



# **P.G.D.A.V. College**

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**Supporting document**

for

**Annual Quality Assurance Report, 2021-22**

**Criteria 7.3.1**

**Institutional Distinctiveness**

# SATARK

THE CONSUMER CLUB OF PGDAV COLLEGE  
UNIVERSITY OF DELHI

## ACHIEVEMENT REPORT 2021-22

Today to be an aware Consumer is an ongoing process as everyday market throws new challenges. Keeping this in view we pick up the latest issues that we feel students have to be aware of. This time it was digital transactions and its inherent dangers.

Every year, we begin with Consumer Protection Act, more so, as new features are added to it and its knowledge is absolutely essential and is the best bet to avoid getting duped.

Satark endeavors to spread awareness globally and for this purpose, Satark has its own Instagram page Facebook page Blog updated every **Thursday** on topics serving the interests of the consumers. **Consumer Updates**, on recent happenings revolving around consumers. **Satark Alert**- a series of updates that are vital to the consumers and demand immediate attention. **Consumer Awareness Ft. Satark** – A reel-series in which we'll talk about all the aspects of consumerism from the basic consumer rights to international buying laws from social media thrift stores, social causes, and all the consumer news.

**Following activities were organized in the year 2021-22:**

**The new Session took off with a Knowledge Sharing Session. We had three Sessions in this academic year:**

1. **1st KSS** August 13, 2021 Topic: **Data Breach**  
**2nd KSS** October 30, 2021 Topic: **Net Banking - A Blessing Or Curse?**  
**3rd KSS** February 06, 2022 Topic: **Social Entrepreneurship and Its Impact on Consumers**

**1st KSS** on 13th august, 2021 at 4 PM.

In this session, the Joint Secretary, Shivani Arora & Technical Head, Siddharth Dua spoke on **the topic of Data Breach and how far it has spread in business, healthcare, education, banking & government sectors.**

**2nd KSS** on 30th October at 4 p.m

In this session, the joint secretary Shivani Arora and content member Ritvik Bhayana gave us an insightful session on **Net banking**, its importance in day-to-day life and its increasing consumption. They also had interactive Q/A sessions with the audience to keep the session interactive as well as informative. With

this, they also cautioned the audience with the frauds happening around and asking them to beware.

### **3rd KSS** on 6th February 2022 at 4 PM

In the session, the Vice President, Ananya Sinha embarked on the new milestone of knowledge on the topic - **Social Entrepreneurship and its Impact on Consumers**. She emphasized how social entrepreneurs can focus on developing an equal and just society by providing economic and social security. She not only threw light on this topic by the wisdom of words but also made the session interactive by adding video clips, graphs and having a question and answer round.

## **2. Consumer First Webinar**

SATARK – The Consumer Club of PGDAV College (M) conducted its first webinar for the session on 11 September 2021 at 4 p.m. It was led by the President of Consumers India, Dr. Jayashree Gupta, a prominent personality, who has served the Government of India for 37 years. She spoke on the topic, **“Consumer First”** and how businesses have pushed consumers to the bottom of the priority list. She spoke on deceptive advertising, the reason for costly medicines, animal cruelty in the name of experiments for new cosmetics, & valueless jewellery among other topics and provided profound insight into various Consumer Protection Laws applicable in our country and stressed the importance of filing cases.



## **3. Kavyanjali 2.0 ( Inter College Online Poetry Competition )**

Satark - The Consumer Club of PGDAV College organised an inter-college online poetry competition 'Kavyanjali2.0' dated 27th September to 10th

December'21 in association with Consumers India. The topic for this competition was **"Whatsapp, Twitter, Instagram**

**Too much information, What is fake, what is true?"**

We were ecstatic to receive 139 entries in which Deepak Pokhriyal of SBSC Evening college & Palak Gupta of Gargi college secured the first position, followed by Archana Bharti of Shyam Lal Evening & Tamanna Mendhiratta of PGDAV College as the 1st runner-up and Kashish Chhabra & Achint Arora of PGDAV College as our 2nd runner-up.



#### 4. Webinar - Future is Digital and How Digital Marketing is Future Professional Career

SATARK – The Consumer Club of P.G.D.A.V. College conducted a webinar in association with Web Seasoning on the topic: **“Future is Digital and How Digital Marketing is a future professional career”** on this 9th October at 4 PM. The session was led by 3 prominent industry experts: Ms Harpreet Kahlon, Director ( Marketing & Growth ); Jaspal Singh, Founder & CEO; Mr N Ram Gopal, Manager. They gave an insight into the future of digital marketing and the impact it is going to bring to digital currency. A vote of appreciation was given to the presenters, Web Seasoning, Principal Mam, and the college administration at the end of the webinar.

