



**MDU CENTRE FOR PROFESSIONAL AND ALLIED STUDIES, GURUGRAM**

**MAHARSHI DAYANAND UNIVERSITY, ROHTAK**

(NAAC Accredited 'A+' Grade State University)



In association with

**DIRECTORATE OF MARKETING AND INSPECTION**

**UNDER THE MINISTRY OF AGRICULTURE & FARMERS WELFARE, GOI**

&

**GRAHAK SHAYAK, GURUGRAM A VOLUNTARY CONSUMER ASSOCIATION**

**Organizes**

**International Seminar**

On the occasion of

**World Consumer Rights Day**

**'Empowering Consumers for Sustainable Consumption'**

(Multidisciplinary Seminar in Hybrid Mode)

**March 15, 2023**

**Patron-in-Chief**

**Prof. (Dr.) Rajbir Singh**

Vice-chancellor

M.D. University, Rohtak

**Patron**

**Dr. Kailash Kumar**

Director

MDU-CPAS, Gurugram

**Conveners**

**Dr. Pratibha Bhardwaj**

Associate Professor, Management Sc.

**Dr. Sunil Devi**

Assistant Professor, Political Sc.

**Organizing Secretaries**

**Dr. Surender Kumar**

Assistant Professor, Law

**Dr. Sandeep Aggarwal**

Assistant Professor, Management Sc

## **About the University**

Maharshi Dayanand University, ab initio established as Rohtak University, Rohtak, came into existence by an Act No. 25 of 1975 of the Haryana Legislative Assembly in 1976 with the objective to promote inter-disciplinary higher education and research in the fields of environmental, ecological and life sciences. It was rechristened as Maharshi Dayanand University in 1977 after the name of a great visionary and social reformer, Maharshi Dayanand. It had a unitary and residential character in its nascent stage, but became an affiliating University in November 1978. The University secured the recognition of University Grants Commission – the higher education regulatory body of India - for central Govt. grants in 16 Mar, 1979.

Now it is a teaching-cum-affiliating university with a formidable track record in academics, research, literacy and cultural activities, and sports. Currently, there are 38 Post-Graduate Departments and 11 Faculties in the University. Territorial jurisdiction of the University extends to 10 districts of Southern Haryana. The Directorate of Distance Education is providing quality education to the students with its traditional UG/ PG courses as well as Information Technology and Management programmes. Excellent standards of teaching and research, well-qualified faculty members, effective administrative functioning, congenial academic environment, pulsating campus life, key national and international linkages, timely holding of examinations and time-bound declaration of results, ample avenues for holistic development of personality of the students, a community-service approach, special emphasis on providing opportunities for students of rural background, girl students, and students from marginalized communities, administrative mechanism based on e-governance etc. are the salient features of this University. The overall progress made by the University in all fields resulted in the University receiving the 'A+' grade from NAAC in March 2019. University, with its large campus, provides excellent infrastructural facilities and necessary student support services, benefiting the students. Beautiful landscaping is a hallmark of the varsity.

Besides, the University runs different Law and Management programs through Satellite Institute, M.D.U. Centre for Professional & Allied Studies, Gurugram. About 263 Institutions/Colleges of General Education, Engineering, Technology, Computer Sciences and Management Sciences located in 7 districts of the State are affiliated to this University.

## **About MDU-CPAS- Gurugram**

Maharshi Dayanand University Centre for Professional and Allied Studies, Gurugram was established, initially under the name 'National Law College' in year 2000 by the Government of Haryana. Institute was renamed as MDU-CPAS in 2017 highlighting its vision of providing quality education in professional domains. Institute is being run and maintained by the Maharshi Dayanand University, Rohtak. This University Teaching Department is spread over a sprawling land of 6 acres with the beautiful architecture of two floor building, parking space and lush green sports ground in the vicinity of the cyber city of nation. Institute is located in the centre of Sector 40 of Gurugram, just opposite to the police station and is about a 2 km drive from National Highway – 8 and Huda city Metro Station. MDU-CPAS is committed to impart high quality professional education in the areas of Law and Management through regular, evening and weekend programs at the affordable cost to meet the growing demand of the corporate and society at large. Centre offers MBA 5 year Integrated program, MBA 2 year General (CBCS), MBA 2 year Executive (Evening), BA.LLB 5 year (Hons.), LLB 3 year (Hons.), LL.M 2 year Morning and Evening and Evening Diploma program in Cyber law, labour law and social welfare, Digital Marketing, Business Analytics. Along with this certificate program in French and German are offered by the centre in the evening.

## About the Program

Consumer remains the most neglected being in the scarcity ridden society. A business unit cannot ignore its consumers if it wants to flourish. But even after many Acts and Rules, consumers in India suffer from various problems. A consumer has the right to be aware of their rights. This is important in order to protect them against market abuses and social injustices. 15<sup>th</sup> March is observed as World Consumer Rights Day (WCRD), an annual occasion for celebration and solidarity within the international consumer movement. It marks the date in 1962 when President John F Kennedy first outlined the definition of Consumer Rights. World Consumer Rights Day (WCRD) is an opportunity to promote the basic rights of all consumers, demanding that those rights be recognized and preserved, and a chance to protest against the market abuses and social injustices which undermine those rights. The main motive of the day is to encourage more awareness and knowledge-gathering on consumer rights across the world.

