

Reports of Outreach programme: 2017 - 2018



N.K.T. NATIONAL COLLEGE OF EDUCATION FOR WOMEN
(Autonomous)

Report on Community Extension Programme
Sensitizing Community on Consumer Rights
National Consumer Rights Day



22nd December 2017

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FOR WOMEN (AUTONOMOUS),
TRIPPLICANE, CHENNAI-600 005.

Report on Community Extension Programme

Sensitizing Community on Rights and Responsibilities of Consumers

National Consumer Rights Day

22nd December 2017



Every year in the month of December National Consumers Rights Day is observed with a specific theme in India. The observance of National Consumer Rights Day provides an opportunity for individuals to highlight the importance of the consumer movement and the need to make every consumer more aware of their rights. The day is Combating Food Adulteration, Food Safety Standards Authority of India will deliver the theme address.

Celebrated on 24th December every year, the formation of this day was held in 1986 under Consumer Protection Act. This day was made to protect consumer's rights and to make people aware about it. This step is one of those steps which the government took to control the market exploitations interest is one of the most important activities for the

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Government and helps in ensuring accountability and efficiency for both the Government as well as the corporate sector.

India is a young country with more than 70% of our population under 35 years of age. Rightly recognizing this, the Board has been asked by the Department of Consumer affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India to involve young students in spreading the message about consumer awareness and Redressal mechanism. The theme for this year's National Consumer Day is "Consumers! Discharge your Responsibilities: Assert your Rights".



Sensitizing Community on Rights and Responsibilities of Consumers: National Consumer Rights Day organized by NKT National College of Education for Women

Around 192 students-teachers from the B.Ed. and B.Ed. Special Education Programmes along with 20 Faculty members and 5 Non-teaching Staff went in and around the residential places on 22nd December 2017. The students sensitized the people in community about the following.

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Consumer Rights

The rights of a Consumer are as follows:

Right to Safety

Means right to be protected against the marketing of goods and services, which are hazardous to life and property. The purchased goods and services availed of should not only meet their immediate needs, but also fulfil long term interests. Before purchasing, consumers should insist on the quality of the products as well as on the guarantee of the products and services. They should preferably purchase quality marked products such as ISI, AGMARK, etc

Right to Choose

Means right to be assured, wherever possible of access to variety of goods and services at competitive price. In case of monopolies, it means right to be assured of satisfactory quality and service at a fair price. It also includes right to basic goods and services. This is because unrestricted right of the minority to choose can mean a denial for the majority of its fair share. This right can be better exercised in a competitive market where a variety of goods are available at competitive prices

Right to be Informed

Means right to be informed about the quality, quantity, potency, purity, standard and price of goods so as to protect the consumer against unfair trade practices. Consumer should insist on getting all the information about the product or service before making a choice or a decision. This will enable him to act wisely and responsibly and also enable him to desist from falling prey to high pressure selling techniques.



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Right to Consumer Education

Means the right to acquire the knowledge and skill to be an informed consumer throughout life. Ignorance of consumers, particularly of rural consumers, is mainly responsible for their exploitation. They should know their rights and must exercise them. Only then real consumer protection can be achieved with success.

Right to be heard

Means that consumer's interests will receive due consideration at appropriate forums. It also includes right to be represented in various forums formed to consider the consumer's welfare. The Consumers should form non-political and non-commercial consumer organizations which can be given representation in various committees formed by the Government and other bodies in matters relating to consumers.

Right to Seek Redressal

Means right to seek redressal against unfair trade practices or unscrupulous exploitation of consumers. It also includes right to fair settlement of the genuine grievances of the consumer. Consumers must make complaint for their genuine grievances. Many a times their complaint may be of small value but its impact on the society as a whole may be very large. They can also take the help of consumer organisations in seeking redressal of their grievances.

As the markets are globalizing, the direct link between the manufacturer and the final user getting distant, post purchase grievances have to be heard through a strong redressal system. For this, **Consumer disputes redressal agencies (popularly known as Consumer Forums or Consumer Courts)** are set up under the Act at District, State and National level to provide simple and inexpensive quick redressal against consumer complaints. The District forum deals with complaints where the compensation sought is less than 23 lakhs. This limit is commonly known as the 'pecuniary jurisdiction' of the Consumer Redressal Forum. The State Forum deals with



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the complaints where the value of the goods and services and compensation claimed does not exceed rupees one crore and the National Forum entertains the complaints where the value of the goods or services and compensation claimed exceeds rupees one crore.

