



WORLD CONSUMER RIGHTS DAY 2020



Consumer Education Research Centre

ENVIS – Resource Partner

Ahmedabad, India

Every year on 15th of March, World Consumer Rights Day is celebrated worldwide. This year's theme is "Sustainable Consumer". Consumer Education Research Centre at Ahmedabad in collaboration with CERC-ENVIS Resource Partner celebrated with school children and CERC staff members.

12th March 2020

Around 35 students from Suraj Hindi High School visited CERC. The students were addressed about the 8 consumer rights. Dr. Ashoka Ghosh gave an introductory session on World Consumer rights day. Experts from FDCA (Food and Drug Control Administration) also addressed the school students on hacks to find adulterated food items. They gave an insightful talk and demonstrated how to test adulterants in food.

Mr. Girish Shah, informed them about the procedures and ways to file a complaint against the products and services.

Ms. Divya Namboothiri emphasized on the right to safe environment and advised them how to become a **sustainable consumer** by changing certain habits and routines in their day to day life. Some tips and ideas to embrace a sustainable lifestyle were also suggested.

Ms. Anusha Iyer introduced them to CERC activities of Advocacy, Education and Research with a special presentation on project Misleading Advertisements.

13th March, 2020

CERC celebrated WCRD with its Staff. Dr. Ashoka Ghosh gave an introductory session on World Consumer rights day, how it began and driving force behind it.

Ms. Divya Namboothiri made a PowerPoint presentation on Paper usage, global and national scenario. Some tips and ideas were also given so as to reduce the paper consumption at offices.

CERC conducted an online survey containing 10 questionnaires on paper consumption and awareness. The online questionnaire was circulated through WhatsApp groups, mass mailing and messages. In a time period of a week, we received around 280 responses. A detailed survey report on the same was prepared.

Ms. Apeksha Sharma presented the outcome of the report with conclusion and recommendations before the audience. The responses from each question were discussed.

A short video on paper production and consumption of Tissue papers was shown. It was highly appreciated and staff took pledge to reduce the consumption of papers in their day to day activities in offices and life.

Mr. Milan Soni made an online demonstration on paper saving tips while printing, online features on MS Office to edit and proofread, conversion of sources links to Bitly, conversion on PDF to word and vice a versa and to JPEG , reducing image size etc.

Ms. Shweta Mahajan, made a PowerPoint presentation on energy saving tips and star labeled appliances.

Ms. Divya Namboothiri and Ms. Apeksha Sharma made a demonstration on preparation of Floor Cleaners using Citrus fruit peel offs and jaggery. It was followed by a demonstration on Composting at homes using kitchen waste. A compost bin was also handed over to the housekeeping staff of CERC.

At the end, CERC staff took a pledge to become a **Sustainable Consumer** and to embrace a sustainable lifestyle as far as possible.

15th March, 2020

Ms. Anindita Mehta, Chief General Manager, CERC gave interview to Gujarat news Channel talking about the WCRD being celebrated globally with the aim to raise Awareness about a consumers' need and rights and ensure they are not subjected to social injustice or market abuse that may undermine their rights. Also explained that the theme varies every year and this year's theme focuses on "The Sustainable Consumer" and how Consumers can contribute towards it.

Interview Link: https://www.youtube.com/watch?v=MCnOghd_pYc&feature=youtu.be

Agenda:




World Consumer Rights Day: 15.03.2020

On "The Sustainable Consumer"

CONSUMER EDUCATION AND RESEARCH CENTRE

Agenda		
11.00 – 11:10	Introduction to WCRD	Dr. Ashoka Ghosh
11.10 – 11.20	PowerPoint Presentation on Paper Usage	Ms. Divya Namboothiri
11.20 -11.30	Discussion on Survey Report	Ms. Apeksha Sharma
11.30 - 11.50	Demonstration on Paper saving features in MS Office	Mr. Milan Soni and Mr. Shakil Shaikh
11.50 – 12.00	CERC efforts in Paper Saving	Mr. E. Jose
12.00 – 12.10	Save Energy Tips	Ms. Shweta Mahajan
12.10 – 12.20	Demonstration on Environment Friendly Floor Cleaners	Ms Divya Namboothiri & Ms. Apeksha Sharma
12.20-12.30	Demonstration on Composting	Ms Divya Namboothiri & Ms. Apeksha Sharma

Gallery: 12.03.2020







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