

**Memorandum of Understanding between
D.K. District Consumer Federation
And
SDMCBM, Mangaluru**

I. Preamble:

The process of development, in tune with the expanding globalization and liberalization process, has increased the number of consumer related issues. Consumer Protection has earned an important place in the political, economic and social agendas of many nations. In India, the Government has taken steps to introduce dispute redressal mechanism by way of Consumer Protection Act to protect consumers from unethical practices of manufacturers and traders.

However, this is largely unknown to many people irrespective of the fact whether they are educated or uneducated. Education is a lifelong process of constantly acquiring relevant information and knowledge. Consumer education is an important part of this process.

The consumption patterns are changing fast and the students of today are very clear on their choices regarding food, clothing, cosmetics, fancy articles and accessories. It becomes important for students to check details (for example: labels) before buying products. Students can be taught to stop wisely and a few simple precautions will ensure that they choose the right product at the right prices. These factors assume vital importance as students of today are citizens of tomorrow.

Consumer education also involves environmental education as it deals with the importance of conserving (natural resources) and sustaining (recycling and reusing) the environment, including the direct health effects of environmental pollution and toxic products on consumers.

II. Profile of Collaborating Institutions

2.1) D.K. District Consumer Federation

D.K. District Federation of Consumer Organization is a registered NGO formed on 2/11/2001, presently operating from 'shri harsha' 2-15-1329/2, Anegundi Road, Bejai, Mangalore -575004. This Federation was formed out of a desire expressed by a few likeminded and service oriented citizens residing in and around Mangalore with a view to mitigate the suffering of the people who are afflicted by invasion of their consumer right.

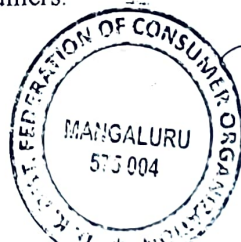
Vision

To play a Pivotal Role as a premier Non-Governmental Organization, in the district, to uphold and protect the rights and interests of every consumer in first creating the awareness and then work towards the empowerment of rights and responsibilities within the ambit of protection through various laws of the land since 1930 till date and implement the same to the advantage of consumers.

(a) Consumer Protection (1986).

[Signature]
Principal

Shri Dharmasthala Manjunatheshwara
College of Business Management
MANGALORE.



- As a continuing process, the Federation has undertaken the publication of a monthly magazine in Kannada titled "GRAHAKA CHAYA" from April 2009
- The Federation has also bought out a handbook on consumer education for the benefit of students of consumer clubs. This book contains various topics on Consumer Rights, Constitution of India, RTI Act, Human Rights and Environment etc., The members of Federation have a firm belief that the efforts put forth in this part of the country will contribute to consumer awareness and further hope that consumer across the globe will assume responsibilities for the survival of humanity with property and contentment

2.2.) Shri Dharmasthala Manjunatheshwara College of Business Management,
Mangalore

III. Need and Objectives of MOU

Consumer awareness makes the consumer aware of his/her legal rights and duties. For imparting consumer education schools and colleges are the best instruments. Colleges, in an elegant manner, may render the best help to consumer movement, a socio-economic movement, which is yet to take concrete and viable status and shape.

Our traditional education does not teach students about consumer awareness, consumer rights, consumer laws, food adulteration and so on. Hence, many students are not aware of grievance redressal systems, Consumer Protection Act, Consumer Cooperatives and Consumer Forums etc. In the wake of such a state of affairs, it is desirable to devise a course or a programme where exhaustive knowledge can be transmitted to the student. Such a course assumes vital importance from the fact the the students are the potential purchasers both to themselves and to their family. Such programmes have ripple effects and will reach thousands of people in their career.

The broad objective of MOU, therefore, is to create awareness on consumer related issues amongst student by way or organizing guest lectures, seminars, workshops and field Visits. Their specific objectives are the following:

- To make the students aware of a consumer's rights.
- To understand Consumer Protection Regulations and Legislations.
- To prepare the students for their role as consumers.
- To identify some of the Consumer Protection violations.

Expected outcome:

- The student expected to understand his/her rights as a consumer.
- Student is expected to act an aware citizen to defend his/her rights.
- Student is expected to initiate consumer education and awareness building programme.