The Consumer Forum can order the company to take the following actions once it hears the complaint and decides that the company is at fault:

- Correct deficiencies in the product to what they claim.
- Repair defect free of charges
- Replace product with similar or superior product
- Issue a full refund of the price
- Pay compensation for damages / costs / inconveniences
- Withdraw the sale of the product altogether
- Discontinue or not repeat any unfair trade practice or the restrictive trade practice
- Issue corrective advertisement for any earlier misrepresentation

Consumer Protection Act

An Act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected connected therewith." (According to Consumer Protection Act, 2019).

"An Act to provide for better protection of the interests of consumers and for that purpose to make provision for the establishment of consumer councils and other authorities for the settlement of consumers' disputes and for matters connected therewith." (According to Consumer Protection Act, 1986).

Consumer Protection Act, 1986 seeks to promote and protect the interest of consumers against deficiencies and defects in goods or services. It also seeks to secure the rights of a consumer against unfair or restrictive trade practices. This act was passed in Lok



Sabha on 9th December, 1986 and Rajya Sabha on 10th December, 1986 and assented by the President of India on 24th December, 1986 and was published in the Gazette of India on 26th December, 1986.

Consumer Responsibilities

The responsibilities of a Consumer are as follow:

Ask Yourself!

- Have you faced any problems as a consumer?
- Have you ever complained when you have had such a problem?
- Do you know that you could seek the assistance of a consumer group to protect your interests?

Be Critically Aware

- The responsibility to be more alert and to question more – about prices, about quantity and quality of goods bought and services used.

Be Involved

- The responsibility to be assertive – to ensure that you get a fair deal as a consumer. Remember, if you are passive, you are likely to be exploited.

Be Organized

- The responsibility to join hands and raise voices as consumers; to fight in a collective and to develop the strength and influence to promote and protect consumer interest.



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Practice Sustainable Consumption

- The responsibility to be aware of the impact of your consumption on other citizens, especially the disadvantaged or powerless groups; and to consume based on needs – not wants.

Be Responsible to the Environment

- The responsibility to be aware and to understand the environmental consequences of our consumption. We should recognize our individual and social responsibility to conserve natural resources and protect the earth for future generations.

Consumer Rights Vs Responsibilities

S.No	Rights	Responsibility
1	Right to be heard	1. Ensure that the company has provided you the contact details of the consumer grievance handling system and are easily accessible. 2. Avoid purchase of products/services from a company which do not provide details of the consumer grievance officers to handle consumer grievances
2	Right to Redress	1. Ignoring the loss suffered on purchase of defective goods and services and not filing complaint encourages the corrupt business man to supply low standards or defective goods and services. Therefore file a complaint even for a small loss. File only a genuine complaint. 2. Consumer must file a complaint if not satisfied with the quality of product/services. 3. Claim the penalties/compensation as provided under rules and regulations to ensure that the quality delivery system improves. 4. Study carefully all terms and conditions related to return/replacement of defective goods, refund and warranty



S.No	Rights	Responsibility
		policies.
3	Right to Safety	1. While purchasing the goods or services, Consumer must look for standard quality mark such as ISI, Hallmark, Agmark, ISO, FSSAI , etc. 2. Do not buy any spurious/ fake/duplicate/ hazardous products
4	Right to Consumer Education/ Right to be Informed	1. Do not get carried away by advertisements only or believe on the words of the seller. Consumer must look market reviews/feedback. Similarly inform others if product and services of companies are of substandard. 2. Consumer must insist on getting complete information on the quality, quantity, utility, price etc. of the product or services. 3. Ask for complete contact details of the consumer grievance mechanism of the company the consumer wish to buy from
5	Right to Choose	1. Access the information available on various alternatives available for the product and services under purchase consideration. 2. Compare specifications, competition and fair prices of the goods and services before finalizing on the purchase 3. Study various feedbacks/reviews of the products/services

The student-teachers were separated into 5 groups and each group had a visit and conduct the following activities to bring awareness among community people.

1. Price discrimination compliance with Quality Expected

- Problems faced in Payment Through debit/ credit card, Acceptance of cash on delivery,



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- Punctuality in delivery.

2. Online Investment fraud and consumer protection varying levels of consumer protection, consumer rights & obligations regulatory frame works

- unfair/misleading and fraudulent practices
- security challenges

3. Online trading /shopping –consumer grievances and redressals policies and implications

- dispute resolutions (multiparty responsibility)

Programme Outcome and Feedback

The people from the community expressed their fullest satisfaction for being benefitted out of this programme as they had gained a clear understanding of the Rights and Responsibilities of Consumers. They felt that educating the consumers about food safety and hygiene, food adulteration and the way to detect food adulteration is the best way to protect them.

