

In the dynamic landscape of consumerism and digital innovation, Satark, the Consumer Club of PGDAV College, has been at the forefront of fostering awareness and action among its members. Through a series of meticulously organised events and initiatives, Satark has sought to empower individuals with the knowledge and skills necessary to navigate the complex realm of consumer rights, environmental responsibility, and technological advancements.

Commencing in **September 2023 on 25th**, Satark embarked on its journey by hosting a **Canva workshop**, where members were immersed in the realm of graphic design.. This workshop equipped our members with the relevant skills and knowledge necessary to use Canva and other graphic designing tools to create innovative posters and videos. Following this, in **October 2023 on 3rd**, Satark organised its first Knowledge Sharing Session (KSS) focused on the “**Consumer Protection Act 2019**”, this session provided invaluable insights into the rights and duties of consumers, emphasising the importance of accountability and redressal mechanisms in safeguarding consumer interests, approximately **85+ students** attended the KSS. With a keen eye on environmental sustainability, Satark spearheaded a week-long e-waste drive in November 2023. In the digital age, rapid advancement in technology has led to the generation of a high amount of electronic waste, which has become a pressing global issue. To shed light on this cause, Satark successfully organised a week-long **e-waste drive** from **1st November to 7th November**. It aimed to raise awareness about the proper disposal of electronic waste and promote responsible recycling practices. Over seven days, **approximately 25 kilograms** of electronic waste, including tablets, laptops, and cables, were collected. The drive saw enthusiastic participation from both college faculty and students, highlighting the collective commitment towards environmental stewardship. In the same month on **29th November**, Satark turned its attention towards the burgeoning threat of cybercrime in the digital age. Through a seminar which saw a footfall of over 80+ attendees was led by **Ms. Agila G Senior Manager and Faculty at Indian Bank, STC Noida**, as the keynote speaker to share her valuable insights and knowledge with our students on the topic “**Cyber Crime and Redressal**”. During the seminar, participants learned about different types of online scams like phishing, pop-up windows, trojan horse, and vishing. By teaching people how to recognize and prevent these online threats, the seminar aimed to help everyone become more aware and secure when using the internet. While addressing critical consumer issues, Satark also embraced creativity as a tool for advocacy. From towering burgers to overflowing fries and tantalising desserts, fast-food advertisements often paint a picture of culinary delight. However, beneath this glossy facade lies a stark reality. To unveil the truth behind fast food marketing, Satark organised the “**Memezaar- The Meme Making Competition**” in collaboration with **Consumer India**. Themed “Fast Food Illusions: Unmasking Marketing vs Reality,” the competition ran from **November 5th to November 30th**, attracting over **75 entries**. The aim was to encourage participants to creatively expose the illusions of fast-food marketing while remaining aligned with the cause of consumer advocacy.

Transitioning into 2024, Satark continued its mission of enlightenment and engagement. A virtual KSS On **1st February** explored the “**Social Impact Of Artificial Intelligence (AI) On Consumers**”, paving the way for informed discourse on the ethical and practical implications of technological advancement. Our vice president Divyanshi Singh and executive member Yashika were the speakers who aimed to educate students about the different impacts of Ai on consumers' daily life. Number of **attendees were 65+** . The speakers delivered an immensely interactive and informative seminar for our students.