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MANGALURU – 575 003 (DAKSHINA KANNADA)

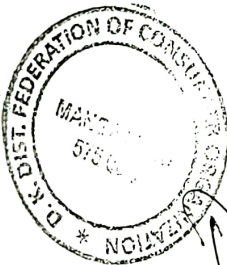
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Principal : 0824-2496980

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with 'A' Grade

Fax : 0824-2494186
Email : sdmcbm@sdmcbm.ac.in
Website : www.sdm.ac.in

CONSUMER CLUB – "SAMVRADHI" STUDENTS LIST – 2021-2022

SI.NO	REG.NO	NAME	CLASS
1.	192142577	Bhavyashree	III BBA A
2.	192142568	Aishwarya	III BBA A
3.	192142608	Pranjal	III BBA A
4.	192142422	Deeksha Nayak	III BBA A
5.	192142512	Shetty Tashwin Mohan	III BBA A
6.	192142435	Greeshma	III BBA A
7.	192142524	Shreya K	III BBA A
8.	192142526	Shreya S.Kudroli.	III BBA A
9.	192142582	Deveika	III BBA B
10.	192142491	Rajkumari	III BBA B
11.	192142475	Prashma	III BBA B
12.	192142567	Afraz Fathima	III BBA B
13.	192142496	S R Dhanya	III BBA B
14.	192142423	Deeksha Y. Salian	III BBA B
15.	192142569	Aisiri Shetty	III BBA B
16.	192142536	Sreepriya Hareesh	III BBA B
17.	192142904	Abhishek	III B COM
18.	192142914	Avantika	III BCOM
19.	192141732	Vijetha L Poojary	III B.A(HRD)
20.	192141733	Zaina Haleema Thalagara	III B.A(HRD)
21.	192141739	Deeksha	III B.A(HRD)
22.	192142568	Vikyath	III BBA A
23.	192142781	Anushree	III BCA B



[Handwritten Signature]

RASHMI T

Name and Signature of the Staff Co-ordinator

[Handwritten Signature]
Principal
Shri Dharmasthala Manjunatheshwara
College of Business Management
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NATIONAL CONSUMER'S DAY

ಜಿಲ್ಲಾಡಳಿತ ದಕ್ಷಿಣ ಕನ್ನಡ ಜಿಲ್ಲೆ
ಆಹಾರ, ನಾಗರಿಕ ಸರಬರಾಜು ಮತ್ತು ಗ್ರಾಹಕ ವ್ಯವಹಾರಗಳ ಇಲಾಖೆ
ಮತ್ತು
ಜಿಲ್ಲಾ ಗ್ರಾಹಕ ಸಂಘಟನೆಗಳ ಒಕ್ಕೂಟ (ಓ). ದ.ಕ. ಜಿಲ್ಲೆ
ಜಿಲ್ಲಾ ಗ್ರಾಹಕ ಮಾಹಿತಿ ಕೇಂದ್ರ, ಮಂಗಳೂರು ದ.ಕ. ಜಿಲ್ಲೆ
ಇವರ ಸಂಯುಕ್ತ ಆಶ್ರಯದಲ್ಲಿ

ರಾಷ್ಟ್ರೀಯ ಗ್ರಾಹಕ ದಿನಾಚರಣೆ-2021

ದಿನಾಂಕ 24-12-2021ನೇ ಶುಕ್ರವಾರ ಪೂರ್ವಾಹ್ನ ಗಂಟೆ 10.30ರಿಂದ
ಸ್ಥಳ: ಜಿಲ್ಲಾ ಗ್ರಾಹಕ ಮಾಹಿತಿ ಕೇಂದ್ರ ಆನೆಗುಂಡಿ ರಸ್ತೆ, ಬೆಜೈ

ಕಾರ್ಯಕ್ರಮಗಳು

ಅಧ್ಯಕ್ಷತೆ : ಡಾ. ರಾಜೇಂದ್ರ ಕೆ.ವಿ., ಫಾ.ಆ.ಸೀ.
ಜಿಲ್ಲಾಧಿಕಾರಿಗಳು ಹಾಗೂ ಜಿಲ್ಲಾ ದಂಡಾಧಿಕಾರಿ, ದಕ್ಷಿಣ ಕನ್ನಡ ಜಿಲ್ಲೆ

ಉದ್ಘಾಟಕರು : ಶ್ರೀ ಪ್ರಕಾಶ ಕೆ.
ಅಧ್ಯಕ್ಷರು, ಜಿಲ್ಲಾ ಗ್ರಾಹಕ ವ್ಯಾಜ್ಯ ವಿಲೇವಾರಿ ಆಯೋಗ, ಮಂಗಳೂರು

ಉಪನ್ಯಾಸ : ಶ್ರೀಮತಿ ಡಾ. ಸುಧಾ ಕೆ.
ನಿವೃತ್ತ ಸಹ ಪ್ರಾಧ್ಯಾಪಕರು, ಬೆಸೆಂಟ್ ಮಹಿಳಾ ಕಾಲೇಜು, ಮಂಗಳೂರು