The Programme was appreciated by the General Secretary of the Local Community Welfare Association, Mr. P.P. Narasimhan. He thanked the Principal, Teaching, Non-Teaching Staff and Students for organizing the programme for the benefit of the local community.

The Principal placed on record her appreciation to all students and the Programme Organizers for all their effort and commitment in organizing a very useful Outreach Programme for the benefit of the community and thanked the President of the Local Community Welfare Association, Mr. M. Babu for granting permission and the General Secretary Mr. P.P. Narasimhan for extending support for the smooth and successful conduct of the programme.



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Report on Community Extension Programme
Caring for the Aged



21st February 2018

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Report on Community Extension Programmes

Caring for the Aged

21st February 2018



Old age is frequently defined as 60 or 65 years of age or older. Old age has a dual definition. It is the last stage in the life processes of an individual, and it is an age group or generation comprising a segment of the oldest members of a population. Older people are often assumed to be frail or dependent, and a burden to society. The relationship we have with our environments is skewed by personal characteristics such as, the family we were born into, our gender and our ethnicity, leading to inequalities in health.

The steady security in an old age home gives them protection from intruders and helps them live a safe and secure life. One of the factors that make old age homes attractive to elders is the companionship. They are in constant company of people their own age. The majority of older people share the homes of their children, a small proportion of the aged population have no family to live with, cannot live with the family they have. It is for

A handwritten signature in green ink, consisting of a series of loops and a long horizontal stroke.

this group old age home is a necessity. There are three types of old age homes in India: those that are free for charge, those that are purely pay-and-stay, and homes that accommodate both paying and non-paying residents. We also need to visit an old age home to know an exact picture of the functioning of an old age home, profile of the inmates and the background of the organisers, their inventions in running the homes and the problems found by them.

Therefore to encourage the student-teachers to support the vulnerable group and to care for the aged our College students visit the old age home every year.

Caring for the Aged organized by N.K.T. National College of Education for Women



The main objective of the visit was to sensitize students to the difficulties and problems of homeless, aged people and to become aware of the joy of serving and being with the elderly.


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Around 224 students-teachers from the B.Ed. and B.Ed. Special Education Programmes along with 20 Faculty members and 5 Non-teaching Staff went in and around old age homes of Chennai city on 21st February 2018. The student-teachers were separated into 5 groups and each group had a visit to the old age homes like Kakkum Karangal, Anbu Illam, Manika Choudary, Little Sisters for the Poor and Anjugam Illam respectively.

On that day student-teachers spent many hours with them to realize the value of old people in their families. This visit activated the student's thought process to realize the agony and pain the people go through in their old age while living away from their dear once. Our student-teachers actively participated with high enthusiasm and conviction to contribute their best during their visit. The students interacted with the residents in the Old Age Home and lovingly served them refreshments and did various entertainment programme like singing, dancing and playing antakshari game. The student-teachers made financial contributions voluntarily to support the organization which they visited.

Though the Old Age Home management was providing them with excellent emotional and physical care, still our student-teachers observed that such homes demanded frequent visits and some more spending of time with the Senior Citizens. Further, some more facilities like hearing aids and other equipment to help them overcome old age related problems could be provided.

Thus, the visit to the Old Age Home concluded with loads of warmth and showers of blessings extended from the elderly towards our team of student-teachers and Faculty Members. They bid us good bye with tearful eyes but with a promise to revisit them frequently.



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Programme Outcome and Feedback

It is well understood that the common conditions in older age include hearing loss, cataracts and refractive errors, back and neck pain and osteoarthritis, chronic obstructive pulmonary disease, diabetes, depression and dementia.

As people age, they are more likely to experience several conditions at the same time and the time spent and the care given to the best by the students has created an emotional bonding between the students and the aged people. It was a return to all their efforts taken to care and show their concern and love to the aged in Old Age Homes.

The Principal placed on record her appreciation to all students and the Programme Organizers for all their effort and commitment in organizing a very useful Outreach Programme for the benefit of the community and thanked the Heads of the Old Age Homes for granting permission for the students to visit and care for the aged at the Homes.