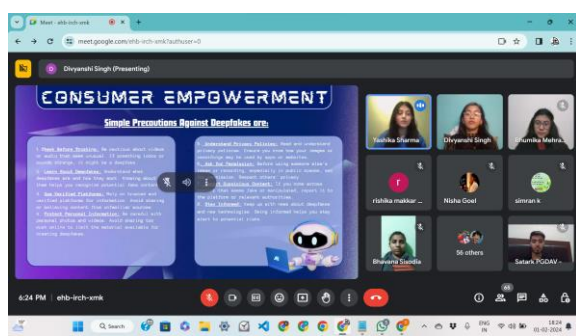
Further enriching the dialogue on consumer rights, a seminar was held on **22nd February** featured **Dr. Sunil Prakash, President of the Consumer Forum**, who shared invaluable insights on the topic "Understanding Consumer Rights and Redressal Mechanisms". Dr. Prakash engaged the audience with real-life examples and practical guidance, offering a deeper understanding of consumer rights in the marketplace, with a particular emphasis on food safety and transparent packaging. It felt like a big family coming together to delve into the complexities of consumer rights, with over **250 participants** contributing to an enriching dialogue on consumer welfare. In addition to seminars and workshops, Satark actively engaged with students from diverse academic backgrounds through inter-college competitions. An Inter-college Article writing Competition was organised from **12th February to 02th March 2024** in association with **Consumers Forum**. The topic for this competition was "Fair and responsible AI for consumers" The competition proved to be a great success with an active participation of 35 students from various universities, cash prize worth 2000 rupees was awarded to winners. Also SATARK, in collaboration with the **Consumer Forum**, organised an **intercollege online cover page design competition on the topic "fair and responsible AI for consumers" dated 16 February to 2ND March 2024**. We received a great response of about **20 entries**, in which Aryan Maan from Computer Science honours, 3rd year stood first and won a cash prize worth 1000 rupees. Starting from **February 24th**, we initiated a weekly practice of sharing "**Scams of the Week**" on all social media platforms, aimed at keeping students informed and attentive about ongoing frauds and scams. In this practice, all scams are explained succinctly in bullet points, ensuring clarity and brevity while imparting essential knowledge to students. Awareness without action is worthless! SATARK, - The Consumer Club of PGDAV, always stood up for the consumer's rights and its protection. Our grievance redressal cell addresses problems that are referred to it. Led by President Aryan Maan and 4 committee members, The Consumer Grievance cell is always alert and ready to solve any type of scam or fraud that any student or faculty may encounter. On the 29th March 2024, Satark organised a webinar on "**LinkedIn Profile Optimization**", featuring esteemed alumni **Ananya Sinha**, Vice President of Satark during the 2021-22 session. Ananya, the founder of YSquare Marketing, shared her expertise with attendees. With over **25k+ followers and 1.9M+ views** on LinkedIn, she provided valuable insights and strategies for optimising LinkedIn profiles effectively. Entering **March and April**, SATARK organised its annual consumer fest, **Consumifiesta 2.0**. This dynamic event featured four engaging competitions aimed at promoting consumer awareness and creativity. In collaboration with the **Consumers Forum**, "**Artistry Avenue: Inter College Poster Making Competition**" offered a cash prize of **5000 rupees**, while "**Filmistan: Inter College Short Film Making Competition**" provided another opportunity for expression with the same prize. Adding an intellectual flair, "**Thrive Thesis: Inter College Debate Competition**" invited participants to engage in lively discussions, also with a **5000 rupees cash prize**. Lastly, "**Lights Camera Caption: Inter College Caption Writing Competition**", in collaboration with **Consumers India**, offered **3000 rupees** for the best caption. Consumifiesta 2.0, held on **April 10, 2024**, was a day filled with creativity and dialogue, uniting participants in advocacy for consumer welfare. In essence, Satark's multifaceted approach towards consumer advocacy reflects its unwavering commitment to fostering a culture of informed decision-making, responsible citizenship, and collective action in the pursuit of consumer welfare and social justice. Through education, creativity, and proactive engagement, Satark continues to inspire positive change and empower individuals to navigate the complexities of the modern consumer landscape with confidence and resilience.



CANVA WORKSHOP



KNOWLEDGE SHARING SESSION 01



KNOWLEDGE SHARING SESSION 02



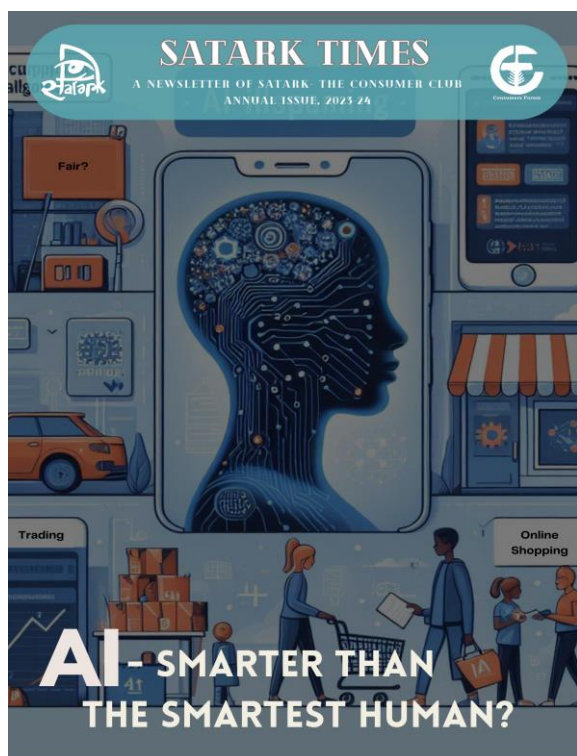
SEMINAR ON "CYBER CRIME AND REDRESSAL"



