



Koneru Lakshmaiah Education Foundation
(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA

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Ref: KLEF/SA/NSS Cell/2025-26

Date: 20-12-2025

Orders of the Hon'ble Vice Chancellor dt.20-12-2025

CIRCULAR

Sub: Conduction of Awareness to the Public about Consumer Rights on 22-12-2025 at Atmakur Village – Reg.

Ref: Letter received from Mr. P.Srikanth Reddy, Programme Coordinator, KLEF NSS Cell and forwarded by Dr. K.R.S. Prasad, In-charge Dean (Student Affairs).

This is to inform you that the National Service Scheme (NSS) of KLEF will be organizing Awareness to the Public about Consumer Rights on 22-12-2025 at Atmakur Village.

Event : Awareness to the Public about Consumer Rights
Date : 22-12-2025
Place : Atmakur
Timings : 10:00 am to 01:30 pm

Interested students can participate in this event.

For further information regarding this event contact Mr. P.Srikanth Reddy (Mobile No. 8466011222), Programme Coordinator, KLEF NSS Cell and Mr. P.Suresh, NSS Coordinator, (Mobile No. 9493171719)




REGISTRAR
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Koneru Lakshmaiah Education Foundation
(Deemed to be University)
Green Fields, VADDESWAREM-522 302.
Guntur District, Andhra Pradesh.



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National Service Scheme (NSS)

Awareness to the Public About Consumer Rights

KL AI&DS
ARTIFICIAL INTELLIGENCE & DATA SCIENCE

राष्ट्रीय सेवा योजना
NATIONAL SERVICE SCHEME

AWARENESS ON CONSUMER RIGHTS

DATE :
22-12-2025

TIMINGS :
9:30 - 12:00

[klef_nss_official](#)

Event : Awareness to the Public about Consumer Rights
Date : 22-12-2025
Place : Atmakur

Objective:

The objective of creating awareness among the public about consumer rights is to educate people on their legal protections while purchasing goods and services. It aims to inform consumers about their rights to safety, information, choice, and redressed. Consumer awareness helps people identify unfair trade practices and fraud. It empowers consumers to raise complaints and seek justice through appropriate forums. The programme encourages responsible and informed purchasing decisions. Ultimately, it promotes fairness, transparency, and accountability in the marketplace.

Description:

As per the directions of the Ministry of Youth Affairs and Sports, National Service Scheme (NSS), Regional Directorate, and State NSS, the NSS Unit of the Department of AI & DS, KL University organized a public awareness programme on Consumer Rights on Monday, 22nd December 2025, at Atmakur village in Mangalagiri Mandal. This was stated by Dr. K. R. S. Prasad, Dean of Student Affairs, KL University. Speaking on the occasion, he explained that the rules and protections that consumers must follow and are entitled to while purchasing goods or availing services are known as consumer rights. He stated that consumers can seek justice under the Consumer Protection Act in cases of unfair trade practices, sale of substandard products, or deficiency in services. He added that NSS volunteers conducted door-to-door campaigns to create awareness on consumer rights and the Consumer Protection Act.

Dr. V. S. V. Prabhakar, Head of the Department of AI & DS, advised consumers to carefully check product details such as price, manufacturing date, expiry date, company information, quality, and safety before purchasing. He stated that consumers need not hesitate to file complaints at the district, state, or national-level Consumer Commissions or grievance redressal forums if they are cheated.

NSS Programme Coordinator Dr. P. Srikanth Reddy explained that consumers have the right to seek compensation by filing cases in situations involving defective products, misleading advertisements, or poor services. He emphasized the importance of choosing quality products, collecting bills, and reporting deficient services through online portals or by calling the helpline number 14404. He further explained the fee structure for filing cases in consumer forums: for claims up to ₹1 lakh – ₹100; up to ₹5 lakhs – ₹200; up to ₹10 lakhs – ₹400; up to ₹20 lakhs – ₹500; from ₹20 lakhs to ₹50 lakhs – ₹2,000; up to ₹1 crore – ₹4,000; and above ₹1 crore – ₹5,000. He added that consumers below the poverty line are exempted from paying any fee for claims up to ₹1 lakh.