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Programme Outcome and Feedback

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**Report on Community Extension & Outreach Activity
Medical Camp for Sensitizing Community on Health Issues**



26th March 2018

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Report on Community Extension & Outreach Activity
Medical Camp for Sensitizing Community on Health Issues
26th March 2018

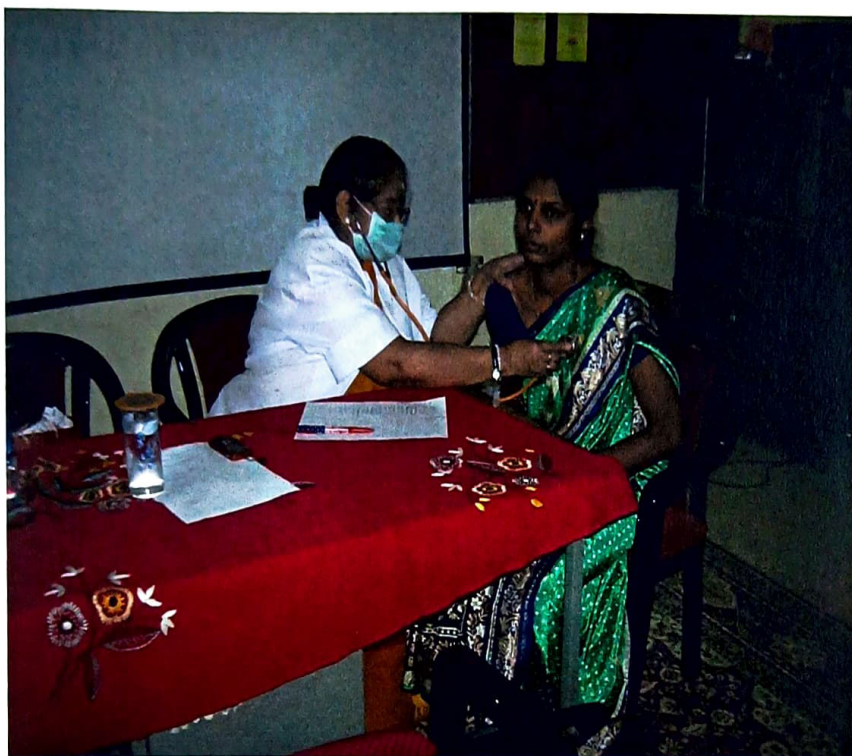


The main objective of a medical camp is to provide initial care to people in life-threatening conditions which reflect the unique strengths and goals of medical ethics. Free medical camps are initiated to bring awareness amongst the underprivileged people of the country. For those who don't have any facilities to basic healthcare services or knowledge about the diseases they are suffering from.

There are many medical camps which assure people the importance and objectives of conducting medical camps by providing free medical advice, medicine to the unfortunate people. And also by referring them for specialized treatment or surgery whenever it is required. These camps make sure that the people are getting healthcare at the correct time, and seeing a doctor early enough before a small health problem turns serious.

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**Medical Camp for Sensitizing Community on Health Issues organized by N.K.T.
National College of Education for Women**



Medical Camp for students and the people in the community was organized by the College on 26th March 2018 to carry out a limited health mediation amongst the underprivileged people. The poor attended these camps to get free check-up and treatment. Getting the appropriate kind of health checkup is very important for everyone. And during this process they take account on some important details like age, lifestyle, family background, and risks.

Health examinations and tests at the early stages of the illness can help to cure it faster. And can also save a life before it can cause any damage to the person. One can live longer and healthier only when the individual gets the right kind of health check-up, screening, and treatments in the proper time being. Even the most basic checkups can identify underlying illnesses.

The Camp helped to provide free medical and surgical services to poor communities living in rural or urban areas. A special mobile team with varieties of medical specialized services was there to execute the camp. The main objective of the medical camp was to provide initial care to people in life-threatening conditions which reflect the unique strengths and goals of medical ethics. Other objectives are as stated below:

1. Provide free and high-quality medical services for the poor population.
2. Working as an emergency team in disasters.
3. Raise health awareness among the community and teach them to deal with communicable and non-communicable
4. Register rare and severe cases and refer them to specialized centers.
5. Evaluate the living conditions and determine the obstacles and challenges to work on solving their problems.
6. Refer medical cases towards surgeries if required.

Programme Outcome and Feedback

The Medical camp was welcomed by the people in the community as it provided the poor population with overall physical examinations that included eyes and health check-ups, assessment of the functioning of vital organs like the heart, lungs etc.

The people in the community thanked the College for organizing the camp, because they earn a meager income and cannot afford expensive healthcare services offered by hospitals or clinics.

The Programme was appreciated by the General Secretary of the Local Community Welfare Association, Mr. P.P. Narasimhan. He thanked the Principal, Teaching, Non-Teaching Staff and Students for organizing the programme for the benefit of the local community.

The Principal, Dr. S. Vasanthi, thanked the doctors for their time and expertise contributed for the welfare of the community, the President of the Local Community



Welfare Association, Mr. M. Babu for granting permission and the General Secretary Mr. P.P. Narasimhan for extending support for the smooth and successful conduct of the programme.



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