SEMINAR ON “UNDERSTANDING CONSUMERS RIGHTS AND REDRESSAL MECHANISM”



E-WASTE DRIVE



COVER PAGE DESIGNING COMPETITION WINNER



MEMEZAAR - THE MEME MAKING COMPETITION WINNER

Consumifiesta 2.0



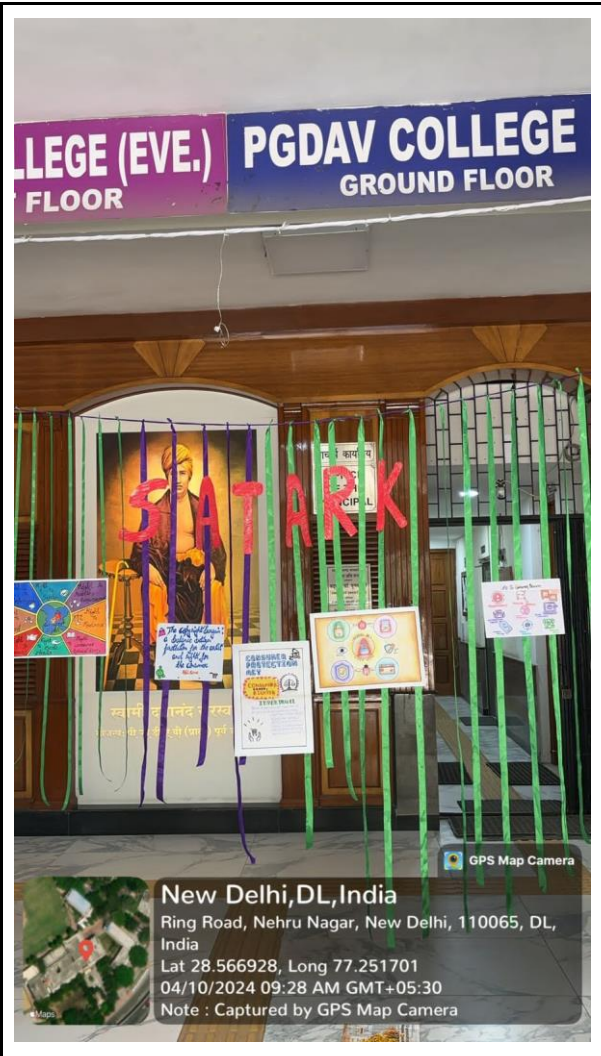
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CONSUMIFIESTA 2.0





SATARK TEAM

Office Bearers

Aryan Maan- President
 Divyanshi Singh- Vice President
 Aditya Sahu- Vice President
 Ansh Jain- Joint Secretary
 Vishal Raj- Treasurer

Core Team

Content Executive - Rishika Makkar
 Content Executive - Isha
 Content Executive - Yashika
 Media Head- Dhairya Singhal
 Media Executive - Sparsh
 Promotion Head - Gautam
 Promotion Executive - Sumesh Shrivastava

Promotion Executive - Kanishka Negi
Fine Arts and Organising Head- Bhumika
Fine Arts and Organising Head- Barsha
Fine Arts and Organising Executive- Bhavana
Fine Arts and Organising Executive- Preyosi
Fine Arts and Organising Executive- Udit

Faculty Team

Advisor - Dr. Anuradha Gupta
Convenor - Ms. Nisha Goel
Co-Convenor : Dr. Ritu Tanwar
Ms. Megha Mandal
Dr. Simran Kaur
Ms. Sakshi Verma
Ms. RVS Chuimila