



सत्यमेव जयते
Government of India



Two Days Online Workshop On EMPOWERING RURAL CONSUMERS

19th & 20th November, 2021

Sponsored by

**Ministry of Consumer Affairs
Government of India**

In Collaboration with

**School of Commerce
UGC SAP DRS-I**

Bharathiar University

**State University | "A" Grade by NAAC | 14th Rank in MoE-NIRF
Coimbatore - 641 046, Tamil Nadu, India**

Organised by

**PG & Research Department of Commerce
PERIYAR E.V.R. COLLEGE**

(Autonomous & Accredited with A Grade By NAAC & DST - FIST Institution)

Tiruchirappalli – 620023

No Registration Fee

BHARATHIAR UNIVERSITY

The Bharathiar University was established at Coimbatore by the Government of Tamilnadu in February 1982 under the Bharathiar University Act, 1981 (Act 1 of 1982). University Grants Commission (UGC) recognized Bharathiar University in 1985 for grants. The University has 39 Departments, offering 54 post-graduate programs besides offering M.Phil. and Ph.D. programs. The National Assessment and Accreditation Council have accredited the University with an 'A' Grade in the third cycle assessment. Bharathiar University is marching towards becoming a World Class University by garnering ranking in the International arena. Times Higher Education Young Universities World Ranking ranked our University in the range of 201 to 250. We stand at 14th rank under the category of University and *21st among the top100* institutions in the MoE's National Institute Ranking Framework's (NIRF) ranking. In 2021, Bharathiar University secured a ranking in the range of 801-1000 in the Times Higher Education World University Rankings.

SCHOOL OF COMMERCE (UGC SAP DRS - I)

The school of commerce was started by Bharathiar University in September 1990. The department offers Ph.D., M.Phil, M.Com (Finance & Accounting), and M.Com (Finance & Computer Applications) degree courses. So far this school has produced 107 Ph.D. and 143 M.Phil graduates. This school has conducted 36 Refresher Courses in Commerce benefiting more than 900 Colleges and University teachers. This School has also conducted several Seminars and Conferences. It has organized several Workshops to revamp the syllabus for Commerce courses. This school was also instrumental in introducing job-oriented and innovative courses. At present, there are 24 Ph.D. Scholars and 8 M.Phil Scholars and 140 PG students pursuing their studies in this School. With the above credential, our department has got UGC SAP DRS - I grant in 2016.

PERIYAR E.V.R COLLEGE

In the Year 1965, the Government of Tamil Nadu started Periyar E.V.R College in Tiruchirappalli, the central part of Tamil Nadu, naming it after the great thinker and social reformer, Periyar E.V. Ramasamy who generously donated Rs. 3.5 Lakhs and 9.65 acres of land for the exclusive purpose of imparting higher education to the people in and around Tiruchirappalli. The unique feature of this college, which is in consonance with the intent of Periyar, is that it caters to the academic needs and aspirations of the students belonging generally to educationally, socially and economically backward sections most of whom are first-generation learners. In the annals of the college, the academic year 1998-1999 proved to be significant on many counts. The college

became co-educational and became autonomous, resulting in a sea change in the aims, aspirations and achievement of the institution. Presently the college is offering 15 UG & PG programs, 14 research programs with around 5000 students. The commerce department started B. Com in 1969 and the M. Com in 1971. In the year 1987, Ph.D. program was started. Presently the department is offering B.Com. (EM)&(TM), B.Com.(Shift), M.Com., M.Phil. (FT/PT) and Ph.D. (FT/PT) with 750 students. The department of commerce has been upgraded as a research center by Bharathidasan University with 16 Full-Time research supervisors and there are 50 research scholars pursuing Ph.D. The department conducted a National Seminar on “Financial Inclusion for Inclusive Growth” sponsored by UGC in 2013, Inclusive Banking through Technology sponsored by ICSSR in 2014, Social Entrepreneurship - A Drive for Sustainable Development sponsored by UGC in 2015, ICSSR Sponsored National Seminar on Fostering Scientific Temper On Business Research On 22nd February 2019 and ICWA Sponsored international seminar on India - Sri Lanka Trade Relations - Ancient Periods To Modern Era.