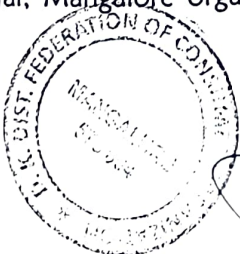
ಮುಖ್ಯ ಅತಿಥಿಗಳು : ಶ್ರೀಮತಿ ಸುನಂದಾ ಕುಂಬ್ಳೆ
ನಿವೃತ್ತ ಸಹಾಯಕ ನಿರ್ದೇಶಕರು, ಆಹಾರ, ನಾಗರಿಕ ಸರಬರಾಜು
ಮತ್ತು ಗ್ರಾಹಕ ವ್ಯವಹಾರ ಇಲಾಖೆ, ಮಂಗಳೂರು
ಶ್ರೀ ರಾಘವೇಂದ್ರ ರಾವ್
ವಕೀಲರು, ನೋಟರಿ ಕಾನೂನು ಸಲಹೆಗಾರರು, ಡಿ.ಎಫ್.ಸಿ.ಒ., ಮಂಗಳೂರು
ಶ್ರೀಮತಿ ಗೀತಾ
ಸರಕಾರಿ ಪ್ರೌಢಶಾಲೆ ಕೊಡಾಂಜಿ, ಬಂಟ್ವಾಳ ತಾಲೂಕು

ಸರ್ವರಿಗೂ ನುನ್ನಾರತೆ

ಎಂ.ಜಿ. ಸಾಲಿಯಾನ್
ಅಧ್ಯಕ್ಷರು, ಸರ್ವ ಸವಸ್ಥರು
ಜಿಲ್ಲಾ ಗ್ರಾಹಕ ಸಂಘಟನೆಗಳ ಒಕ್ಕೂಟ (ಓ)
ಮಂಗಳೂರು, ದ.ಕ. ಜಿಲ್ಲೆ

ಕೆ.ಪಿ. ಮಧುಸೂದನ್
ಜಂಟಿ ನಿರ್ದೇಶಕರು, ಆಹಾರ, ನಾಗರಿಕ
ಸರಬರಾಜು ಮತ್ತು ಗ್ರಾಹಕ ವ್ಯವಹಾರಗಳ
ಇಲಾಖೆ ಮಂಗಳೂರು, ದ.ಕ. ಜಿಲ್ಲೆ

Attended a National Consumers Day on 24.Dec.2021 at District Consumer Information Centre, Bejai, Mangalore organized by District Federation of Consumer Organizations (R.)



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Principal
Shri Dharmasthala Manjunatheshwara
College of Business Management
MANGALORE.



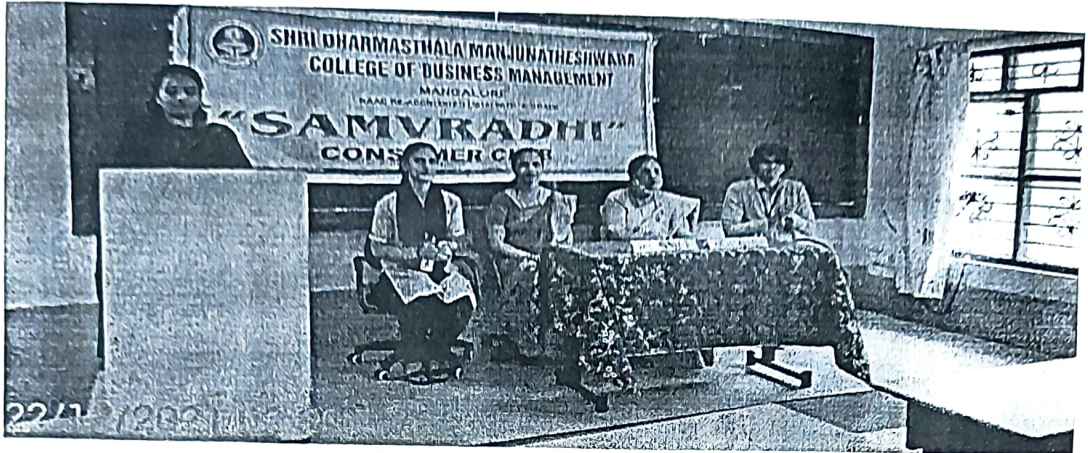
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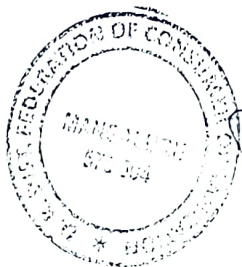
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National Consumer's Day



Consumer Cell organized an "National Consumers day" and orientation programme on 22/Dec/2022. Every Year 24th December is observed as National Consumer Day with a specific theme in India. The objective of this programme was to highlight the importance of the consumer movement and the need to make every consumer more aware of their rights and responsibilities. Our beloved Principal Prof.Aruna.P.Kamath addressed the students and gave an insight about the course. Student co-coordinators Bhavyashree, Pranjal and staff co-ordinator Mrs.Rashmi.T co-ordinated the programme.



