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To
The Editor,

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Sir,

I request that the following matter may kindly be published in your esteemed daily:

**Exercising Rights go on Hand with Discharging Duties –
says TNAU VC**

Tamil Nadu Agricultural University (TNAU) Coimbatore and District Consumer Protective Council (CDCPC) jointly organized an awareness programme on World Consumer Rights Day on Mar. 15, 2016 at Anna Auditorium of TNAU.

Introductory address about consumer protection was rendered by Dr. Ramdoss, Chairman, Rathinam Group of Colleges. He said every consumer has Right to Safety, Right to Choose, Right to Information and Right to be heard.

Mr. Sethu Anwar Hussain, Founder President of CDCPC in his presidential address said that consumer protection act was enacted in 1986 by then Prime Minister Mr. Rajiv Gandhi. The act was passed to help people get quality goods and services and prevent mental agony. Youth should be aware of adulterants in fast foods. He also highlighted the instances where consumer council helped people. For a college girl who discontinued her studies owing to entering family life and in family way, the fee was repaid by the college. Rupees two lakhs was given for mental agony by a firm to a college for supplying defective automatic chapathi vending machine. Similarly, consumer council also works against medicines sold after expiry and hospitals rendering poor service to patients. Consumer awareness is essential. People should bargain, know the quality of goods and get receipt.

Perur Adhinam Dr. Thavathiru. Marudhachala Adigalar blessed the programme. He said that CDCPC is very active catering to the needs of consumers in the District. With the emerging human demand for material usage, merchants sell goods only with the economic motive. Consumers should be aware of their rights. Earlier generation elders were alone consumers. Now even a primary school kid is a consumer. Hence, protection of consumers is imminent need of the hour.

Dr. S.S. Senthilnathan, General Secretary, CDCPC in his inaugural address advise of youth to be aware of brain washing advertisements and purchase good materials. Educating the people about their rights is essential.

Mr. Mayilsami, Member, CDCPC stressed on lifelong learning by the graduates and institutions should provide good education to kindly creativity and innovativeness in individuals.

Dr. S. Mohan, Dean, School of Post Graduate Studies (SPGS), TNAU, Coimbatore talked on the consumer – seller relationship. He said that patience, truthfulness, quality, place of selling are very important for sellers. He brought out the ways in which he marked the insect trap, his innovative technology not only in Tamil Nadu but north east India and foreign countries. Agribusiness development is the future arena in agriculture sector and quality produce is to be ensured.

Mr. Sasikumar, IFS., Regional Passport Officer and Former Alumnus of TNAU in his keynote address spoke that India is a country where there are more acts. All rights emanate from USA and consumer day is celebrated from 1983 but the act was passed in 1986. He added that rights should combine with responsibility. Since a person has right to clean environment he cannot dump waste in neighbour's house. Consumer, customer and clientele though seem to be similar but are different. People should know when to file a petition in consumer court but defective passport service may be brought to court notice.

Dr. K. Ramasamy, Vice-Chancellor, TNAU, Coimbatore in his valedictory address called on the food consumers to give a thought for the betterment of produce farmers. Though they are 52 percent in population they are not given the good standard of living as their product consumers. He added that exercising rights go in hand with discharging one's duties proper by duty right are inseparable.

Engineer Mr. Swaminathan reiterated the significance of LED lamps which are 6 times durable, cost efficient less power consumption, good lighting efficiency and free from compounds like mercury. It is being used in fish and poultry farming. This will help us to be a good consumer in terms of electricity.

Earlier, Dr. S. Mahimairaja, Dean (Agriculture), TNAU, Coimbatore welcomed the gathering. Finally, Mr. Periaswami, Chief Secretary, CDCPC, proposed a formal vote of thanks.

Programme arrangements were made by Dr. R. Krishnan, Professor, Education and NSS programme officers of TNAU. More than 600 nSS Volunteers participated.

Asst. Public Relations Officer