ABOUT THE WORKSHOP

Rural areas are the areas of the country that are not urbanized. The consumers residing in rural areas depend on goods of consumption in rural markets where industrial as well as local goods are sold. In rural marketing, the dominant participants are from rural areas that are naive and lack bargaining capacity. The rural market is different from the urban market. The urban people are powerful in the word of mouth and bargaining. Rural consumers easily fall prey to the sweet alluring words of the traders who are trained in salesmanship malpractices. Rural consumers are slow to collect any brand commodity because of high price, lack of selection intelligence, and economic status. The rural consumer remains disadvantaged as their right to information, choice, redress, education and to be heard are not sufficiently fulfilled. There is a need for improvement in the existing consumer protection and consumer welfare policies for meeting the specific requirements of rural consumers more effectively. The Indian consumer is also to be protected from wrong influences which sometimes come from the media. This workshop helps the rural consumers to aware of consumer rights, the consumer protection Act, etc. through the higher educational intuitions.

Registration link: https://docs.google.com/forms/d/1BDgFaawJtXtFDfD-qBKHfi-XdEH1Ed2uWQT_wHCnTcE/edit?usp=sharing

Date: **19.11.2021**

Time: **10.30 a.m - 11.30 a.m**

- Welcome Address : **Dr. M. HEMA NALINI**
Head & Associate Professor of Commerce
Periyar E.V.R. College (Autonomous)
Tiruchirappalli
- Introductory Remarks : **Dr. M. SUMATHY**
Project Director & Convenor
Professor & Head
School of Commerce
Bharathiar University, Coimbatore
- Inaugural Address : **Dr. P. KALIRAJ**
Vice-Chancellor
Bharathiar University, Coimbatore
- Presidential Address : **Mr. M. VIJAYKUMAR, IAS (R)**
Former Secretary to Government &
Former Managing Director - ELCOT
Government of Tamil Nadu
- Felicitation : **Dr. J. SUGANTHI**
Principal
Periyar E.V.R. College (Autonomous)
Tiruchirappalli
- Vote of Thanks : **Dr. C. PARAMASIVAN**
Organizing Secretary
Assistant Professor of Commerce
Periyar E.V.R. College (Autonomous)
Tiruchirappalli

Day I (19-11-2021)

Technical Session 1 : **Consumer Protection : Need of the Hour**
11.45 a.m to 1.15 p.m **Dr. T. R. GURUMOORTHY**

Senior Professor & Head
Department of Commerce
Alagappa University, Karaikudi

Technical Session 2 : **Rural Consumerism**
2.30 p.m to 4.00 p.m **Dr. V. MUTHU RUBEN**

Associate Professor
Christ University, Bangalore

Day II (20-11-2021)

Technical Session 1 : **Legal Perceptive of Consumer Protection Laws**
10.00 a.m to 11.30 a.m **Mr. S. MARTIN, B.Com. M.L.**

Secretary, Trichy Payaneetalar Iyakkam
Tiruchirappalli

Technical Session 2 : **Salient Features of New CP Act**
11.45 a.m to 1.15 p.m **Dr. J. VIJAYATHILAGAM**

Assistant Commissioner (VRS)
Department of Civil Supplies & Consumer Protection
Government of Tamil Nadu

Technical Session 3 : **E - Commerce: Consumer Protection**
2.30 p.m to 4.00 p.m **Dr. SAPNA CHADAH**

Faculty, Indian Institute of Public Administration
New Delhi

Valedictory Address : **Dr. K. MURUGAVEL**
4.00 p.m to 4.30 p.m Registrar, Bharathiar University
Coimbatore

ORGANIZING COMMITTEE

Chief Patron



Dr. P. KALIRAJ

Vice - Chancellor
Bharathiar University, Coimbatore

Patrons



Dr. K. MURUGAVEL

Registrar
Bharathiar University, Coimbatore



Dr. J. SUGANTHI

Principal, Periyar E.V.R. College
Tiruchirappalli



Project Director & Convenor

Dr. M. SUMATHY

Professor & Head, School of Commerce
Bharathiar University, Coimbatore



Workshop Director

Dr. M. HEMA NALINI

Head & Associate Professor of Commerce
Periyar E.V.R. College (Autonomous)
Tiruchirappalli



Organizing Secretary

Dr. C. PARAMASIVAN

Assistant Professor of Commerce
Periyar E.V.R. College (Autonomous)
Tiruchirappalli

All are cordially invited