

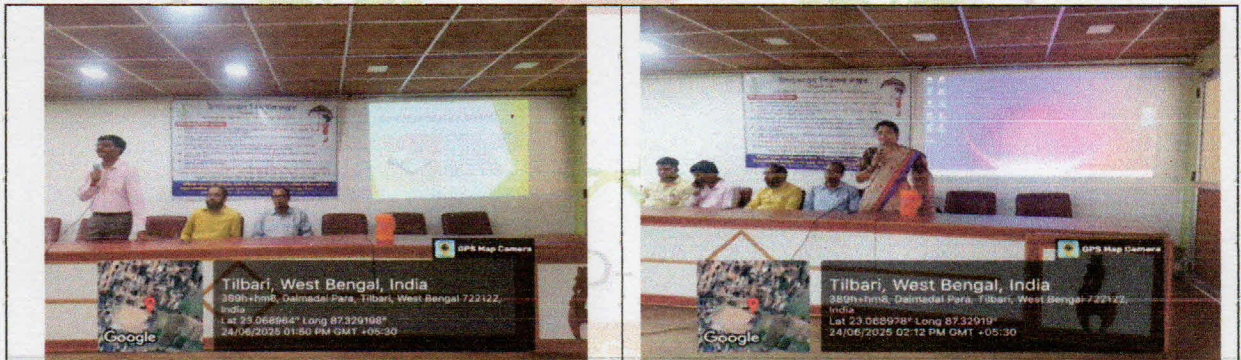


Date : 25.06.2025

Report on Consumer awareness on 24.06.2025

The knowledge and comprehension that customers have regarding their rights, obligations, and the data required to make wise decisions in the marketplace is referred to as consumer awareness. It involves knowing the cost, quality, and safety of goods and services as well as being able to spot dishonest business tactics. In essence, it gives customers the ability to choose wisely and intelligently while making purchases of goods and services. Customers who actively participate in the complexities of business become essential members of the economic ecosystem, promoting a mutually beneficial relationship between buyers and sellers founded on justice and trust.

Based on the above facts, Nikhil Banga Sikshan Mahavidyalaya organized consumer awareness programme on 24.06.2025 in the seminar hall in association with Department of Consumer Affair, Govt of West Bengal. The officials from consumer affair department explained about the right of the customer while purchasing different products. They also highlighted differe aspects including legal, ethical etc. Some glimpse of the event is given below:



The Officials presentation

The strength of consumer awareness enables a customer to navigate the market with assurance. Markets are shaped by consumer knowledge, which also holds companies more responsible to those who can judge right from wrong. All of these factors ultimately guarantee healthy rivalry, advancement, and the creation of more fulfilling products and services.

N. B. S.
25/06/25
Principal
Nikhil Banga Sikshan Mahavidyalaya
Bishnupur, Bankura

