



Estd : 1974

Vidyavardhaka Sangha ®, Mysuru

Vidyavardhaka Law College

Sheshadri Iyer Road, Mysuru - 570 001.

IQAC



Organizing

World Consumer Rights Day

Inauguration & **Sri. B. Narayanappa**
Inaugural Address by : President
District Consumer Redressal
Commission, Mysuru

Keynote address : **Sri Y.G Muralidharan**
Executive Head, CREAT
Former Member, Central Consumer
Protection Council, Bengaluru

Presided by : **Sri Gundappa Gowda**
Hon'ble President
Vidyavardhaka Sangha ®, Mysuru

Chief Guest : **Sri Bhamy V. Shenoy**
Alumni IIT & Founder of
Mysore Grahakara Parishat

Guest of Honour : **Er. P. Vishwanath**
Hon'ble Secretary
Vidyavardhaka Sangha ®, Mysuru

Sri Shrishail Ramannavar
Hon'ble Treasurer
Vidyavardhaka Sangha ®, Mysuru

Date : 15.03.2021 Monday Time : 10.30 am

Venue : Sri P.M. Chikkaboraiiah Auditorium

All are cordially invited

Prof. K.B. Vasudeva
Director of Legal Studies

Smt. P. Deepu
Principal

Dr. Prakruthi A R
Coordinator

Teaching, Non-Teaching
Student Council & Students

VIDYAVARDHAKA SANGHA®
VIDYAVARDHAKA LAW COLLEGE
Sheshadri Iyer Road-Mysuru-01

WORLD CONSUMER PROTECTION DAY CELEBRATION

REPORT

On 15th March 2021 at 10.30AM world consumer protection day celebrated at Sri. P.M Chikkabaraiah Auditorium. Our Principal Smt. Deepu P welcome the gathering. In this programme inaugurated by **Sri. B. Narayanappa, President, District Consumer Redressal Commission, Mysuru.** In his inaugural address he pointed that, in the Digital Age has ushered in a new era of commerce and digital branding, as well as a new set of customer expectations. Digitization has provided easy access, a large variety of choice, convenient payment mechanisms, improved services and shopping as per convenience. However, along the growth path it also brought in challenges related to consumer protection Keeping this in mind and to address the new set of challenges faced by consumers in the digital age, the Indian Parliament, on 6 August 2019, passed the landmark Consumer Protection Bill, 2019 which aims to provide the timely and effective administration and settlement of consumer disputes. The Consumer Protection Act, 2019 (New Act) received the assent of the President of India and was published in the official gazette on 9 August 2019. The New Act will come into force on such date as the Central Government may so notify. The New Act seeks to replace the more than 3 (three) decades old Consumer Protection Act, 1986 (Act). With the New Act all set to become the law, gone are the days, where the 'consumer was asked to beware'. A consumer is now the one who assumes to be treated like a King. Hence, it is important for consumer driven businesses (such as, retail, e-commerce) to be mindful of the changes in the legal landscape and have robust policies dealing with consumer redressal in place. Consumer driven businesses must also strive to take extra precautions against unfair trade practices and unethical business practices.



In this occasion **Sri. Y.G Muralidharan, Executive Head, CREAT, Former Member, Central Consumer Protection Council, Bengaluru**. He pointed out that Consumers are the most neglected being in the present scarcity ridden society. A business unit cannot dare to ignore its consumers, if it wants to flourish. But even after a lot of Acts and Rules, a number of problems are suffered by the consumers. In his keynote address he explained the major problems faced by consumers stated as following points:-

- **Lack of Information:** The main problems faced by consumers are lack of information. The customers even do not know the sources of getting information.

- **Illiteracy:** Most of the consumers in urban and remote areas are illiterate and they are not able to understand the policies of the organization or the government, even they do not understand uses or misuses of products.
- **No Fair Return:** The customer, though pay high price for the goods the purchase, but many times they do not get satisfaction from the goods they have purchased.
- **Exploitation:** The consumers in Indian market are exploited by the sellers. Sellers create artificial scarcity, hoarding, black marketing, high prices etc.
- **Adulteration:** Most of the times consumers even after paying high price, do not get pure or we can say quality goods. The organization usually supplies adulterated goods for their profit maximization.
- **Irregular Supply:** One of the common problems faced by consumers is an irregular supply of goods. This is because of shortage of goods. The organizations create artificial scarcity of necessary goods by hoarding these goods resulting in high prices.
- **Attractive Packing:** The packed goods supplied in the market, are not up to the mark. The packing is very attractive and it attracts the attention of consumers. The packets may contain inferior goods thereby fooling consumers
- **Disorganized Customers:** This is also one of the most common problems faced by consumers nowadays. The customers are widely scattered and they are not united. As against this the producers are organized and united. Because of various reasons it is not possible for customers to come together & fight. This results in consumer exploitation.

