



STANDARDS CLUB AND CONSUMER CLUB,
of
GOVERNMENT SCIENCE COLLEGE VANKAL
Celebrates



“World Consumers Right Day”

15th March 2024



Report

Time: 12.30 pm

Venue: Seminar Hall, GSC Vankal

Standards Club and Consumer club of Government Science College, Vankal in association with SUBO* and CERC** celebrated the “World Consumers Rights Day” on 15th March 2024. The event was coordinated by Dr. Anil Kumar Singh, mentor of standards and consumer club of GSC Vankal under the guidance and mentorship of Mr. Sanjay Kumar Singh, Head of SUBO, Mr. Pratap Chhaphia, Member of Ex. Central Consumer Protection Council, Surat and Dr. Parthiv K. Chaudhari, Principal, GSC Vankal.

An introductory talk on consumer’s rights and its importance was given by Dr. Anil Kumar Singh to make students aware about their rights as consumers. During his talk Dr. Singh discussed the Consumer Protection Act, 1986 and 2018. He pointed the changes that have been made in the old act to tackle the problems of the modern day consumers and make it more consumer friendly. A small video documentary related to consumer rights and recent amendments in consumer rights law was also shown.



Later in his talk Dr. Singh, talked about the theme of this year’s world consumer rights day i.e. “Fair and responsible AI for consumers”. He stated by explaining how Artificial Intelligence (AI), with its ability to process vast amounts of data and make complex decisions, has the power to revolutionize various aspects of our lives. From personalized recommendations to autonomous vehicles, AI has already become deeply ingrained in our daily experiences. However, with great

power comes great responsibility. It is imperative that we ensure AI systems are developed, deployed, and utilized in a fair and responsible manner, especially concerning consumer welfare.

He stressed on the pros and cons of the artificial intelligence based technologies in the consumer market. Dr. Singh highlighted the positive aspect of AI technology by giving example of how Samsung mobiles are using this technology in their mobile phones to help overcome the language barrier that tourists and travellers face when visiting different countries. He also pointed how AI is helping humankind in different field's likes marketing, education, medicine, agriculture, advertisement, communication, Information technology etc.

Furthermore, he cautioned the participants about the cons of AI technology. Giving example of how deepfake technology is being misused to misguide and fool the consumers about certain product and services. Giving the recent incidence of how deepfake was used to develop an advertisement in which cricketing legend Sachin Tendulkar was showing promoting a gaming app, Dr. Singh warned participants about such fake traps.

His talk was followed by tea break. After the tea break student's speech session on the theme of world consumer day 2024 was organized. The students were appreciated for their efforts and participation.



Glimpses of students speech

The event concluded by vote of thanks by Dr. Hemal Vankar, Head department of Physics, GSC Vankal.

Total **107** students and faculties of GSC Vankal participated in the event and gained knowledge.

Outcome of Program:

1. Student participants got aware about the new consumer protection law 2018, consumer rights, consumer helpline number and complaint portal.
2. Students developed self-confidence by getting an opportunity to speak on stage about the consumer day.
3. Students got to know about the role of BIS and Consumer protection forum in consumer protection.

Report Prepared by

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GSC Vankal.

*SUBO: Bureau of Indian Standards, Surat Branch

**CERC: Consumer Education and Research Centre