NSS Programme Officer Mr. V. Jonithin informed that people from the Telugu states can directly contact the toll-free numbers 1800 11 4000 or 1915, and can also receive information through SMS by sending messages to 8800001915. Complaints can be registered online through www.consumerhelpline.gov.in, and the status of complaints can be tracked by contacting the helpline between 8:00 AM and 8:00 PM.

The programme was coordinated by NSS Field Coordinator Mr. P. Suresh. The NSS volunteers were appreciated by Vice-Chancellor Dr. G. Parthasarathi Varma, Pro Vice-Chancellors Dr. A. V. S. Prasad, Dr. N. Venkataram, and Dr. K. Rajashekhara Rao, Dean Advisors Dr. Habibullah Khan, Registrar Dr. K. Subbarao, Principal Dr. V. Rajesh, Associate Dean Dr. Shanta Sri, and other dignitaries.

Outcome:

The consumer rights awareness programme helped villagers clearly understand their rights while purchasing goods and availing services. People became aware of checking product details such as price, quality, manufacturing and expiry dates before buying. The programme educated consumers on legal remedies available under the Consumer Protection Act in cases of fraud, defective products, or service deficiencies. Door-to-door awareness by NSS volunteers ensured effective reach and better understanding among the public. Participants gained confidence to file complaints through consumer forums, helplines, and online portals without fear. Overall, the event empowered consumers to make informed decisions and seek justice when their rights are violated.

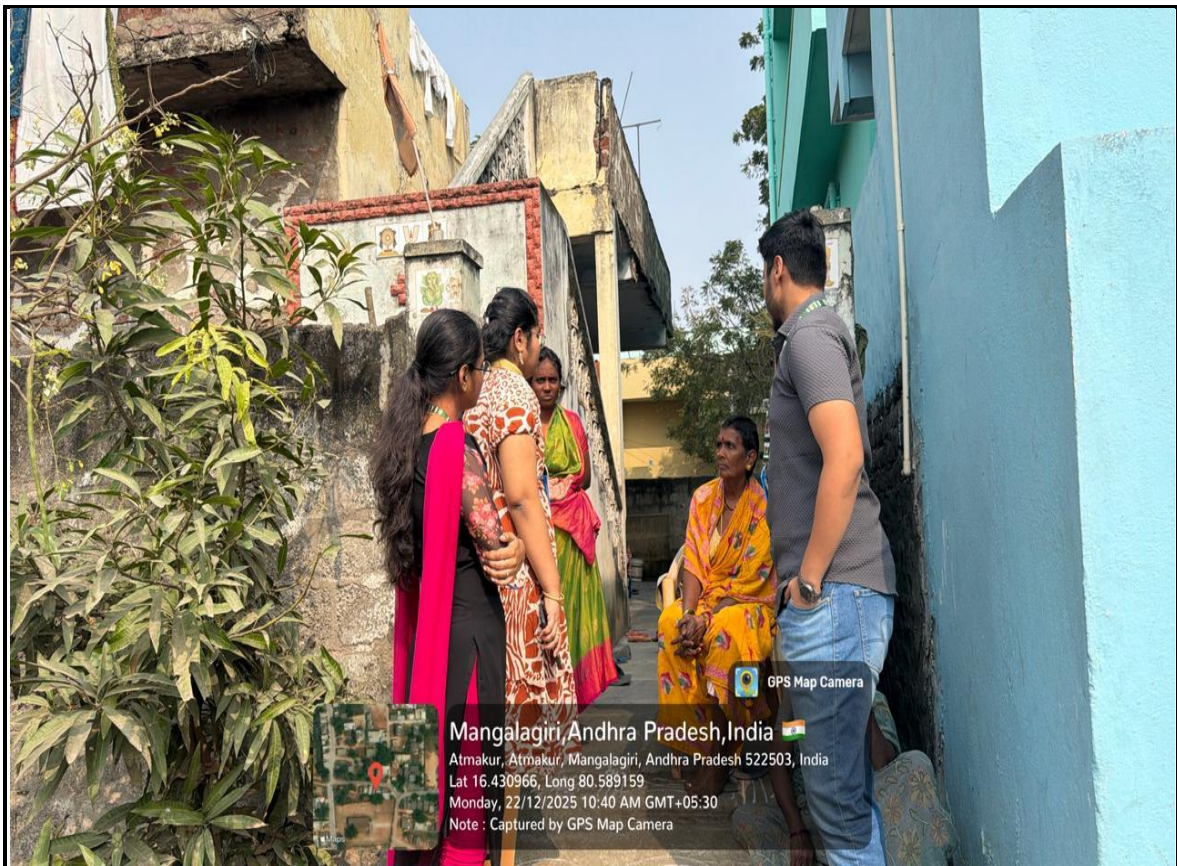
Impact on Society:

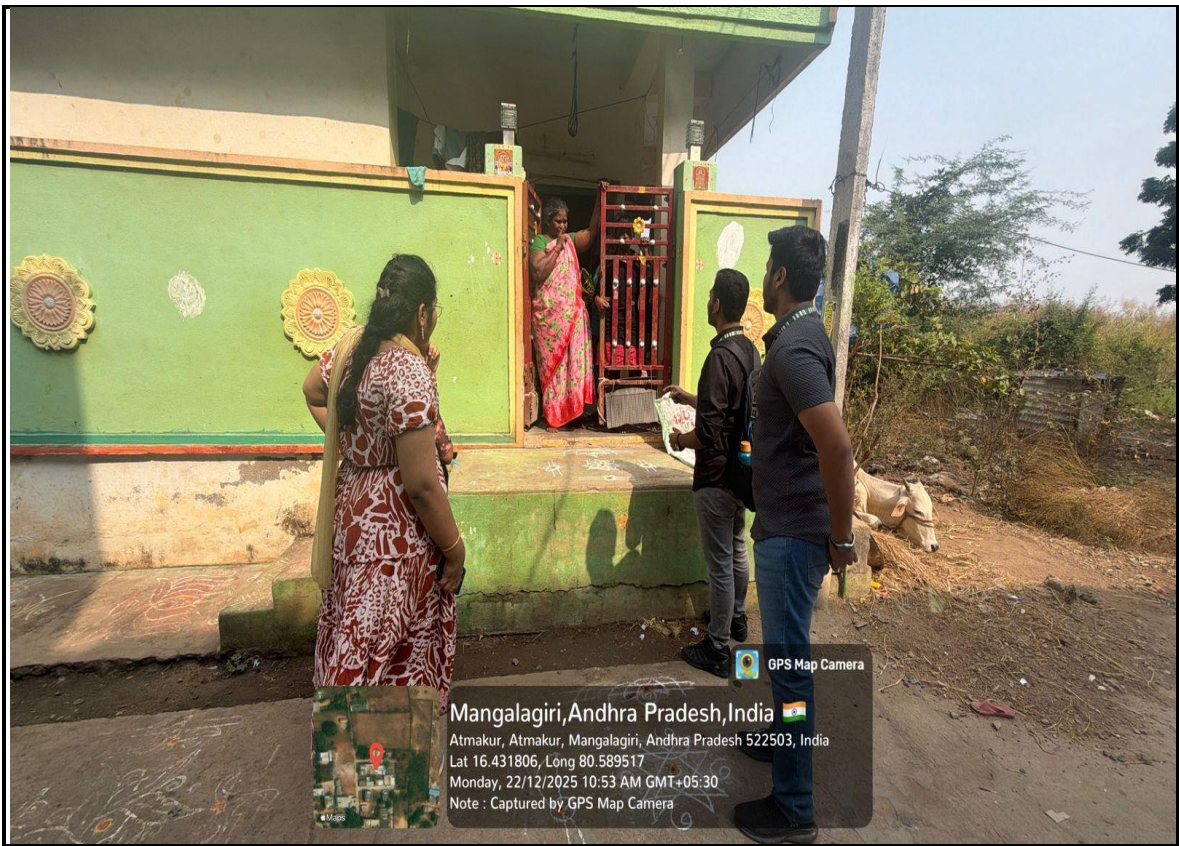
The programme created a positive social impact by promoting consumer awareness and legal literacy. It encouraged people to stand against unfair trade practices and misleading advertisements. Increased awareness strengthened consumer confidence and accountability among sellers and service providers. The initiative contributed to reducing exploitation of consumers in rural areas. It fostered a culture of responsible buying and ethical business practices. In the long run, such programmes help build a fair, transparent, and consumer-friendly society.

