

**KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS), COIMBATORE**

**PG & RESEARCH DEPARTMENT OF COMMERCE**

**DEPARTMENT OF BIOTECHNOLOGY**

**CONSUMER CLUB – KASC**

**“Consumer Awareness Programme on Product Adulteration”**

**May 10<sup>th</sup> - 2022 (Tuesday)**

**REPORT**

PG & Research Department of Commerce, Department of Biotechnology and Consumer Club of KASC jointly organized a Consumer Awareness Programme on **May 10<sup>th</sup> – 2022** between 10:00 AM and 1:00 PM in the F-16 Classroom. **Dr.S.R.Madhan Shankar, Dean Academics, KASC** was the chief guest for the programme titled **“Consumer Awareness Programme on Product Adulteration”**. Dr.S.Uma, Associate Professor & Head, PG & Research Department of Commerce delivered the welcome address, the Dr.T.Jayakumar, Dean, School of Commerce & Management, felicitated the gathering. The session was very constructive and the Chief Guest put emphasis on the need for creating vigilance among the consumer towards product adulteration. The speaker quoted several examples stating the ignorance of the buyer and stressed the students to enhance their ability in understanding the need and usage of products. Mrs.S.Kalpana Devi, Assistant Professor in Commerce and Consumer Club Coordinator in charge delivered the vote of thanks. Consumer club volunteers along with Commerce and Biotechnology students demonstrated the difference between original and adulterated products. Around 20 students actively participated and 379 were benefited with the programme.