



PANIMALAR ENGINEERING COLLEGE

An Autonomous Institution
[JAISAKTHI EDUCATIONAL TRUST]

Approved by AICTE | Affiliated to Anna University | Recognized by UGC
All Eligible UG Programs are Accredited by NBA
Bangalore Trunk Road, Varadharajapuram, Poonamallee, Chennai- 600 123



VISION

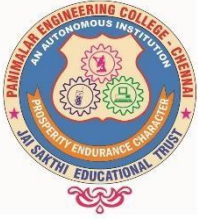
- Educate consumers about their rights and responsibilities.
- Advocate for environmentally friendly and sustainable consumption patterns.
- Partner with organizations and businesses to promote sustainable practices.
- To build a base of enlightened citizen consumer as the foundation of future India.
- Bring awareness and realization about duties and responsibilities as Citizen of India.

MISSION

- Provide comprehensive education on consumer rights, responsibilities, and the importance of informed decision-making.
- Foster a sense of community among members through regular meetings, events, and collaborative projects.
- Conduct and support research on consumer behavior, market trends, and the impact of consumption on society and the environment.

Faculty Advisor

Dr. S. Satheeshkumar Asst. Professor / MBA



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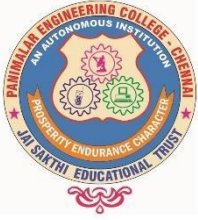
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Citizen Consumer Club Events 2024 – 2025

Date of the Event	Event Name	No. of Participants
10.04.2024	Out Reach Camp	27
13.06.2024	Online Quiz Competition - Consumerism	29
19.09.2024	Guest Lecture - Awareness on Investors rights towards capital Market	35
03.09.2024	Guest Lecture - Investor Behavior in Initial Public Offerings (IPOs)	39



1. **Mr. GLENN ROGER, CO-FOUNDER** of Finmark delivered a lecture on '19.09.2024' Awareness on Investors rights towards capital Market
2. **R SWAMINATHAN, Chief Mentor of Finmark** delivered a lecture on '03.09.2024' Investor Behavior in Initial Public Offerings (IPOs).



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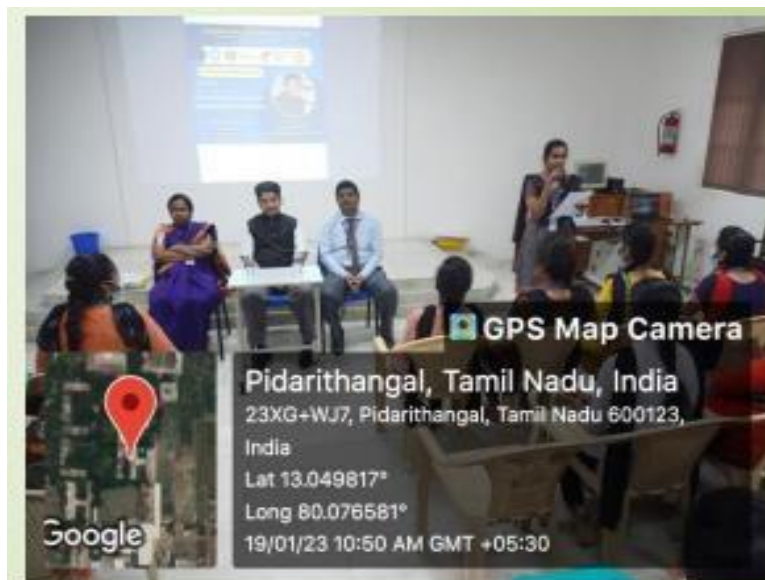
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Citizen Consumer Club Activities

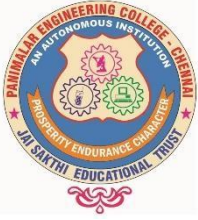
2023 - 2024



Mr. Karunanithi, Deputy Commissioner of Police [Retd] delivered a lecture on **Courage of Conviction to MBA Students on 29.10.2023**



Dr.Kamaludeen - Managing Director Blue Bharath Exim Pvt Ltd delivered a lecture on **Understanding Consumer Rights in Digital Age to MBA Students on 11.09.2023**



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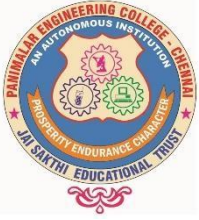


Mr. Raghavendran Jaishankar, Business - Marketing ZKL Marketing delivered a lecture on **Consumer awareness on Cosmetic products to MBA Students on 07.03.2023**

2022 - 2023



Mr. Joshy Thomas, Asst. General Manager – Hyundai delivered a lecture on **Food Safety and Standards to MBA Students on 04.10.2022**



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Shot on OnePlus
By Chitra



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By Chitra

Dr. Gayathri, Asst. Manager – Kone Elevators delivered a lecture on Consumer Awareness towards organic products to MBA Students on 05.05.2022