Details of the Event:

Name of the Event	: Awareness to the Public about Consumer Rights
Place of the Event	: Atmakur
Date of the event	: 22-12-2025
No. of Hours	: 10:00 am to 04:00 pm
No. of Participants	: Students: 96, Faculty: 01
No. of Beneficiary's	: 1674

Event Photos:





సాక్షి

వినియోగదారులకు హక్కులపై అవగాహన

మంగళగిరి టౌన్: వినియోగదారులు తమ హక్కులు, బాధ్యతలపై అవగాహన పెంచుకోవాలని కేఎల్ యూనివర్సిటీ విద్యార్థి విభాగాధిపతి డాక్టర్ కేఆర్ఎస్ ప్రసాద్ సూచించారు. మంగళగిరి మండలం ఆత్మకూరు గ్రామంలో యూనివర్సిటీ ఎన్ఎస్ఎస్, ఏఐఎండ్డీఎస్ విభాగాల ఆధ్వర్యంలో వినియోగదారుల హక్కుల రక్షణ చట్టంపై సోమవారం వలంటీర్లు ఇంటింటికి వెళ్లి అవగాహన కార్యక్రమాన్ని నిర్వహించారు. వినియోగదారులు కొనుగోలు చేసే ఉత్పత్తుల సమాచారం, ధర, తయారీ తేదీ, గడువు తేదీ, కంపెనీ వివరాలు, నాణ్యత తదితర వివరాలు, అంశాలపై అవగాహన కల్పించారు. ఈ సందర్భంగా డాక్టర్ కేఆర్ఎస్ ప్రసాద్ మాట్లాడుతూ.. నాణ్యత లేని ఉత్పత్తులు, తప్పుదోవ పట్టించే ప్రకటనలు, సేవా లోపాల వల్ల నష్టాలు జరిగితే కేసు వేసి న్యాయపరిహారం పొందే హక్కు ఉంటుందని వివరించారు. అందుకు 1800 114000, 88000



హక్కులపై అవగాహన కల్పిస్తున్న కేఎల్ యూ విద్యార్థులు

01915, 1915 సంఖ్యలకు ఫోన్ చేసి అధికారులకు ఫిర్యాదు చేయవచ్చని సూచించారు. కార్యక్రమంలో పాల్గొన్న ఎన్ఎస్ఎస్ ప్రోగ్రాం కోఆర్డినేటర్ డాక్టర్ శ్రీకాంత్ రెడ్డి, ప్రోగ్రామ్ ఆఫీసర్ జోనితిన, ఫీల్డ్ కోఆర్డినేటర్ సురేష్, వలంటీర్లను వర్సిటీ వీసీ డాక్టర్ జి.పార్థసారథి వర్మ, ప్రో వీసీలు డాక్టర్ ఏవీ ఎస్ ప్రసాద్, కె.రాజశేఖరరావు, డాక్టర్ ఎన్.వెంకట్రామ్, డీన్ డాక్టర్ హబీబుల్లా ఖాన్ తదితరులు అభినందించారు.

