



**SHRIMATHIDEVKUNVARNANALALBHATT
VAISHNAV COLLEGE FOR WOMEN (Autonomous
)**

OWNED AND MANAGED BY CORK INDUSTRIES CHARITIES TRUST

(Affiliated to University of Madras & Re-Accredited with 'A+' Grade by NAAC)

Chromepet, Chennai-600044

ACADEMIC YEAR 2025-2026

CONSUMER CLUB

Event Title	Empowering Consumers: Inauguration of the Consumer Club 2025
Category:	Invited talk
Club Name	Consumer Club
Date	17th September 2025
No. of Resource Persons	1
No. of Beneficiaries	110
Type of Beneficiaries	Students

Resource Person Profile:



Dr. Vijayathilagam ma'am is a respected senior professional with over 30 years of service in the Government of Tamil Nadu, with a strong focus on consumer awareness and protection. She has

actively represented the state in national and international seminars, presented research papers, and contributed to journals on consumer issues.

She has coordinated the creation of impactful materials such as handbooks, training modules, magazines, and short films aimed at educating the public. Her grassroots work, especially with Self Help Group (SHG) women, reflects her deep commitment to community empowerment. She also led Consumer Coordination Centre (CCC) initiatives across Chennai and its outskirts.

Nominated by the government, Dr. Vijayathilagam ma'am undertook a detailed study of Kerala's 'Kudumbashree' project, bringing valuable insights back to Tamil Nadu. She currently serves as Guest Faculty at the Anna Administrative Staff College.

Beyond government service, she is a recognized AIR and Doordarshan artist, a motivational speaker, and has contributed to editorial work for 'Mutram' and 'Tamil Nadu Nugarvor Kavasam' magazines.

REPORT:

The Consumer Club of our institution was inaugurated on 17th September 2025 at Seminar Hall-2 between 12:00 pm and 2:00 pm with the theme ***“Empowering Consumers”***. The programme began with a warm welcome address, followed by the formal inauguration of the Consumer Club. In his keynote address, the chief guest emphasized the importance of consumer awareness, legal rights, and the active role of youth in promoting ethical practices in the marketplace. He also shared practical insights on grievance redressal mechanisms and consumer protection laws. The session was highly interactive, with students raising questions and receiving valuable guidance from the resource person. The event concluded with a vote of thanks, reaffirming the club's commitment to organize awareness programmes, workshops, and campaigns in the future. Overall, the inauguration of the Consumer Club 2025 served as a significant step toward empowering students as informed and responsible consumers, and it inspired them to extend consumer awareness both within and outside the campus.

INVITATION:



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav
College for Women (Autonomous)**

Owned and Managed by Cork Industries Charities Trust
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC -4th Cycle
Chromepet, Chennai-600044



**Consumer Club
&**

Internal Quality Assurance Cell (IQAC)

Cordially invites you to

**EMPOWERING CONSUMERS: INAUGURATION
OF THE CONSUMER CLUB 2025**

Resource Person



Dr.J.Vijayathilagam,

Assistant Commissioner(VRS),

Department of Civil Supplies and Consumer

Protection,

Government of Tamil Nadu



Seminar Hall 2



17/09/2025



12pm to 2pm

PHOTOS



STRENGTHS OF THE PROGRAM

The interactive nature of the session was another key strength, as students actively participated, asked questions, and gained clarity on important aspects of consumer rights and grievance redressal mechanisms. The program also created strong awareness among students about their rights and responsibilities as consumers, which will have a lasting impact beyond the classroom. The effective coordination by faculty and institutional support ensured smooth organization, making the event a success. Above all, the inauguration served as a strong foundation for the club's future activities such as workshops, awareness campaigns, and training sessions, thereby ensuring sustainability and continuity of its objectives.

CHALLENGES

Limited time for interaction, as many students had questions but the session had to end within the scheduled duration.

PROGRAM OUTCOME

- ✓ Students gained valuable insights into consumer laws and rights.
- ✓ The club was successfully inaugurated with a commitment to organize regular awareness programs, workshops, and campaigns.
- ✓ Students were motivated to spread consumer awareness within and outside the campus.