacy, engaged with the public through various informative sessions, discussions, and interactive activities.

The MBA students displayed a commendable level of commitment and dedication as they distributed pamphlets, and approached individuals to initiate conversations about their rights as consumers. The aim was not only to inform but also to create an environment where consumers felt empowered to assert their rights in the marketplace.

The topics covered during the awareness drive included the right to safety, right to information, right to choose, right to be heard, and the right to be redressal. Through clear and concise presentations, the students elucidated the significance of these rights in safeguarding consumers from unfair practices and ensuring their well-being in the marketplace.

The interactive nature of the drive allowed for meaningful conversations between the students and the community members. Questions were encouraged, and concerns were addressed, fostering an environment of open dialogue. Practical scenarios were discussed to help consumers understand how these rights could be exercised in real-life situations.

The impact of the Consumer Rights Awareness Drive was evident as individuals expressed gratitude for the valuable information shared. Many attendees mentioned that they were unaware of certain rights and appreciated the efforts of the MBA students in enlightening them.

Such initiatives play a crucial role in building a more informed and empowered society. By arming consumers with the knowledge of their rights, IA School of Management Studies has not only contributed to individual empowerment but has also taken a step towards promoting fair business practices and ethical conduct within the community.

As we reflect on this successful event, it is clear that education is a powerful tool in ensuring the protection and well-being of consumers. IA School of Management Studies and its MBA students are to be applauded for their commitment to creating positive change and fostering a culture of awareness and responsibility among consumers.











 **GPS Map Camera**



Bengaluru, Karnataka, India
Hennur Cross (Towards Hennur Bande, 2JJP+QC6, HBR Layout 4th Block, Hennur Gardens, Bengaluru, Karnataka 560043, India
Lat 13.031848°
Long 77.636035°
23/12/23 11:23 AM GMT +05:30