Rashmi T

Aruna P Kamath

Principal
Shri Dharmasthala Manjunatheshwara
College of Business Management
MANGALORE.



District Federation of
Consumer Organisation (R.)
Dist. Consumer Information Centre
Dakshina Kannada
Mangalore, Karnataka
and
SDM College of Business
Management,
Mangalore



Year 2021 - 2022

ಧ್ಯೇಯವಾಕ್ಯ
ಎಚ್ಚಿತ್ತ ಗ್ರಾಹಕ
ಈ ದೇಶದ ಅಸ್ತಿ

ಗ್ರಾಹಕ ಶಿಕ್ಷಣ ಸರ್ವಿಷಿಟೇಟ್ ಕೋರ್ಸ್ Certificate Course on Consumer Education

ಪ್ರಯಾಣ ಪತ್ರ Certificate

This Certificate is Awarded to

Mr. / Ms. S. R. Dhanya III BBA B

SDM College of Business Management, Mangaluru
for successfully completing the certificate course having secured
Distinction / ~~First Class~~ / ~~Second Class~~ / ~~Pass~~
in Consumer Education during the period 2021 - 2022 .

[Signature]

Principal
SDM College of Business Management
Mangalore

[Signature]

President
District Federation of Consumer
Organisation, Dakshina Kannada, Mangalore



District Federation of
Consumer Organisation (R.)
Dist. Consumer Information Centre
Dakshina Kannada
Mangalore, Karnataka
and
SDM College of Business
Management,
Mangalore



Year 2021 - 2022

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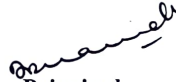
Mr. / Ms. ANUSHREE III BCA B

SDM College of Business Management, Mangaluru

for successfully completing the certificate course having secured

Distinction / ~~First Class~~ / ~~Second Class~~ / Pass

in Consumer Education during the period 2021- 2022.


Principal

SDM College of Business Management
Mangalore


President

District Federation of Consumer
Organisation, Dakshina Kannada, Mangalore



District Federation of
Consumer Organisation (R.)
Dist. Consumer Information Centre
Dakshina Kannada
Mangalore, Karnataka
and
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Mangalore



Year 2021 - 2022.

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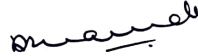
This Certificate is Awarded to

Mr. / Ms. A.V.A.N.T.I.K.A III B.COM

SDM College of Business Management, Mangaluru
for successfully completing the certificate course having secured

~~Distinction~~ / First Class / ~~Second Class~~ / ~~Pass~~

in Consumer Education during the period 2021 - 2022.



Principal
SDM College of Business Management
Mangalore



President
District Federation of Consumer
Organisation, Dakshina Kannada, Mangalore



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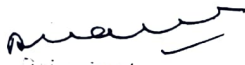
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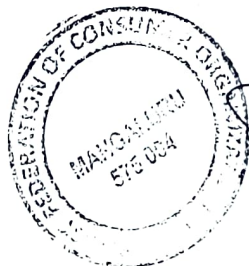
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Website : www.sdm.ac.in

EXTENSION ACTIVITY - "Consumer Protection and their rights".



Consumer Cell organized an extension activity on "Consumer Protection and their rights". for Class I to V at SDM School, Shakthinagar on 05.Mar.2022. The objective of the programme was to create awareness on consumer rights. Student co-coordinators Bhavyashree, Pranjal and Vikyath of III BBA provided sufficient information with live example about consumer products, usage, manufacture date, expired date, complaints and rights. The activity was coordinated by Mrs.Rashmi.T. She advised the students to identify product and be aware while purchasing any product, so students will be aware of their rights and responsibilities. Bhavyashree, student coordinator of consumer forum conducted games for the students with help of her whole team and distributed prize. Program was guided by Mrs. Rashmi T, staff coordinator of consumer forum and her whole team. Finally thanked principle Joel Rai, of SDM school, ashoknagar, Mangalore for providing wonderful opportunity for us.


Principal
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College of Business Management
MANGALORE.