#### 5. Inter College Reel Making Competition organised an inter-college online Reel Making Competition on 19th october to 5th november'21 in association with Consumers India. The topic for this competition was

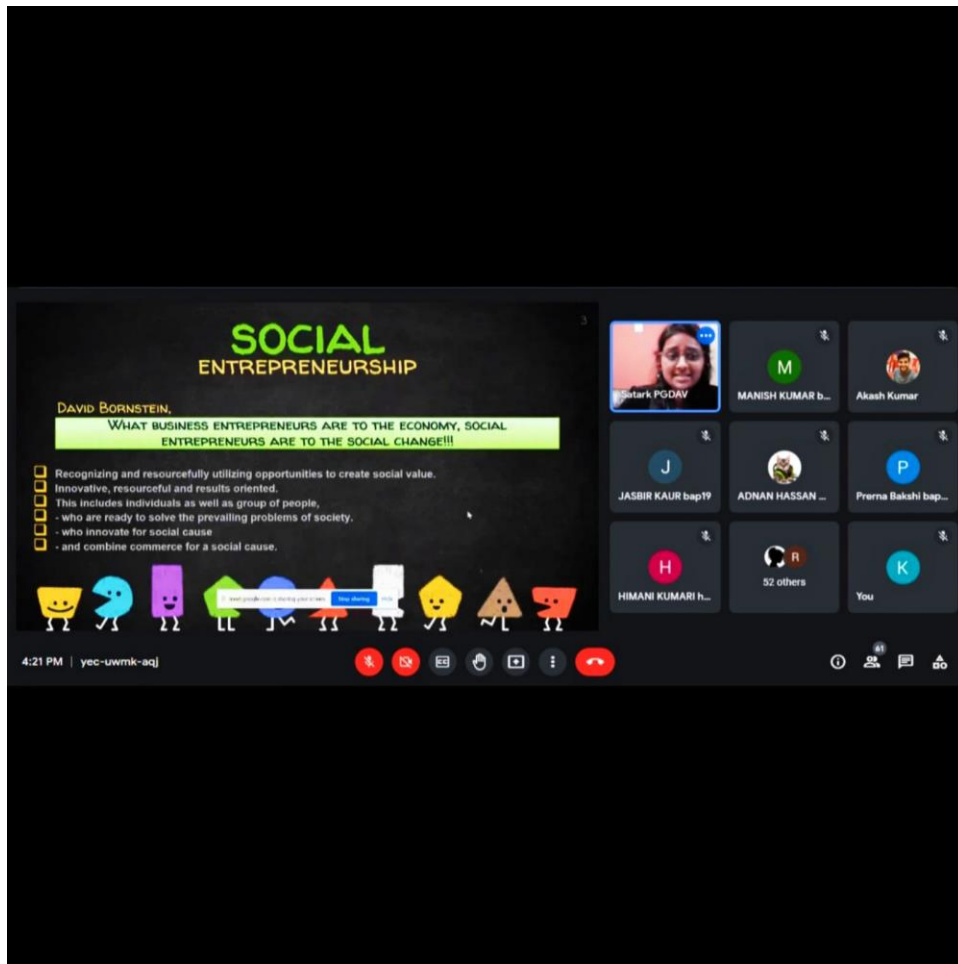
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The event proved to be a great success with the active participation of students all across different Universities. Suman of School of Open Learning secured the first position, Atul Kumar Srivastava of Hansraj College as our 1st runner-up and Mohak Sharma of PGDAV College as our 2nd runner-up.



## 6. Diwali Message From Team Satark

Our Vice President Ananya and various members of our executive team took an initiative to enlighten people to have eco-friendly Diwali by decorating our homes using eco-friendly diyas and Sakshi ma'am through her reels showed how to reuse old clothes to decorate, buy terracotta diyas to support local vendors and no use of crackers to make it safe and happy for all.



## 7. Memezar 2.0 ( Inter College Meme-Making Competition )

Since scrolling memes is great fun we organized a meme competition which invited entries from all the colleges across and also did offline promotion of the event. The topic is **“Misleading Ads Take You To La-La Land Away From Reality beware!!”**





8. **E-waste drive** ( 28th March to 1st April) We encouraged people to dispose off their collected e-waste with us by organizing an e-waste collection drive for 5 days and also motivated people to produce less chemical waste during festivals, go green and help to protect and conserve the environment.



9. **Internship with Consumer India:** was organised in the month of January 2022. It helped students to learn more about research and put valuable information in their CVs as well.

10. **Fellowship opportunity for students as Swachhta Saarthi Fellowship**

**(SSF)'22:-** It is working under the waste to wealth mission of the government of India.

11. **Jigyasa - a journey of Learnings** (20th April, 2022)

Before we commenced with the badge distribution ceremony of the last two year's core team, we invoked the blessings of Ma Saraswati by kindling the lamp of knowledge and wisdom. Then we reflected on the Club's journey, how it was started way back in 2011 by Dr. Vandana Agrawal, what are we now, how we work, what we have done in the last years.

We also invited our competition winners, Kavyanjali 2.0 who recited their winning entries.

Our **chief guest, Jayashree Gupta, President at Consumers India** interacted with the competition winners and talked about the importance of awareness among consumers in today's world.

Our faculty members spread words about the working of the club, thanked Consumers India and Consumers forum for collaborating with us and supporting our events throughout.

The session ended with a lovely vote of thanks to all the audiences out there.

Ananya

President

Satark