

UNIVERSITY OF MUMBAI
NATIONAL SERVICE SCHEME



Web site- www.nssmu.in
Vidyapeeth Vidyarthi Bhavan,
2nd Floor, 'B' Road, Churchgate,
Mumbai – 400 020.
No. NSS/ECD/2024-2025/1030
Date: 21.11.2024
सौर, बृहस्पतिवार 30 कार्तिक 1946

To
The Principal,
Constituent and affiliated Colleges having NSS Unit of the University of Mumbai

Sub:- Consumer Awareness Campaign- “Jago Grahak Jago”

Dear Sir / Madam,

Department of Consumer Affairs (DoCA) is committed to safeguarding consumer rights and promoting informed decision-making across the country. Raising awareness about consumer rights and responsibilities, it is of utmost importance and today's youth can act as an important channel in the awareness of their family members as well as their societies.

In this regard, the Department is generating consumer awareness under the aegis of “Jago Grahak Jago” campaign along with “Jagruti”, a mascot for empowering young consumers and generating awareness of their rights. Series of informative and educative video on consumer awareness have been created that are shared on weekly basis via Google Drive link. The video cover a wide array of topics, including understanding product labels, consumer protection laws, safe purchasing practices, and methods of addressing grievances.

In this context, Department of Consumer Awareness has requested to disseminate these consumer awareness videos through the National Service Scheme which will not only empower young consumers but also enable them to create awareness among other consumers. This will maximize the outreach and also strengthen consumer movement to the grassroot level. This would provide synergies of these initiatives with the activities and objectives of Department of Consumer Affairs and would be in line with the vision of the Hon'ble Prime Minister as envisaged in his interaction with the Secretaries to Government of India on 29th June, 2024.

In this regard, All College NSS Units/ Programme Officers are requested to ensure the active participation of NSS Volunteers/Program Officers in spreading awareness about consumer rights through video creation and dissemination. Kindly encourage the volunteers to engage in this important initiative across College NSS units.

With regards,

Yours faithfully,

Mr. Sushil Shinde
OSD, NSS

CC to.The Regional Director, NSS, Regional Directorate, Pune
The State NSS Officer, NSS, Government of Maharashtra