వినియోగదారుల హక్కులపై అవగాహన

తాడేపల్లి, న్యూస్టుడే: వినియోగదారుల హక్కులపై గ్రామీణులకు కేఎల్ యూ విద్యార్థులు సోమవారం అవగాహన కల్పించారు. ఆత్మకూరులో ఎన్ఎస్ఎస్ విభాగం ఆధ్వర్యంగా విద్యార్థులు వస్తువులు కొనుగోలు, సేవల వినియోగంలో అనుసరించాల్సిన నిబంధనలను వినియోగదారుల హక్కులు అంటారని వివరించారు. వీటిపై అవగాహన ఉంటే నాణ్యత లేని ఉత్పత్తులు కొని మోసపోయినప్పుడు తగు న్యాయ సహాయం పొందవచ్చన్నారు. కేఎల్ యూ విద్యార్థి విభాగం అధిపతి డాక్టర్ కేఆర్ఎస్ ప్రసాద్, డాక్టర్ వీఎస్ ప్రభాకర్, శ్రీకాంత్ రెడ్డి తదితరులు పాల్గొన్నారు.

Date : 23/12/2025 EditionName : ANDHRA
PRADESH(AMARAVATI GUNTUR) PageNo :

Press Clippings Translation:

Sakshi E-Paper:

Awareness on Consumer Rights

Mangalagiri Town: Dr. K. R. S. Prasad, Dean of Student Affairs, KL University, advised consumers to be aware of their rights and responsibilities. On Monday, under the aegis of the University NSS and AI&DS departments, volunteers conducted a door-to-door awareness programme in Atmakur village of Mangalagiri Mandal on the Consumer Protection Act. The volunteers educated consumers about the details they should check while purchasing products, such as product information, price, date of manufacture, expiry date, company details, quality, and related aspects. Speaking on the occasion, Dr. K. R. S. Prasad explained that consumers have the right to file cases and seek legal compensation in instances of losses caused by substandard products, misleading advertisements, and deficiency in services. He also informed that complaints can be lodged by calling the helpline numbers 1800 114000, 880001915, and 1915. The NSS Programme Coordinator Dr. Srikanth Reddy, Programme Officer Jonathan, Field Coordinator Suresh, and the volunteers who participated in the programme were appreciated by University Vice-Chancellor Dr. G. Parthasaradhi Varma; Pro Vice-Chancellors Dr. A. V. S. Prasad, Dr. K. Rajasekhara Rao, and Dr. N. Venkatram; and Dean Dr. Habibullah Khan, among others.

Eenadu E-Paper:

Awareness on Consumer Rights

Tadepalli, Newstoday: KL University students created awareness among rural people on consumer rights on Monday. Under the aegis of the NSS department, students at Atmakur explained that the rules to be followed while purchasing goods and availing services are known as consumer rights. They stated that having awareness of these rights enable consumers to seek appropriate legal assistance when they are cheated by purchasing substandard products. KL University Dean of Student Affairs Dr. K. R. S. Prasad, Dr. V. S. Prabhakar, Srikanth Reddy, and others participated in the programme.

(17)

Participated Volunteers list:

S.No	ID. No	Name of the Student	Branch	Year	Signature
1	2400080179	Bollimuntha Pavani Sri Charani	AI&DS	2	Ab
2	2400080294	B.Durga Niteesh	AI&DS	2	Durga Niteesh
3	2400080075	G.Vardhan	AI&DS	2	Vardhan
4	2400080167	Shaik.Rahimunnisa	AI&DS	2	Rahim
5	2400080087	Yalamanchili Nikhil Satya Ajay	AI&DS	2	Ajay
6	2400080279	Siga Amulya	AI&DS	2	Amulya
7	2400080228	Divi Chandrika	AI&DS	2	Chandrika
8	2400080184	Chelluru Jaswanth	AI&DS	2	Jaswanth
9	2400080161	Sai Sumit Panigrahi	AI&DS	2	Sumit
10	2400080005	Potluri Sri Hasitha	AI&DS	2	Sri Hasitha
11	2400080269	B.Mani Bhushan	AI&DS	2	Bhushan
12	2401600119	Ghanta Pravallika	AI&DS	2	Pravallika
13	2400080050	K Bhuvana Siri	AI&DS	2	Siri
14	2400080130	Janga Reshma	AI&DS	2	Reshma
15	2400080147	Hari Haran Sharma	AI&DS	2	Haran
16	2400080061	Nakka Sivaji Abhishakth Yesubabu	AI&DS	2	Abhishakth
17	2400080057	Kamisetty Bhanu Deepak	AI&DS	2	Deepak
18	2400080036	B Dhanush	AI&DS	2	Dhanush
19	2400080013	G.Yaswanth	AI&DS	2	Yaswanth
20	2500080202	Lakshmi Sai Charitha. Bandi	AI&DS	1	Charitha
21	2400080212	Veeru Ganesh Pramod Chekka	AI&DS	2	Ganesh
22	2500080199	Shivanshu Satyajeeet	AI&DS	1	Shivanshu
23	2400080275	Gunji Bhanu Prakash	AI&DS	2	Bhanu Prakash
24	2400080221	Muthyala Sravya	AI&DS	2	Sravya
25	2400080006	Gayala Vidya Priya	AI&DS	2	Vidya
26	2400080246	M.Varshitha	AI&DS	2	Varshitha
27	2400080068	Bodda Nikhil	AI&DS	2	Nikhil
28	2400080048	Nadella Sri Ram Chowdary	AI&DS	2	Sri Ram
29	2400080217	Ullendula Karthik	AI&DS	2	Karthik
30	2400080206	Gowtham Varma	AI&DS	2	Varma
31	2400089023	Sk.Muhisna Tabasum	AI&DS	2	Muhisna
32	2400080172	Janga Ujwala	AI&DS	2	Ujwala
33	2400080143	Dhulipalla Varshini	AI&DS	2	Ab

34	2400080178	S Harshini Reddy	AI&DS	2	Harshini
35	2400080009	A Sai Sri Kaushik	AI&DS	2	Kaushik
36	2400080004	Abdul Arif	AI&DS	2	Arif
37	2400089017	A.Mahesh Roy	AI&DS	2	Mahesh
38	2400080111	Manju Durga Tulluru	AI&DS	2	Manju
39	2400080192	B. Nanda Maneeswar	AI&DS	2	Maneeswar
40	2400080031	A. Trinadh	AI&DS	2	Trinadh
41	2400080268	Sk Md Feroz Ali	AI&DS	2	Feroz ali
42	2400080154	V.Ujwal	AI&DS	2	ujwal.
43	2400080293	Poojitha Punati	AI&DS	2	Punati
44	2400080267	P.Varshitha	AI&DS	2	varshitha
45	2400080225	Mohammad Abdul Akram	AI&DS	2	Abdul
46	2400080010	Mohamed Reehan	AI&DS	2	Reehan
47	2400080035	M.Venkata Dithendra	AI&DS	2	Dithendra
48	2400080233	Koya Devi Sri Chowdary	AI&DS	2	Devi
49	2400080281	L Amrutha Sri	AI&DS	2	Amrutha
50	2400080243	Veeramreddy. Geetha Pramodha Red	AI&DS	2	Geetha
51	2400080105	Vuyyuru Meghana	AI&DS	2	Meghana
52	2400080257	P. Bhuvaneswari	AI&DS	2	Ab
53	2400080030	B Mohan Krishna Reddy	AI&DS	2	Krishna Reddy
54	2400080032	K.S.P.Vasishtha	AI&DS	2	varshitha
55	2400080189	T.Rajamannar	AI&DS	2	Rajamannar
56	2400080128	Tejesh	AI&DS	2	Sarath
57	2400080239	Ratnala Pranathi	AI&DS	2	Pranathi
58	2400080216	Ullendula Kavya	AI&DS	2	kavya.
59	2400080121	Mohana Chowdary Govada	AI&DS	2	Govada
60	2400080127	N.Venkatesh	AI&DS	2	venkatesh
61	2400080163	Abhiram Boppana	AI&DS	2	Abhi
62	2400080164	Sree Shanmukhi Nandamuri	AI&DS	2	nandamuri
63	2400080089	Jyothiradithya	AI&DS	2	Adithya
64	2400080077	Kotapati Sreyash Chowdary	AI&DS	2	Sreyash
65	2400080059	Partha Saradhi Medasani	AI&DS	2	Saradhi
66	2400080286	Kunche Santhosh	AI&DS	2	Santhosh
67	2400080055	Pamidiboyina Bhanu Teja	AI&DS	2	Teja
68	2400080205	Mendu Pranav Sri Karthik	AI&DS	2	Karthik
69	2400080176	Dama Venkat Karthik Chowdary	AI&DS	2	Karthik Chowdary

