



**Selvam Arts and Science College (Autonomous)**  
**Namakkal-03**  
**Citizen Consumer Club (CCC)**



**Vision:**

To enable students understand fundamental rights among the all consumer segments of a citizen and make them realize and learn the fundamental duties of a good citizen

**Mission:**

- To enable students to understand the fundamental rights of a citizen and make them realize and learn the fundamental duties of a good citizen.
- To inject knowledge and skills relating to consumer rights among our college students and to impart knowledge on product standards, product quality and about markets.
- To make them aware of laws enacted for protection / welfare of consumers and enforcement authorities concerned.

**Objectives:**

- To educate consumers, balance consumer needs and degree of protection and to provide relevant consumer rights and entitlements.
- To advise individual consumers and protect their rights.
- To ensure prices of goods are fair and appropriate with relevance to its quality and value.
- To work with the existing laws in order to protect consumer's interest and general health.
- To encourage the involvement of society and citizens (consumers) in the consideration, standardization and basic provision of their rights.

**Policies:**

- ❖ To conduct various programmes for creating an awareness on consumer rights.
- ❖ To enable the youth involve in protecting consumer rights.
- ❖ Impart knowledge about real-life situations and to enable to development of skills to handle citizen and consumer issues.

- ❖ Mobilize and instill right-consciousness, confidence to question violations of citizen and consumer rights and fight for justice.

**No. of Activities (2018-2024): 12**

**No. of Beneficiaries: 845**

**Photo Gallery**



Aadhar Correction Camp on 27.09.2022



Awareness Programme on "Consumer Rights and Duties" on 29.04.2022



Awareness Programme on "Consumer Day Celebration" on 24.12.2020



Awareness programme on "Consumer Rights and Responsibilities" on 08.08.2019



Awareness Programme on "Consumer Rights and Duties" on 10.09.2018



Awareness Programme on "Food Safety and Standard" on 14.03.2019