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List of students participated in "Consumer Protection and their rights" An extension activity conducted on 05/03/2022 at SDM School Bejai, Mangalore.

SI. NO	STUDENT NAME	CLASS	SIGNATURE
1	SHRAJANA KARKERA	III BBA 'C'	Karkera
2	HISHIKAL	III BBA C	Hishikal
3	AESIRE	III BBA B	Aesire
4	Deeksha Y. Saliya	III BBA B	Deeksha
5	Sahira	III BBA HRD	Sahira
6	Suzana AK Sheikh	III BBA HRD	AK Sheikh
7	Shamran Kumar	III BBA HRD	Shamran
8	LAVANYA. OJIAN	II BBA	Lavanya
9	Rahul. R	III BBA hrd.	Rahul
10	Saiman	III BBA hrd	Saiman

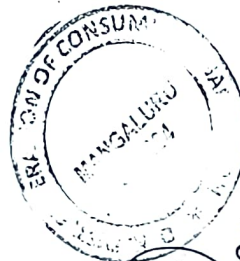
KHMI. T

Rashmi

NAME AND SIGNATURE OF STAFF CO-ORDINATOR

[Signature]

Principal
Shri Dharmasthala Manjunatheshwara
College of Business Management
MANGALORE.



[Signature]



SHRI DHARMASTHALA MANJUNATHESHWARA
COLLEGE OF BUSINESS MANAGEMENT
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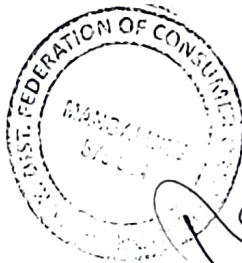
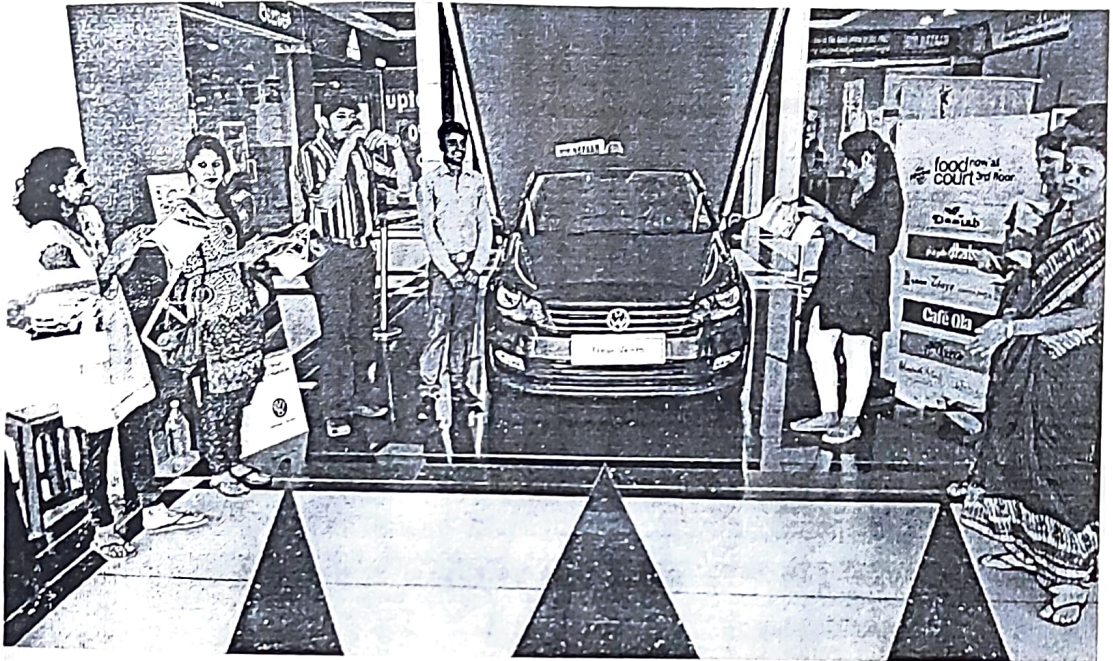
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EXTENSION ACTIVITY – Safe Driving

An extension activity on safe driving at Bharath Mall by Consumer Club Students on 15/12/2021 to the people who visited Bharath Mall Mangalore. The objective of this activity to increase knowledge and skills of individual users and to provide a basic knowledge about 4 wheeler for Safe Driving. Mrs.Rashmi.T guided the programme and III BBA students organized.



Rashmi

Rashmi
Principal
Shri Dharmasthala Manjunatheshwara
College of Business Management
MANGALORE.