

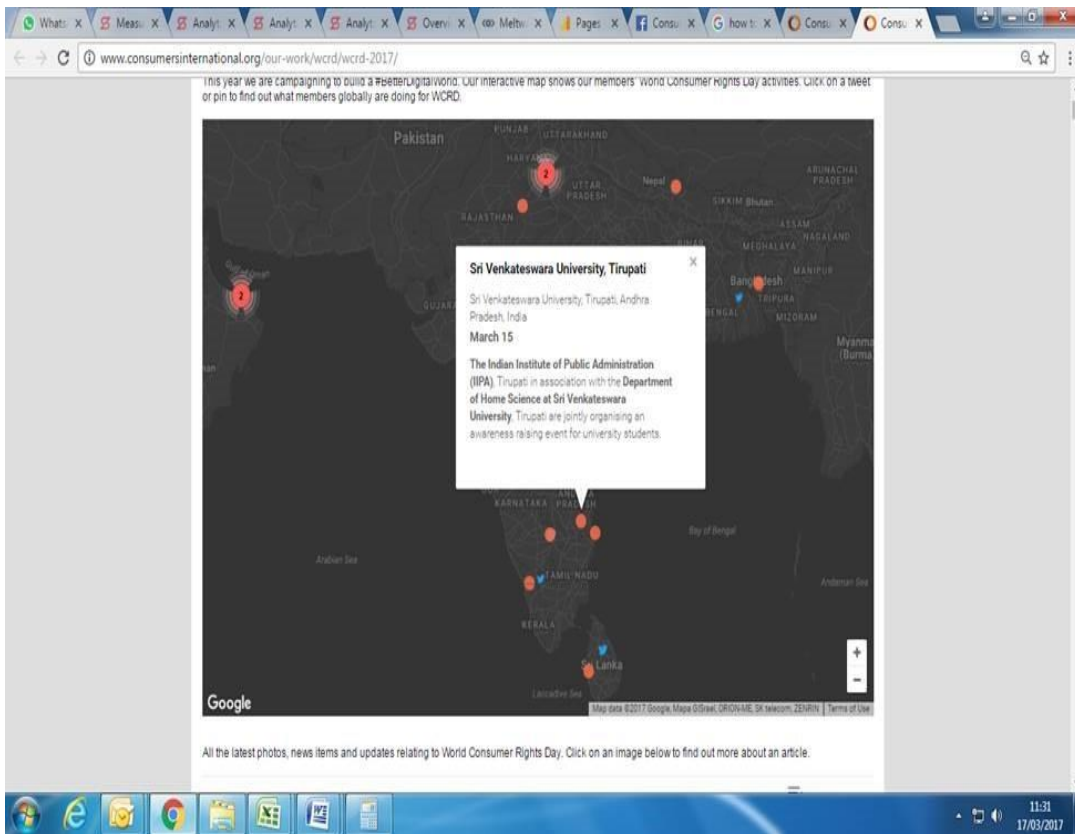
## CONSUMER RIGHTS DAY

S. V. University, Tirupati organises awareness programmes on **World Consumer Rights Day** every year on March 14<sup>th</sup>. World Consumer Rights Day is commemorated to safeguard consumer rights and to ensure that customers are not subjected to market exploitation or social injustice that may jeopardize their rights. The consumer movement marks 14<sup>th</sup> March with World Consumer Rights Day every year, as a means of raising global awareness about consumer rights and needs. Celebrating the day is a chance to demand that the rights of all consumers are respected and protected, and to protest against market abuses and social injustices which undermine those rights.

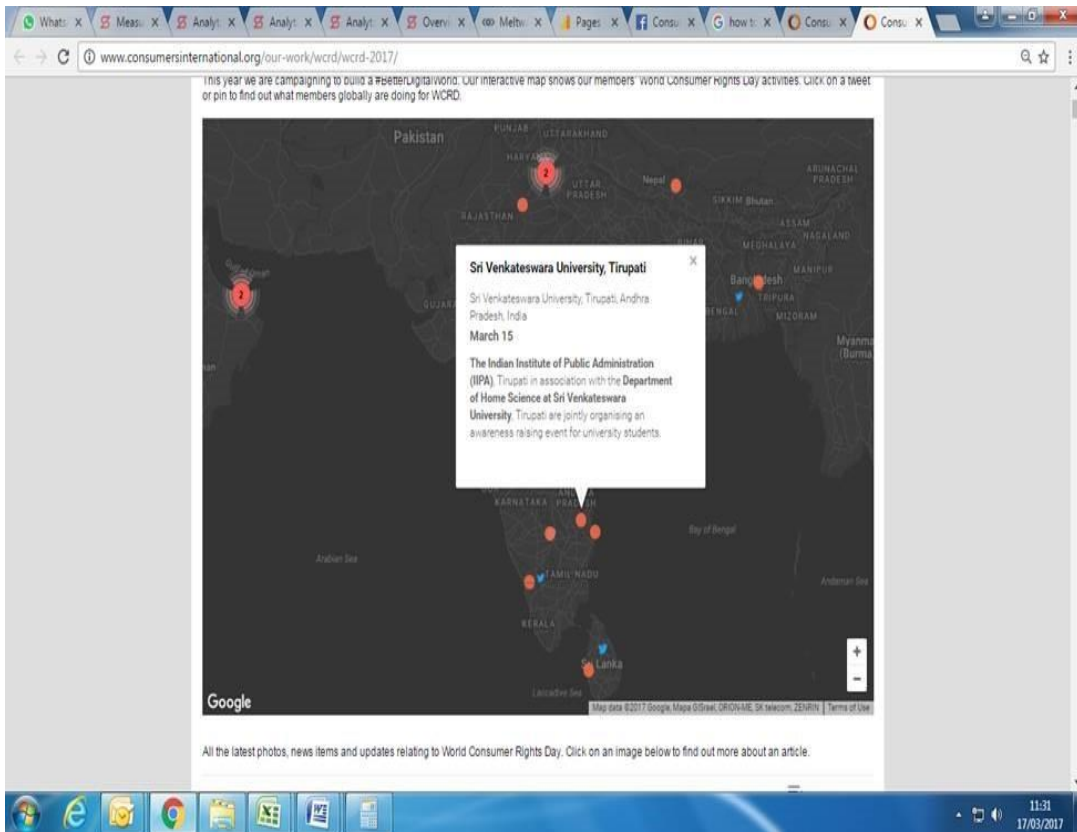
World Consumer Rights Day was inspired by President John F Kennedy, who sent a special message to the US Congress on 14<sup>th</sup> March 1962, in which he formally addressed the issue of consumer rights. He was the first world leader to do so. The consumer movement first marked that date in 1983 and now uses the day every year to mobilise action on important issues and campaigns.











  
 The Director  
 NAAC Committee  
 S.V. University  
 TIRUPATI - 517 502