In this occasion our college annual Vikasa magazine was released by dignitaries on the dais



In this occasion **chief guest Sri. Bhamy V Sheony Alumni IIT, Founder of Grahakara Parishat** explained Indian market today is dominated by the consumerism, particularly after a decade from economic reforms process. It is gradually being transformed from a predominantly sellers' market to a buyers' market where exercised choice by the consumers depends on their awareness level. Consumer rights could be protected in a competitive economy only when right standards for goods and services for which one makes payment are ensured by evolving a network of institutions and legal protection system. Ensuring consumer welfare is the responsibility of the government as every citizen of the country is a consumer in one way or the other.

In this occasion we felicitated to **Smt. Renukamba Member District Consumer Redressal Commission, Mysuru** for her achievements in the field of law. Prof. K.B Vasudeva Director of Legal Studies introduced about Smt. Renukamba and her challenges faced during completion of course and holding this position.



This programme was presided by **Sri. Shrishail Ramannavar, Hon'ble Treasure, Vidyavardhaka Sangha®**. In his Presidential address he pointed out the rights and protection of consumer consists of laws and organizations designed to ensure the rights of consumers, as well as fair trade competition and the free flow of truthful information in the marketplace. The laws are designed to prevent businesses that engage in fraud or specified unfair practices from gaining an

advantage over competitors and may provide additional protection for the weak and those unable to take care of themselves. Organizations that promote consumer protection include government organizations, individuals as consumer activism, and self-regulating business organizations, such as consumer protection agencies and organizations, the Federal Trade Commission, the Better Business Bureaus, etc. Consumer interests can also be protected by promoting competition in the markets, which directly and indirectly serve consumers, consistent with economic efficiency.

In this occasion Er. P Vishawanth, Hon'ble Secretary Vidyavardhaka Sangha®, Member District Consumer Redressal Commission, Mysuru, Alumni of Our College, Teaching and Non-teaching Staff and Students were presented.

PAPER CUTTINGS

3/23/2021

IMG-20210316-WA0270.jpg





ವಿದ್ಯಾವರ್ಧಕ ಕಾನೂನು ಕಾಲೇಜಿನಲ್ಲಿ ವಿಶ್ವಗ್ರಾಹಕರ ಹಕ್ಕುದಿನ... ವಿದ್ಯಾವರ್ಧಕ ಕಾನೂನು ಕಾಲೇಜಿನಲ್ಲಿ ವಿಶ್ವಗ್ರಾಹಕರ ಹಕ್ಕುದಿನವನ್ನು ಆಚರಿಸಲಾಯಿತು. ಇದೇ ಸಂದರ್ಭದಲ್ಲಿ ಮೈಸೂರಿನ ಗ್ರಾಹಕರ ವ್ಯಾಜ್ಯಗಳ ಪರಿಹಾರ ವೇದಿಕೆಯ ಸದಸ್ಯರಾದ ಸಿ. ರೇಣುಕಾಂಬರವರನ್ನು ದಿಶ ಮಹಿಲಾ ದಿನಚರಣೆಯ ಅಂಗವಾಗಿ ಸನ್ಮಾನಿಸಲಾಯಿತು. ಚಿಲ್ಲಾ ಗ್ರಾಹಕರ ವ್ಯಾಜ್ಯಗಳ ಪರಿಹಾರ ವೇದಿಕೆಯ ಅಧ್ಯಕ್ಷರಾದ ಬಿ. ನಾರಾಯಣಪ್ಪನವರು ಕಾರ್ಯಕ್ರಮವನ್ನು ಉದ್ಘಾಟಿಸಿದರು. ವೇದಿಕೆಯಲ್ಲಿ ವಿದ್ಯಾವರ್ಧಕ ಸಂಘದ ಕೋಶಾಧ್ಯಕ್ಷ ಶ್ರೀಶೈಲರಾಮಣ್ಣ, ಗೌರವ ಕಾರ್ಯದರ್ಶಿ ಪಿ. ವಿಶ್ವನಾಥ್ ಹಾಗೂ ಕಾನೂನು ಅಧ್ಯಯನ ವಿಭಾಗದ ನಿರ್ದೇಶಕ ಪ್ರೊ. ಕೆ.ಬಿ. ವಾಸುದೇವ ಮತ್ತು ಎಂ.ಬಿ.ಪಿ.ಪಿಯ ಭಾಮಿನಿ ವಿ. ಶೆಟ್ಟರವರು ಉಪಸ್ಥಿತರಿದ್ದರು.

