

## **Celebration of World Consumer Right Day at IABMI, AAU, Anand**

Consumer rights mean that every consumer or buyer across the world has the right to have information on the quality, purity, price, and standard of various products, goods, and services. To spread awareness about consumer rights, every year on 15<sup>th</sup> March, World Consumer Rights Day is celebrated.

So, to create awareness among the students, World Consumer Right Day is celebrated at IABMI, AAU, Anand on 15<sup>th</sup> March, 2023.

At the beginning of the celebration, Dr. Mahesh R. Prajapati, Assistant Professor, has welcomed Dr. R. S. Pundir, Principal and Dean, all the faculty members, and students of IABMI. And brief about the purpose of celebrating this day. Dr. R. S. Pundir, Principal and Dean expressed his views and explained the importance of consumer rights and how consumers should use their rights. Furthermore, Sir has shared his experience in this regard. One video of our Honourable Prime Minister Shri Narendra Modi was shown. In that video, our Prime Minister gave the message about the value of consumers to business organizations and also conveyed message to various industries emphasized the importance of upholding ethical and equitable business practices in order to safeguard the rights of consumers. In addition, in that video, our Prime Minister said that the consumer is very important for the economic development of the country. In the programme, also aware to all about **World Consumer Right Day theme of 2023, "Empowering Consumers Through Clean Energy Transitions."** Its aim is to raise awareness of consumer empowerment and their role in pushing for a faster clean energy transition. At the end, Dr. Mahesh R. Prajapati, Assistant Professor, has given a vote of thanks.