This year Maharshi Dayanand University centre for professional and allied studies in association with **Directorate of Marketing and Inspection under the Ministry of Agriculture & Farmers Welfare, GoI & Grahak Shayak, Gurugram (A Voluntary Consumer Association)** is organising international seminar on the theme “Empowering consumers for sustainable consumption”. Objective of the proposed program is to bring researchers, policy makers, consumers, service providers, NGO’s working in the interest of consumers and youth under one roof to deliberate on the consumer rights for quality product and services that are that are economically, socially and environmentally sustainable for all. Ultimately, to make better choices consumers must be able to easily identify environmentally sound products through informative labeling and trusted environmental seals or guidelines. In some instances, enforcing regulation will also be necessary to ensure sustainable consumption, such as the ban of single-use plastic announced by GOI in the past.

Consumer are provided with Right to Safety; Right to be informed; Right to Choose; Right to be Heard; Right to Seek Redressal and Right to Consumer Education under Consumer Protection Act 2019. Beside this they have been given a structure like Central Consumer Protection Authority, State Protection Authority, Consumer Welfare Fund, Consumer Protection (E-Commerce) Rules. Digital initiatives for consumer empowerment in form of Online Consumer Meditation Centre (OCMC), State Consumer Helpline, BIS Care, E-Daakhil Portal, Grievances against Misleading Advertisement has been launched in recent past.

Governments, businesses, consumer associations and environmental organizations must all play their part in enhancing consumer knowledge and informing consumer choice. For this, there is a need to combine all instruments and tools at hand, be they regulatory mechanisms, standards or business initiatives. Beside consumer protection laws consumer protection agencies needs to promote consumer education and provide guidance to businesses. Business initiatives in the form of voluntary standards, codes of conduct and self-regulatory initiatives needs to be developed, strengthened and supported. Moreover, businesses should develop new sustainable production patterns and use alternative materials in a way that facilitates green consumer choices. To better implement existing law and inform policymaking, we invite researchers, policy makers and solution providers to conduct research, and data collection, especially work that is oriented towards improving the sustainability of products and services from design to recycling.

## Objectives of the Seminar

The conference focuses on addressing issues related to consumer rights. The important objectives of the seminar are:

- To increase information and knowledge as to the current state of consumer rights, empowering them for quality consumption and need for going forward
- To increase awareness among researchers, policymakers and solution providers about the policy options to enhance sustainable consumption
- To share best practices and education campaigns to raise awareness among consumers
- To present challenges and opportunities from a regulatory perspective, including avenues for incorporating sustainability into consumer policy
- Knowledge sharing on certification, standards and labeling to enhance sustainable consumption
- To highlight the need for a multi-pronged, multi-stakeholder approach to ensure consumer engagement
- To encourage and motivate young researchers to understand the importance of consumer rights
- To provide an interdisciplinary forum to academicians, researchers, consumers, practitioners and other stakeholders for promoting consumer awareness and welfare.

## Seminar Themes:

- Legal framework for consumer protection
- Consumer rights and awareness
- Green Commerce
- Consumer information and sustainable consumption
- Consumer protection and advocacy
- Consumer decision making
- Sustainable Consumption
- Consumer empowerment and quality of life
- Alternative Energy Resources
- Socio-economic Perspectives of consumer protection
- Agricultural produce :Grading and marking
- Corporate Governance & CSR
- Food & Health for Sustainability
- Consumer Education
- Public Policy and Corporate Intervention for Sustainability
- Technologies for Safe and Sustainable World
- Sustainable response to consumer needs
- Role of civil society for consumer awareness and protection
- Fair digital finance
- Responsible marketing
- Food safety and standardization
- Quality certification of agriculture and allied commodities

**The above list of the seminar topic themes is self-illustrative.** Quality submission in empirical or theoretical aspects on the related themes in conformity with the overall theme of the international conference

**GUIDELINES FOR THE SUBMISSION OF ABSTRACT AND FULL PAPER:** The abstract should not exceed 300 words and should include: Title Background, Methodology, Findings/Results The contributor(s) should provide their name/s, affiliation, mailing address, Email and Phone number along with the abstract. The full paper should be in standard format (Font: Times New Roman, 12 fontsize, 1.5 line spacing) and normally be of about 2500 words in length. Author(s) name (s) and affiliation should be shown on the separate sheet along with the title of the paper. Contributors require to email their abstract and papers at [sandeep.cpas@mdurohtak.ac.in](mailto:sandeep.cpas@mdurohtak.ac.in)

**Note: All the abstracts/papers will go through peer review process. Only those authors are required to pay registration fee whose paper is selected for presentation. All selected papers will be published in Edited Book with ISBN.**

**Registration Fee:** INR 1,000 for academicians, INR 500 for Research Scholars & INR 200 for Students. All authors/presenter need to register separately. Only *authors with selected abstract will get link via email for the registration for the conference.* Teachers of MDU-CPAS and Faculty of law are exempted from registration fee. However, paper received and accepted by due date will be considered for registration.

**Important Dates:**

- \*Submission of abstracts 5 March, 2023
- \*Submission of full paper: 10 March 2023
- \*Communication of acceptance of paper: 12 March 2023

**Note:** No TA/DA will be paid for participating in the seminar.

International Advisory Committee	National Advisory Committee
<b>Prof. Satyanarayana, Parayitam</b> (University of Massachusetts, Dartmouth, USA)	<b>Prof. Rajpal Singh</b> (HAU, Hissar)
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<b>Sabeena</b> (Luftanza ,AG, Germany) <b>Ms. Meghna Kharb</b> (Sales force Architect, IBM Phonix Arizona ,USA)	<b>Dr. Madhuri Hooda</b> (Associate Professor, MDU, Rohtak) <b>Dr. Parul Mittal</b> (Assistant Professor, KLP College Rewari)

### Organizing Committee of the Conference

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