70	2400080248	Gaddam Vyshnavi	AI&DS	2	Vyshnavi
71	2300089016	Shaik Rohan	AI&DS	3	Roham
72	2300080399	Kakumani Leela Vaishnavi	AI&DS	3	leela
73	2400080238	Perineni Rishitha Chowdary	AI&DS	2	Rishitha
74	2300080385	Kolluru Hannah Harshitha	AI&DS	3	hannah
75	2300080236	Nagumothu Navya Sri Sai Maha Laksh	AI&DS	3	N. Lakshmi
76	2300080088	Gnana Sai Sathvik Machavarapu	AI&DS	3	Sathvik
77	2300080128	Bondada Bhavika	AI&DS	3	Bhavika
78	2300080085	Tatineni Navya Sri	AI&DS	3	Navyasri
79	2300080298	Popuri Sri Vaishnavi	AI&DS	3	Vaishnavi
80	2300089036	Alavalapati Tejeswara Reddy	AI&DS	3	Teja Reddy
81	2400080180	Santosh	AI&DS	2	santosh.
82	2300080054	Bavirisetty Sai Sudeepthi	AI&DS	3	sai
83	2300080028	N. Ushma Laxmi	AI&DS	3	Ab
84	2300080021	Kancharla Srinadh	AI&DS	3	Srinadh
85	2200080014	Morla Pallavi	AI&DS	4	Pallavi
86	2200080071	S.T. Venkata Naga Pavani	AI&DS	4	Pavani
87	2200080012	Chakka Harshitha	AI&DS	4	Harshitha
88	2200080173	Panem Sravya	AI&DS	4	sravya
89	2300080209	P.Varsha	AI&DS	3	varsha
90	2300089031	Vaishnavi Motevar	AI&DS	3	mohana vaishnavi
91	2300089031	Vaishnavi Motevar	AI&DS	3	Mohan Vaishnavi
92	2300080021	Kancharla Srinadh	AI&DS	3	Srinadh
93	2300080257	Sai Kiran	AI&DS	3	Kiran
94	2300080221	B.Vishnu Venkata Rama Sai	AI&DS	3	Vishnu
95	2300080188	Vikyath Raya	AI&DS	3	Raya
96	2300080057	Harshitha Lakshmi	AI&DS	3	Harshitha
97	2300080007	Nikhil Bollimpalli	AI&DS	3	Nikhil
98	2300080355	Allampati Thirumala Teja	AI&DS	3	Teja
99	2300080240	R. Veera Venkata Naga Siva Sai	AI&DS	3	siva sai
100	2200080201	K Ram Mohan Reddy	AI&DS	4	Ram Mohan

[Handwritten Signature]

Programme officer
KLEF NSS Cell

**Programme Officer
KLEF NSS Cell.**

[Handwritten Signature]

Programme Coordinator
KLEF NSS Cell

P. SRIKANTH REDDY
Programme Co-ordinator
National Service Scheme
Koneru Lakshmaiah Education Foundation
Vaddeswaram, 522503

[Handwritten Signature]

Dean Stuent Affairs

Dean (Student Affairs)
Koneru Lakshmaiah Education Foundation
(Deemed to be University)
Green Fields, VADDESARAM-522502,
Guntur Dist, Andhra Pradesh.